

**TEMECULA VALLEY  
BALLOON AND WINE FESTIVAL**

**June 2-4, 2017**

**REQUEST FOR CREDENTIALS:**

Please submit no later than May 18, 2017. A limited amount of press credentials are available for will call but completing this form is **NOT A GUARANTEE** that you will have credentials. Proof of covering the Festival in the past is required all returning media.

NAME: \_\_\_\_\_

MEDIA REPRESENTING: \_\_\_\_\_

- Broadcast
- Print (Newspaper, Magazine, Journal, Travel Book)
- Blog
- Website
- News Agency

PHYSICAL ADDRESS OF MEDIA: \_\_\_\_\_

HAVE YOU BEEN ASSIGNED TO COVER THIS EVENT? \_\_\_\_\_ DATE FOR AIRING/PUBLICATION: \_\_\_\_\_

ASSIGNMENT EDITOR & PHONE #: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

Have you covered the Festival in the past for this media? \_\_\_\_\_

Media day is Friday, June 2nd, 6 a.m. Media flights are provided qualified media who pre-register, on a first-reserved basis and quantity is limited. Only 2 flights per media and one must be either a photographer or videographer. We reserve the right to limit number of media flown. (Limit 250 pounds per person). Are you interested in flying on June 1 or 2?

\_\_\_\_\_ Yes \_\_\_\_\_ No. Would you be interested in an advance flight prior to media day? Yes \_\_\_\_\_ No \_\_\_\_\_

Would you like a customized media flight and wine tour package prior to the Festival? Yes \_\_\_\_\_ No \_\_\_\_\_

Passenger Name/title \_\_\_\_\_ Height \_\_\_\_\_ Weight \_\_\_\_\_

Camera Crew Member \_\_\_\_\_ Height \_\_\_\_\_ Weight \_\_\_\_\_

Email address to send waiver: \_\_\_\_\_

***If print, please send sample of your work to:***

**Melody's Ad Works, Inc.  
21705 Como Street  
Wildomar, CA 92595**

Send form to: **melsadworks@gmail.com** or fax to **951-609-1332**

Due to the high volume of requests, we can only distribute press credentials to assigned journalists. Journalists who have covered the 2015 Festival with advance stories will be sent complimentary passes. Samples/tearsheets required.

**Temecula Valley Balloon And Wine Festival Online Media Policy:**

Due to the abundance of websites, the Temecula Valle Balloon and Wine Festival has established the following criteria for consideration of advertising, media sponsorships and media passes:

1. Be a member of a regularly published print media. Regularly is defined as Daily, Weekly, Monthly. Annual travel logs are the only exception.
2. Be a member of broadcast media, television, cable program, webcast, radio live broadcast, and be assigned to cover the event, coming equipped with camera and recording equipment, and provide proof of broadcast after the flight.
3. Online media must be part of a major portal, news site, or blogger with 2,000 or more subscribers or 7,000 unique visitors per month and capable of substantiating posted numbers.
4. Be a successful Online community, group or genre specific blog capable of item # 4. Genre specific includes music genres, food, wine, microbrews, photography, camping, and entertainment.
5. Be a corporate website for a major media (ie newspaper, magazine, radio or television).
6. Can demonstrate itself to be as effective as any of the media in item one (1) through: Click through ratios, Conversions, downloads, members, and number of unique visitors per month.
7. Have an aggressive advertising campaign using digital media and be capable of demonstrating ROI for events.
8. NOT engage in the practice of SPAM, nor utilize unauthorized email lists.
8. Be in business for 18 months or longer.