



## MEDIA APPLICATION GUIDELINES

Please read the following guidelines regarding media credentials for Summerfest® 2025 presented by American Family Insurance. **By submitting your application, you are acknowledging that you have read and understand the requirements and agree to the terms and conditions outlined below.** Applications must be filled out completely to be considered.

Please remember this application is only a request and it may not be approved. Summerfest reserves the right to approve or deny accreditation. The decision is final and cannot be appealed.

Please designate one person in your organization to complete this application for all working media personnel on behalf of your organization.

Requests for accreditation will only be considered by submitting this form online. Please do not contact us with questions regarding the status of your application. All applicants will be contacted in late May/early June 2025 with confirmation or denial of their requests.

All decisions will be final, and applicants will be contacted via email with confirmation or denial of their request.

**CREDENTIALS MUST BE SUBMITTED BY JUNE 1, 2025**

### ELIGIBILITY

***MEDIA:*** To be considered for a Summerfest media credential, you must have a confirmed assignment to cover the festival. Media credentials and photo passes will not be provided for spec photography, freelance writers not on assignment, or portfolio photographers. **Freelancers please note that an editor's letter must be emailed to [jdieckelman@summerfest.com](mailto:jdieckelman@summerfest.com) on publication letterhead at the same time as your application or it will not be considered.**

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Personal assistants, associates, sales representatives, guests, or other similar staff employed by media outlets do not qualify for media credentials. Guests or family members traveling or attending with journalists do not qualify for media credentials.

Summerfest defines “Media” as journalists, photographers, editors, or producers who have a verified editorial assignment to cover the festival for a recognized media outlet (print, online, radio, TV) that generates original stories about the festival. Media credentials include admission to Summerfest for working personnel.

## PHOTOGRAPHY

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Only approved photographers with professional cameras such as DSLR and interchangeable lens cameras will be allowed into the artist photo pits. **A limited number of photographers will be allowed to cover Summerfest 2025. Approval of photo pit clearance for photographers is granted by Summerfest and artist management. Point-and-shoot cameras, cell phone cameras, video, and selfie sticks will not be permitted in the festival stage photo pits - this policy will be strictly enforced by staff and security.**

The media credential gives you access to shoot **SUMMERFEST GROUNDS AND CROWD SHOTS ONLY**. For American Family Insurance Amphitheater headliners, please follow photo clearance instructions below. If you are approved for media credentials, you will receive further instructions on photography clearance requirements for the festival stage headliners.

***Media attendees are not allowed access to the festival grounds before 12:00 p.m., unless prior approval is given by the Milwaukee World Festival, Inc. media relations team.***

Photo clearance for all American Family Insurance Amphitheater acts will be handled through Summerfest. **Please do not contact artist management for these headliners independently.** Fill out the portion of the application necessary to request photo clearance for specific American Family Insurance Amphitheater shows and Summerfest will submit your name for consideration. **Approval of American Family Insurance Amphitheater shows will be granted by artist management ONLY, and you will be notified if you have been approved. Please include a cell phone number and an email where you can be reached during the festival. Summerfest will contact you the day of the show with meeting times and photo restrictions, only if you have been approved. Notification will happen as soon as possible after approval is given by artist management.**

### CAMERA TAGS

Summerfest will require camera tags for photographers. Only Summerfest accredited press are eligible to receive a camera tag. The tag must be visible at all times and affixed to the camera. Camera tags will be distributed on a limited basis. Photographers must have a camera tag to photograph artists on ground stages in the pit area, following artist management guidelines.

## DISCLAIMER

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Entrance to Henry Maier Festival Park (the “Park”) is at your own risk. Milwaukee World Festival, Inc. (MWF), a not-for-profit corporation, is immune from liability for injuries to persons or property in the Park pursuant to Wisconsin Statute 895.52. Media Credentials must be visible while in the Park. Request to access restricted areas must be pre-approved by MWF’s Sales and Marketing Department representatives and subject to artists’ and Summerfest Security Department’s discretion.

We reserve the right to rescind any media passes of those who are in violation of our media code of conduct, any rules and regulations of Park or MWF, or for reasons that jeopardize the safety and security of Summerfest patrons or artists.

Access and clearance(s) obtained pursuant to this policy allow you to take photographs and provide video content for the designated media outlet only. You may not display, sell, transfer, or otherwise convey, any of the photographs or video content. Any breach of this policy will result in the immediate revocation of your credentials and exclusion from future events and potential future legal action. Any unauthorized use of trademarks owned by MWF, including, but not limited to *Summerfest*, *The Big Gig*, *The World’s Largest Music Festival*, or the Summerfest smile logo, may result in legal action.