



MEDIA PASS REQUIREMENTS

Mammoth Festival of Beers & Bluesapalooza

A Mammoth Festival of Beers & Bluesapalooza (MFBB) media pass is for journalists and other members of the media who regularly cover and write about music, lifestyle and travel/destination events. The media pass is given to those applicants who have shown a need for access to MFBB for professional media purposes.

Working media from all mediums will be considered. Please note that applying for a MFBB Media Pass **does not** automatically guarantee you will receive a Media Pass. **All requests must be received no later than July 27, 2012.** We have a limited number of media passes available. If your request is approved, a media pass/wristband under your name will be available at Ticket Fulfillment from a representative from HarvestMoon Presents Inc. No media passes will be given at the festival without advance application. **Please note: All MFBB Media passes are NON-TRANSFERABLE.**

If you do not meet all the eligibility requirements for a pass or have missed the application deadline and need assistance with a story, please contact us.

Eligibility is based on prior coverage and publication of music/lifestyle/travel events. Please download, complete and email, fax, or mail the **Media Pass Application with a resume of your work to:**

Media Pass Application/MFBB
HarvestMoon Presents Inc.
1163 Main Street, Suite C
Morro Bay CA 93442
Send materials by email to sarah@harvestmoonpresents.com

If you have any questions, please contact us via email or by phone, toll free, 888-285-5893, ext. 701.

Media Pass Privileges

- Courteous treatment of Bluesapalooza musicians, guests, brewers, concessionaires, and staff;
- Providing our Media Coordinator copies of all media and web links you publish about MFBB (including articles, photos, videos, etc.) Digital copies may be sent via email. Hard copies of printed publications may be sent to our mailing address.

Please read the following

- Media credentials and photo passes are limited.
- Media credentials and photo passes may be revoked at anytime.

- Applications received after July 27, 2012 will not be considered.
- Applicants will be notified no later than July 30, 2012. You must have a confirmed assignment to cover the overall festival. We will not provide credentials for spec photography, freelance writers not on an assignment, or portfolio photographers.

If your intention is to come to the festival to do a story on only one artist and not the festival, you need to be credentialed through that artist. You will need to make your own arrangements to meet the band once you are onsite. If you are not credentialed through the festival, you will not have access to the festival. We will not credential media for assignments that do not include the festival as a whole.

National Media Outlets

Everyone interested in covering the Mammoth Festival of Beers & Bluesapalooza must complete the official application form. All applications are carefully screened.

International Media Outlets

All international publications interested in covering the Mammoth Festival of Beers & Bluesapalooza must complete the official application form or email a detailed editor's letter about your assignment on publication letterhead to sarah@harvestmoonpresents.com. Applications will be screened in advance of the event.

WebZines and Bloggers

Webzine writers and bloggers MUST provide specific information about their site in the description section of the application. Credentials for web zines and bloggers are extremely limited and will be evaluated closely. We cannot credential sites such as "blogspot" or "wordpress."

Freelance Print Media

We will NOT accept any applications from freelance writers who are not on a confirmed assignment. An editor's letter must be emailed to sarah@harvestmoonpresents.com on publication letterhead at the same time as your application or it will not be considered.

Photographers on Assignment

You MUST be on an assignment. All applications are carefully screened. No spec photography, portfolio photography, or personal website photography.

PLEASE do not email asking if you can be a festival photographer.

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MEDIA PASS PRIVILEGES

- Media access to MFBB will grant you entrance into the festival through the appropriate day's wristband. You will not need a separate ticket. Media passes may be revoked at anytime.
- Courteous treatment of Bluesapalooza musicians, guests, concessionaires, and staff;
- Providing our Media Coordinator copies of all media and web links you publish about MFBB (including articles, photos, videos, etc.) Digital copies may be sent via email. Hard copies of printed publications may be sent to our mailing address.
- Media Passes include festival admittance only. **No Backstage or Photo Pit Access.**
- Photo Passes include festival admittance only. **No Backstage Access or Photo Pit Access without advance permission.**

MAMMOTH FESTIVAL OF BEERS & BLUESPALOOZA MEDIA PASS APPLICATION

Type of Media Pass:	<input type="checkbox"/> TV	<input type="checkbox"/> Radio	<input type="checkbox"/> Print	<input type="checkbox"/> Online	<input type="checkbox"/> Other
First Name*					
Last Name*					
Media Outlet*	Media Outlet Type	<input type="checkbox"/> Magazine	<input type="checkbox"/> Newspaper	<input type="checkbox"/> Online	<input type="checkbox"/> Other
Website*					
Editor's Name*	Editor's Contact Info:				
What is your assignment for covering this event?					
Have you ever covered this event before? <input type="checkbox"/> Yes <input type="checkbox"/> No					
If so, please describe:					

Your Contact Info

Address*		
City*	State*	Zip*
Country*		
Phone*	Cell Phone*	
Email*		

Requesting a Second Media Pass

Second media passes for an organization may be requested, but are not guaranteed. To request a pass for the second person who will attend if two passes are issued, please send the Media Coordinator the following information:

Second media rep's full name*	
Organization/Media Outlet name*	
Address*	
Phone number*	Email address*
Website*	

Reason for attendance: