



SUMMERFEST 2021 MEDIA GUIDELINES

Please read the following guidelines regarding media credentials for Summerfest 2021 presented by American Family Insurance. **By submitting your application, you are acknowledging that you have read and understand the requirements and agree to the terms and conditions outlined below.** Applications must be filled out completely to be considered.

Please remember this application is only a request and it may not be approved. Summerfest reserves the right to approve or deny accreditation. The decision is final and cannot be appealed.

Please designate one person in your media outlet/brand to complete this application for all working media personnel, on behalf of your organization/brand.

Requests for accreditation will only be considered by submitting this form online. Please do not contact us with questions regarding the status of your application. All applicants will be contacted in late July 2021 with confirmation or denial of their requests.

Thank you for your interest.

YOU MUST BE ON ASSIGNMENT TO COVER SUMMERFEST

In order to be considered for a Summerfest media credential, you must have a confirmed assignment to cover the festival. Media credentials and photo passes will not be provided for spec photography, freelance writers not on assignment, or portfolio photographers. **Freelancers please note that an editor's letter must be emailed to jdieckelman@summerfest.com on publication letterhead at the same time as your application or it will not be considered.**

CREDENTIALS ARE FOR MEDIA REPRESENTATIVES ONLY

Personal assistants, associates, sales representatives, guests, or other similar staff employed by media outlets do not qualify for media credentials. Guests or family members traveling or attending with journalists do not qualify for media credentials.

MEDIA

Summerfest defines “Media” as journalists, photographers, editors, or producers who have a verified editorial assignment to cover the festival for a recognized media outlet (print, online, radio, TV) that generates original articles or reviews about the festival. Media credentials include admission to Summerfest for working personnel.

BLOGGERS & INFLUENCERS

Bloggers and influencers must provide specific information about their site in the description section of the application, as well as your disclosure compliance plan. Credentials for bloggers are extremely limited and will be evaluated closely.

PHOTOGRAPHY

PHOTOGRAPHY EQUIPMENT REQUIREMENTS

Only approved photographers with professional cameras such as DSLR and interchangeable lens cameras will be allowed into the photo pits. **A limited number of photographers will be allowed into the various stage photo pits. Approval of photo pit clearance is granted by artist management. Point-and-shoot cameras, cell phone cameras, and selfie sticks will not be permitted, and the policy will be strictly enforced by staff and security.**

2021 PHOTO POLICIES

The media credential gives you access to shoot **SUMMERFEST GROUNDS AND CROWD SHOTS ONLY**. For American Family Insurance Amphitheater headliners, please follow photo clearance instructions below. If you are approved for media credentials, you will receive further instructions on photography clearance requirements for the festival stage headliners.

AMERICAN FAMILY INSURANCE AMPHITHEATER PHOTO CLEARANCE

Photo clearance for all American Family Insurance Amphitheater acts will be handled through Summerfest. **Please do not contact management for these headliners independently.** Fill out the portion of the application necessary to request photo clearance for specific American Family Insurance Amphitheater shows and Summerfest will submit your name for consideration. **Approval of American Family Insurance Amphitheater shows will be granted by artist management ONLY, and you will be notified if you have been approved. Please include a cell phone number and an email where you can be reached during the festival. Summerfest will contact you the day of the show with meeting times and photo restrictions if you have been approved. Notification will happen as soon as possible after approval is given from artist management.**

DISCLAIMER

Entrance to Henry Maier Festival Park (the "Site") is at your own risk. Milwaukee World Festival, Inc. (MWF), a not-for-profit corporation, is immune from liability for injuries to persons or property at or on the Site pursuant to Wisconsin Statute 895.52. Media Credentials must be visible while at the Site. Request to access restricted areas must be pre-approved by Milwaukee World Festival Sales and Marketing Department representatives and subject to artists' and Summerfest Security Department's discretion.

We reserve the right to rescind any media passes of those who are in violation of our media code of conduct, the official regulations of Henry Maier Festival Park, or for reasons that jeopardize the safety and security of festival patrons or artists.

Access and clearance(s) obtained pursuant to this policy allow you to take photographs and provide video content for your media outlet only. You may not display, sell, transfer, or otherwise convey, any of the photographs or video content. Any breach of this policy will result in the immediate revocation of your credentials and exclusion from future events. Any unauthorized use of trademarks owned by Milwaukee World Festival, Inc., including, but not limited to *Summerfest*, *The Big Gig*, *The World's Largest Music Festival*, or the Summerfest smile logo, may result in legal action.