



# HEVENINGHAM CONCOURS

ENGLAND

## MEDIA ACCREDITATION GUIDELINES

Thank you for your interest in applying for accreditation for the fourth Heveningham Concours on Friday 21st June – Sunday 23rd June.

- Friday 21st June – The Heveningham Tour for owners & guests
- Saturday 22nd June – event open to the public
- Sunday 23rd June – event open to the public

We invite applicants to read these guidelines prior to submitting an application for media accreditation.

### 1. Application

The issuing of a media pass is entirely at the discretion of Heveningham Concours. The completion and submission of the form does not guarantee media accreditation.

If you have been invited to attend by Heveningham Concours we do not require a completed form or supporting information.

### 2. Principles

#### 2.1 Publications & broadcast

Heveningham Concours will accredit one journalist per media outlet. We may consider accreditation for one accompanying photographer or videographer if required.

## 2.2 Websites

Heveningham Concours will accredit one journalist from a recognised website either standalone or associated with a print or broadcast media organisation. We may consider accreditation for one accompanying photographer if required.

## 2.3 Bloggers / vloggers / influencers

Heveningham Concours will accredit the main representative. We may consider accreditation for one accompanying photographer or videographer if required.

## 3. Procedure

Each application for media accreditation at Heveningham Concours must be accompanied by the following:

### 3.1 Commission letter

A letter signed by the editor of the publication or media outlet commissioning the applicant to cover the event.

The letter for publications must include:

- The name of the journalist / photographer / photojournalist covering the event.
- Information on the publication including circulation, frequency, readership.

The letter for websites must include:

- The name of the journalist / photographer / photojournalist covering the event.
- Information on the website including year started, unique visitors per month, social media statistics.

For bloggers / vloggers / influencers:

- The name of the representative.
- Information on the blog / vlog / Instagram account including year started, unique visitors per month, social media statistics.

### 3.2 Proof of coverage

For publications and websites a relevant credited motorsport, automotive or aviation article must be submitted along with the application form. For bloggers, vloggers and influencers, proof of coverage will be assessed by Heveningham Concours via existing online content.

#### 4. Key dates

Media accreditation opens on 1st March and closes on 31st May. We regret that we cannot offer accreditation beyond the closing date.

If you have any queries regarding media accreditation, please contact Will Kitchener via Email: [will.kitchener@heveninghamhall.co.uk](mailto:will.kitchener@heveninghamhall.co.uk) or Telephone: +44 (0)7969 723207.