



# Press Guidelines for Intelligentsia Cup 2023

## 1. Media Registration:

- a. All members of the media must register in advance to attend the event.
- b. Media registration can be done online at [registration website] or through designated media contacts.
- c. Because this is a 10-day series, media may register during the entirety of the 10-day series.

## 2. Press Passes:

- a. Approved media representatives must register in order to receive a press pass, which can be picked up at our registration tent. Pass must be turned in at the end of the series on July 30. Pass will be a lanyard, which must be worn at all times during the event.
- b. Press passes are non-transferable and should not be shared with individuals who are not authorized to attend.
- c. Lost or stolen press passes must be reported immediately to the event organizers.

## 3. Access to Event Areas:

- a. Media representatives will be provided access to designated areas of the event, as specified by the event organizers.
- b. Certain areas may be restricted, and access will be granted only with explicit permission.



c. Please follow instructions from event staff and security personnel regarding access to different areas.

## 4. Photography and Videography:

- a. Photographs and videos may be taken during the event for news reporting purposes.
- b. Flash photography or any disruptive use of camera equipment should be avoided during speeches, presentations, or performances.
- c. Special permission will be granted to the official Intelligentsia Cup race photographer, Ethan Glading.

## 5. Interviews and Quotes:

- a. Interviews with event speakers, performers, or attendees should be conducted respectfully and with prior consent.
- b. Direct quotes and attributions should be accurate and properly attributed to the respective individuals.
- c. Event organizers may provide a list of designated spokespersons or media contacts for interviews or statements.

## 6. Embargoed Information:

- a. In some cases, embargoed information or exclusive news releases may be provided to registered media representatives.
- b. Respect any embargoes and do not publish or share embargoed information until the specified date and time.



## 7. Social Media and Online Coverage:

- a. Media representatives are encouraged to share updates and highlights from the event on social media platforms, using the event's designated hashtags: #bigcritenergy, #intelligentsiacup, and #intellicup, if applicable.
- b. Please remember to accurately represent the event and its participants in online coverage and adhere to ethical reporting standards.

## 8. Press Conferences and Briefings:

- a. Press conferences and briefings may be scheduled during the event, and details will be communicated to registered media representatives.
- b. Attendance at press conferences or briefings may be subject to availability and prior registration.

## 9. Event Contact Information:

- a. For any queries or assistance related to the event, please contact the designated media liaison or spokesperson:
  - Name: Bekah Collins
  - Title: Marketing Director
  - Phone: 520-481-1184
  - Email: [bekah@goodnewscommunications.com](mailto:bekah@goodnewscommunications.com)

**Note:** These press guidelines are subject to change and may be updated or modified by the event organizers. Registered media representatives will be notified of any changes.