

# MEDIA CREDENTIAL APPLICATION – SEBRING 2012



## **READ BEFORE APPLYING FOR CREDENTIALS**

Due to the unprecedented demand for media accreditation for the 2012 event, we are unable to accommodate every request. Credentials are ONLY issued to accredited media that can provide letters of assignment, examples of previously published work and at least two industry references (we prefer references to be from other major circuits and/or sanctioning organizations).

Every media outlet requesting credentials is ranked based upon quality of coverage, original content, and overall reach /circulation / traffic. Pre-event coverage is also especially important to Sebring International Raceway.

Photo credentials with circuit access will be extremely limited in 2012. While photo credentials limited, general media credentials allow you to take photos in the paddock. In addition, there are ample locations around the circuit in the spectator-areas that offer unobstructed photo opportunities.

**WEBSITES:** Your website should have original content and be updated daily with ALMS, WEC and Sebring news to be considered for a credential.

**CLUB PUBLICATIONS / WEBSITES:** Generally speaking, we no longer issue PHOTO CREDENTIALS to club publications and single-marque enthusiast publications and websites. We have made arrangements with the PR departments of most major manufacturers to supply you with photos and editorial on a timely basis directly from Sebring. Please contact us for further information.

**VIDEO REQUESTS:** All requests regarding video crews must be made directly to the American Le Mans Series.

## **PLEASE ALSO NOTE:**

- Please do not ask if your spouse can have a credential, or if you can have a credential for an “assistant.”
- Don’t request media credentials for sales and marketing personnel and/or race team officials. Those requests are not media-related and should be made through IMSA.
- No freelance requests. If you are not on assignment, we will not issue you a credential.
- Seating is reserved in the 2nd floor media center and will be assigned by Sebring International Raceway, the FIA and the ALMS staff. Once this area is full, credentialed media will need to use the 1st floor media center or the media trailer located behind the pit structure.
- Parking is very limited and available on a first-come first-serve basis. We suggest using the free parking area located behind the back straight.
- Those approve for a photo credential will be required to wear a photo vest, which can be obtained at the regularly scheduled photo meetings.

# MEDIA CREDENTIAL APPLICATION FORM

Sebring – March 14-17, 2012

**REQUESTS MUST BE SUBMITTED BY FEBRUARY 23rd.**



AFFILIATION: \_\_\_\_\_ PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_ E-MAIL: \_\_\_\_\_

*Required for Confirmation*

ADDRESS: \_\_\_\_\_  
 No. Street City State Zip / Postal Code

TENTATIVE DAYS EVENTS	
March 12-13	Testing (not open to public)
March 14-15	Practice and Qualifying
March 16	Qualifying and Support Races
March 17	60th Annual Mobil 1 Twelve Hours of Sebring
Media registration open daily 8 am – 6 pm (until 8:00 pm Thursday)	

TYPES OF MEDIA CREDENTIALS
<b>7 General Media</b>
<b>8 Photo Circuit*</b> – Subject to FIA and American Le Mans Series approval
<b>9 Deadline Media</b>

NAME <i>(Please Print Legibly)</i>	JOB DESCRIPTION <i>(Reporter, Writer, Producer, Director, Photographer, Radio, Public Relations, etc.)</i>	CREDENTIAL TYPE <i>(Check One)</i>			PARK PASS <i>Limited Availability</i>
		7	8 <i>Very Limited</i>	9	

### INDUSTRY REFERENCES – REQUIRED IF NOT CREDENTIALLED AT SEBRING IN THE PAST THREE YEARS

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_ PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_ PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

Journalists who have not previously covered events at Sebring must submit recent copies of race coverage and two references in order to be considered for accreditation.



Confirmation of your credential request will only be sent via email.

**Please return completed application to:**  
 Ken Breslauer, Media Director  
 113 Midway Dr.  
 Sebring, FL 33870  
 E-mail: Sebring12PR@aol.com  
 Fax: 863-655-1777

Please sign below indicating you have read page one of this application and understand the requirements for obtaining a media credential.

SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_