

INVITATION TO MEDIA

In January, the city of Tamworth will again be welcoming thousands of country music fans to the 39th Tamworth Country Music Festival and the Country Music Awards of Australia from Friday 14th through to Sunday 23rd January 2011 and you're invited!

Events will commence early January, with over 2,500 events across 80 different venues to be held. From the newest to the brightest in country music - everyone will be in Tamworth come the 14th January.

The benefits of securing media identification are;

- ♣ Entry to featured venues and events
- ♣ Complementary Official Guide to the Tamworth Country Music Festival
- ♣ Invitations to daily media calls and interviews with organisers, artists and award nominees
- ♣ Electronic or hard copy media kits to the event

The Tamworth Country Music Festival has tiered accreditation process so that all media involved in the festival can actively agree to being involved and to what extent of their involvement.

WHAT NEXT...

Please complete and return the application form by Friday 26 November 2010. Media intending to attend the event and file stories are encouraged to complete the attached details, ensuring we can communicate with you in the lead up to 2011.

To discuss your media accreditation contact:

Hollie Young
Tourism Tamworth
T: (02) 67675323
F: (02) 6767 5312
E: h.young@tamworth.nsw.gov.au

Kelly Seagrave
Tourism Tamworth
T: (02) 67675318
F: (02) 6767 5312
E: k.seagrave@tamworth.nsw.gov.au

Confirmation of your media accreditation will be provided by email from either of the contacts above. Passes and accreditation packs will be available from Festival HQ in Peel Street from 9am Friday 14 January 2011.

Please complete and return the application form by Friday 26 November 2010.

GUIDELINES FOR MEDIA ACCREDITATION

All applicants accept and agree to abide by the following terms and conditions:

- ♣ An application form for Media Accreditation should only be completed by media personnel wishing to work in an official capacity at the 2011 Tamworth Country Music Festival and/or 39th Country Music Awards of Australia.
- ♣ Applicants will be advised if their application has been successful or unsuccessful before Friday 31st December 2010.
- ♣ Each accredited media personnel will be issued with an accreditation pass which must be worn and displayed at all times.
- ♣ Media must abide by all directions given by event, venue, artists, management and officials associated with the 2011 Tamworth Country Music Festival.
- ♣ Media are subject to the same terms and conditions of entry as displayed in all venues.
- ♣ This form can only be completed by a person representing the organisation; a separate form must be lodged for each person seeking accreditation.
- ♣ Tourism Tamworth reserves the right to withdraw media accreditation from any individual or organisation if the applicant is found to make false claims on this application.
- ♣ Freelance journalists and photographers can also apply for accreditation with authorisation provided by a recognised media organisation. Tourism Tamworth will verify the nature of all commissions.
- ♣ Tourism Tamworth will endeavour to deliver all of your media requests however due to the nature and size of organisation around the event all requests can not be guaranteed.
- ♣ Media accreditation is not transferable and will include a passport style photograph of the holder.

Please complete and return the application form by Friday 26 November 2010.

MEDIA ACCREDITATION APPLICATION

PROFESSION (please tick):

Journalist
 Photographer
 Producer
 Technician
 Camera
 Presenter
 Other:

APPLICANT DETAILS:

Miss/Ms/Mrs/Mr/Dr	Surname	Given Names

ADDRESS DETAILS:

Street/PO Box:			
Town/Suburb:			
State:		Postcode:	
Telephone:		Mobile:	
Fax:		Email:	

ORGANISATION DETAILS (please tick):

Print
 Television
 Radio
 Online
 Other:

ORGANISATION CONTACT DETAILS:

Company Name:			
Editor/Chief of Staff Name:			
Street/PO Box:			
Town/Suburb:			
State:		Postcode:	
Telephone:		Mobile:	
Fax:		Email:	
Audited and geographic circulation of the media organisation:			

Tamworth/NENW
 Statewide
 National
 International

Please complete and return the application form by Friday 26 November 2010.

TAMWORTH[®]

COUNTRY MUSIC FESTIVAL

COUNTRY MUSIC AWARDS OF AUSTRALIA

**14TH - 23RD
JANUARY
2011**

Do you have any affiliated associations or access to other media you intend to file on behalf of?

Yes

No

Tamworth/NENW

Statewide

National

International

List affiliated or associated media.

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EVENT SPECIFICS/DEADLINES:

Daily

Weekly

Monthly

Annual

Other:

Do you wish to be part of the media for the 39th Country Music Awards of Australia?

Yes

No

Do you wish to cover the red carpet arrivals prior to the Country Music Awards of Australia?

Yes

No

I would like to discuss specific angles or stories for my coverage of the Awards.

Yes

No

What is your preferred method to receive media and information?

USB

Hard Copy

AUTHORISATION & AGREEMENT TO THE TERMS OF ACCREDITATION:

In exchange for being able to attend the Tamworth Country Music Festival and the Country Music Awards of Australia, I agree:

1. *To release Tourism Tamworth, Tamworth Regional Council and the Country Music Association of Australia, sponsors, promoters, landowners, venues, their servants, officials, representatives and agents from all and any liability howsoever arising from my participation in or attendance at the event, except prohibited by law;*
2. *To attend and participate at my own risk; and*
3. *I understand that this disclaimer is not intended to exclude any valid claim I may have under insurances.*

Signature of Applicant:

Signature of Editor/COS

Please complete and return the application form by Friday 26 November 2010.