



## Goodwood Motorsport

### Media Accreditation Guidelines

Thank you for your interest in applying for media accreditation at the 2022 Festival of Speed presented by Mastercard and the Goodwood Revival.

Please note that we do not open accreditation for the Members' Meeting presented by Audrain Motorsport. If you would like to attend in a media capacity, please email [media@goodwood.com](mailto:media@goodwood.com) with details of proposed coverage. Requests will be assessed on a case-by-case basis, with applications offering widespread coverage receiving preference.

Applicants for media accreditation are asked to carefully read the following guidelines, before submitting their online application.

All national/international TV, film and video accreditation requests will be reviewed separately by Goodwood's event broadcast partner, Gravity Media. Please contact Nichola Adams directly - [nichola.adams@gravitymedia.com](mailto:nichola.adams@gravitymedia.com)

### KEY 2022 ACCREDITATION DATES

Event	Event Dates	Accreditation opens	Accreditation closes
Members' Meeting	9 – 10 April	Please email <a href="mailto:media@goodwood.com">media@goodwood.com</a>	
Festival of Speed	23 – 26 June	14 March	3 June
Goodwood Revival	16 – 18 September	14 March	26 August

Please be aware that the team deals with a large volume of enquiries in the weeks leading up to the events. For this reason, applications made after the closing date may not be considered.

### PRESS PARKING

Press parking is only available for the Festival of Speed. Please note that as parking labels need to be sent out via post, it will only be possible to allocate press parking to those accredited before Friday 3 June, on a first come, first served basis

Due to a limited allocation, we are only able to offer one press parking pass per film / broadcast crew.

## **WHO DOES GOODWOOD ACCREDIT?**

- Representatives from print and online publications
- Commissioned photographers – publications and partners
- Content creators / social media influencers capturing photographic content

Press accreditation and use of the on-event Media Centres are provided for members of the media to work. As such, it is not always an appropriate place to bring additional family members, guests or children.

## **WHO DOES GRAVITY MEDIA ACCREDIT?**

- Film / broadcast crews
- Content creators / social media influencers creating video content

## **WHO IS NOT ELIGIBLE?**

- Goodwood does not accredit publishers, general managers, marketing executives, PRs, artists or photographers commissioned by drivers.
- Marketing executives and PRs of Goodwood's Partners should be accommodated through the Partner allocation.
- Photographers commissioned by drivers should be accommodated through the Driver allocation in the first instance before contacting the Press Office ([media@goodwood.com](mailto:media@goodwood.com)) to discuss trackside access / tabard requirements.

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## **I. ONLINE ACCREDITATION**

All media accreditation requests for the Festival of Speed and Goodwood Revival must be made online via the Goodwood Press & Media Site: <https://www.goodwood.com/media-centre/>

To make an application, you must be signed in to a valid Press Account. First-time applicants will need to create a Press Account (top right-hand corner of the Press & Media Site) before an application for event accreditation can be submitted.

Separate applications must be submitted for each event.

Applicants will be asked to provide a number of documents, as part of the application. Once all the documents have been submitted, the application will be examined by the Press Office and applicants will be notified whether they have been approved or not.

Please note that due to the number of applications, you may not be notified of your accreditation approval until after the closing date.

## **2. ACCREDITATION PRINCIPLES**

Press accreditation is intended for professional editorial news/feature coverage only. It is not to be used for any other purposes.

Goodwood will accredit a maximum of two editorial staff per media outlet. Only in exceptional circumstances will additional media accreditation be given.

A maximum of one additional journalist or photographer will be accredited if there is a website associated with a print or broadcast media organisation that has already applied for and been granted.

**Successful prior media accreditation at Goodwood motorsport events does not guarantee accreditation for future events.**

Goodwood consider the press pass to be a working tool to be used only by professional members of the press. Internal magazines of companies, trade magazines and newsletters cannot be accredited as media. However, at the discretion of Goodwood, and where the quality and circulation justify their consideration, such a publication may be eligible.

Goodwood reserves the right to refuse any accreditation request considered inappropriate to Goodwood motorsport events and reserves the right to ask for additional information about the applicant.

Goodwood does not grant accreditation to publishers, general managers, marketing executives, PRs, artists or photographers commissioned by drivers.

### **3. ACCREDITATION CRITERIA**

Each year Goodwood receives hundreds of accreditation requests for its motorsport events. It is the responsibility of the Press Office to ensure coverage of the highest quality and maximum reach.

