



## Goodwood Motorsport

### Media Accreditation Guidelines

Thank you for your interest in applying for accreditation for the 2020 Goodwood Motorsport events; Festival of Speed presented by Mastercard and Goodwood Revival.

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

All national/international TV, film and video accreditation requests will be reviewed separately by event broadcast partner, Aurora Media. Please contact Tamara Drew – [tamara.drew@auroramedia.com](mailto:tamara.drew@auroramedia.com)

#### KEY ACCREDITATION DATES

Goodwood events	Accreditation opens	Accreditation closes
Festival of Speed	1 February	25 June
Goodwood Revival	1 February	28 August

**Due to the large number of applications received, late or incomplete requests will NOT be considered.**

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

**Accreditation DOES NOT guarantee photographers a trackside tabard.**

**1. ONLINE ACCREDITATION**

**2. ACCREDITATION PRINCIPLES**

**3. ACCREDITATION PROCEDURE**

**4. ACCREDITATION CRITERIA**

**5. PHOTOGRAPHERS**

# 1. ONLINE ACCREDITATION

All national and international media accreditation requests must be made online via: <https://www.goodwood.com/media-centre/>

First-time applicants must register by opening a media account before an application for event accreditation can be submitted.

After opening the media account, the applicant will be able to apply for accreditation. 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.

## 2. ACCREDITATION PRINCIPLES

### 2.1 Print & Digital Publications

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 bona-fide members of the press. Internal magazines of companies, trade magazines and newsletters can not 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.

### 2.2 Influencers/Social Media

Press accreditation will be granted only for the main representative.

## 3. ACCREDITATION CRITERIA

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

Digital Influencers will be reviewed by the Goodwood PR team. YouTube accounts must have at least 40,000 subscribers and produce automotive content that has excellent engagement. Other platforms will be reviewed individually, they must produce content relevant to Goodwood motorsport event audiences and demonstrate strong engagement figures.

Print or online articles submitted in the application must have been published no more than two years prior to the event.

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

Media must sign on upon first arrival at the media centre. Details of the location will be included in your e-ticket.

## **4. ACCREDITATION PROCEDURE**

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

### **4.1. PASSPORT PHOTO - head & shoulders.**

A passport photo is requested for security reasons.

### **4.2. COMMISSION LETTER**

A formal letter on headed paper signed by the editor of the media outlet commissioning the applicant to cover the event.

The letter for **publications** must include:

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

The letter for **websites** must include:

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

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 Aurora Media, the event broadcast partner. Please contact Tamara Drew – [tamara.drew@auroramedia.com](mailto:tamara.drew@auroramedia.com)

### **4.3. PROOF OF COVERAGE**

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

If the applicant has never attended Goodwood events before, a credited related article 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.

## **5. PHOTOGRAPHERS**

Photographers working trackside **must** wear tabards at all times. Access to trackside and assembly areas are 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 to provide evidence of Public Liability Insurance for a minimum £5,000,000.**

**Photographers must supply a copy of their Public Liability Insurance Certificate when they sign on in the Media Centre.** Failure to do this will result in tabard privileges being removed.

### **Tabards:**

Accreditation DOES NOT guarantee photographers a tabard.

A maximum of 75 tabards will be issued for the Festival of Speed. Of these 75, 25 will be issued exclusively for the Forest Rally Stage.

A maximum of 50 tabards will be issued for the Goodwood Revival.

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 more motorsport media accreditation information, please contact Isabel Metcalfe – [Isabel.Metcalfe@goodwood.com](mailto:Isabel.Metcalfe@goodwood.com)