



## ZOUTE GRAND PRIX® 2020 Guidelines for press accreditation applications

The organising committee of the ZOUTE GRAND PRIX® thanks you for your interest in our event.

Please read the following guidelines carefully before you apply for accreditation.

### **1. How to apply for your accreditation**

If you would like to attend the ZOUTE GRAND PRIX® as a journalist and you hold a valid press card, you can apply for your accreditation at <http://www.zoutegrandprix.be/en/press>. You will be asked to provide a number of official documents. Your accreditation will be issued once your application has been approved.

### **2. Who is eligible for accreditation?**

Journalists that work in various media channels are welcome to attend the ZOUTE GRAND PRIX®.

#### **2.1 Print press**

**Up to two journalists** per publisher will be accepted. The organization will only issue additional accreditations in exceptional cases.

Journalists who have been issued with accreditation at a previous edition of the ZOUTE GRAND PRIX® are not guaranteed to have their application approved this time.

The organisers assume that all applicants will act in good faith. Contributors to corporate magazines, specialist magazines and commercial newsletters are not eligible for accreditation. Such publications will be issued with an accreditation only if the organisers of the ZOUTE GRAND PRIX® intercede on their behalf.

The organisers of the ZOUTE GRAND PRIX® reserve the right to reject accreditation applications that are not deemed to meet their criteria. The organisers can also ask for additional information about the applicant at any time.

Only journalists attached to a recognised media publisher are considered for accreditation. The organisers of the ZOUTE GRAND PRIX® will not issue accreditations to publishers, marketing managers, artists or photographers that are engaged by the drivers.

## **2.2 Journalists attached to a website**

Press accreditation is only issued to online journalists who are attached to a website that publishes editorial contributions and news reports.

No more than one journalist or photographer will be issued with accreditation if the website to which they are attached is dependent on an offline medium (published, news network) that has already applied for accreditation.

## **2.3 Bloggers/vloggers/social media journalists**

Press accreditations for representatives of new media are only issued to named individuals.

## **3. What is the procedure?**

Every application for press accreditation must be accompanied by the following documents:

### **3.1 Passport photo**

For security reasons, a recent passport-sized photo clearly showing the applicant's face must be provided. The photo must meet the official quality requirements for passport photos (neutral facial expression, head and shoulders straight on, face completely uncovered, eyes clearly visible).

### **3.2 Validation document**

A formal validation document signed by and on the letterhead of the publisher or media organisation to which the applicant is attached must be provided. This must clearly state why the journalist wishes to attend the event.

For **publications** this document must contain the following information:

- The name of the person who will report on the event.
- Whether the applicant is a journalist or a photographer.
- Information about the publication: circulation, target audience, medium, frequency of publication.

For **websites** this document must contain the following information:

- The name of the person who will report on the event.
- Whether the applicant is a journalist or a photographer.
- Information about the website: start date, number of unique visitors per month, number of Facebook/Twitter followers, countries in which the website is most often visited.

For **blogs/vlogs/social media** this document must contain the following information:

- The name of the person who will report on the event.
- Information about the medium: start date, number of unique visitors per month, number of followers (Facebook, Twitter, Instagram, Snapchat).

### **3.3. Published article**

If the applicant has attended previous editions of the ZOUTE GRAND PRIX®, the application must be accompanied by a previously published article on the event. This article must be no more than two years old.

If the applicant has never attended the ZOUTE GRAND PRIX® as an accredited journalist, the application must be accompanied by a previously published motorsport or lifestyle article.

Photographers must upload photos of the ZOUTE GRAND PRIX® or an article on a similar event with published photographs (and their credit).

## **4. What criteria must the applicant fulfil?**

ZOUTE GRAND PRIX® only accredits publications, websites, blogs and press agencies that publish high-quality articles and reflect the exclusive nature of the event.

Articles and photos that are provided with the application must be no more than two years old.

All accredited journalists and photographers must report to the press centre upon arrival. The exact location of the press centre will be confirmed after the application is approved.

## **5. Additional guidelines for photographers**

Photographers working along the route of the ZOUTE GRAND PRIX® must wear the official safety vest at all times. Photographers will receive this safety vest when reporting to the press centre upon arrival.

Photographers who fail to comply with the safety rules may lose their accreditation.

Access to restricted parts of the route and the fringe events (paid or organised exclusively for ZOUTE GRAND PRIX® participants) must be requested separately from the organisers.

Photographers must hand in their official safety vest at the press centre counter every day when they finish their work. Failure to do so can result in their accreditation being cancelled.

## **Key dates**

You can apply for your accreditation online **commencing on Friday 24<sup>th</sup> of July 2020**.

The final date for accreditation applications is the **1<sup>st</sup> of October 2020**.

Due to the great interest in accreditation, applications that arrive after this final date or are incomplete will not be processed.

**If you have any questions about these accreditation guidelines, please contact [press@zoutegrandprix.be](mailto:press@zoutegrandprix.be).**