Goodwood only accredits publications, websites, influencers and agencies producing content of high quality. Circulation of print publications as well as the reach and engagement of digital platforms will need to meet a standard set by Goodwood.

#### **PRINT**

Print publications will be reviewed on an individual basis: they must produce high quality content and demonstrate strong circulation figures. Print articles submitted as part of an accreditation application must have been published no more than two years prior to the event.

#### **ONLINE**

This year we will be using the free online tool SimilarWeb - <https://www.similarweb.com/> - to check the engagement of online publications. Please note that SimilarWeb does not always have the data for smaller websites. In this instance it is vital that applicants include the relevant details in their commission letter as outlined in 4.1. Online articles submitted as part of an accreditation application must have been published no more than two years prior to the event.

#### **CONTENT CREATORS / SOCIAL INFLUENCERS**

Content creators and social influencers will also be reviewed by the Press Office. YouTube accounts must have at least 40,000 subscribers and produce content that has excellent engagement. Other platforms will be reviewed on an individual basis: they must produce high quality content and demonstrate strong engagement figures. We welcome applications from all

content creators and social influencers – content does not have to be solely automotive or motorsport focused.

If approved, media must sign on upon first arrival at the media centre. Details of the location will be included in your pre-event information pack.

## 4. ACCREDITATION PROCEDURE

Every accreditation request for Goodwood motorsport events must be supported by the following documentation:

### 4.1. COMMISSION LETTER

A formal letter on headed paper signed by the editor / publisher / content creator commissioning either the applicant or themselves to cover the event.

The letter for **publications** must include:

1. The name of the representative who will be covering the event.
2. Detail of whether the applicant is a journalist, content creator and/or photographer.
3. Information on the publication: location, circulation, frequency, readership, etc.
4. Detail of the intended coverage.

The letter for **digital media** must include:

1. The name of the representative who will cover the event.
2. Detail of whether the applicant is a journalist, content creator and/or photographer.
3. Information on the website: unique visitors per month, top five countries for website traffic and audience size for social media accounts.
4. Detail of the intended coverage.

The letter for **influencers/social media** must include:

1. The name of the representative who will cover the event.
2. Information on the outlet: year started, website unique visitors per month, followers/subscribers across each social network platform.

Influencers/social media outlets who wish to record video content need to contact Gravity Media, the event broadcast partner. Please contact Nichola Adams - [nichola.adams@gravitymedia.com](mailto:nichola.adams@gravitymedia.com)

### 4.2. PROOF OF COVERAGE

If the applicant has previously attended Goodwood motorsport events, a credited article / piece of content must be uploaded as part of the application. **This article / piece of content must have been published within the last two years.**

If the applicant has never attended Goodwood events before, a relevant credited article / piece of content must be uploaded in the application.

Photographers must provide credited evidence of work at past Goodwood motorsport events or, in the absence of this, evidence of prior work for the commissioning media outlet. Photographers' names need to be credited in the article.

If the applicant requests accreditation for more than one event, they must submit the articles published about the different events.

## 5. PHOTOGRAPHERS TABARDS

Photographers working trackside **must** wear a tabard at all times. Access to trackside and assembly areas is strictly at the discretion of the BARC marshals and will be restricted at certain times. Photographers failing to display their tabard correctly will be asked to leave the restricted area and may have their tabard permanently confiscated.

Goodwood requires photographers who are working trackside to provide evidence of Public Liability Insurance for a minimum £5,000,000. Photographers must supply a copy of their Public Liability Insurance Certificate by sending a clear copy of the document to [media@goodwood.com](mailto:media@goodwood.com) prior to the event. If you are unable to do this, you will need to present a physical copy when you check in at the Media Centre. Without a copy of your public liability insurance, we are unable to provide you with a tabard for trackside access.

Please note that accreditation **DOES NOT** guarantee photographers a tabard. There are a limited number of tabards available at each event and will be allocated on a first come, first served basis for a specific duration / session in the Media Centre. We understand that there is a high demand for the tabards and we kindly ask that you respect the staff working in the Media Centre at all times. We will not tolerate abuse of any kind and anyone deemed to be acting aggressively or inappropriately will be asked to leave the event.

Anyone not returning a tabard at the end of their allocated session will lose their tabard privileges for the remainder of the weekend and may face further sanctions at the discretion of the organisers.

For further motorsport media accreditation information, please contact [media@goodwood.com](mailto:media@goodwood.com)