



SYDNEY *2010* GAY & LESBIAN MARDI GRAS



PARADE MEDIA PASS APPLICATION

Parade Media Accreditation

Applications for media accreditation to the **2010 Sydney Gay & Lesbian Mardi Gras Parade** are now open.

Applicants are asked to download and return the application form, media policy agreement and to read the following points.

1. The closing date for applications is **20th February 2010**. Late applications may be refused.
2. Submission of this application form does not guarantee a pass will be issued. **Every year we have to refuse significant numbers of applications because of the limited number of spots available.**
3. Having been granted a pass in the past does not guarantee that you will be granted one for 2010.
4. You may be asked to provide documentary evidence to substantiate your application. In addition, all photographers must provide one of the following with their application; those working specifically for an agency or publication should provide a letter of appointment from that agency/publication, those not working under commission from an agency or publication should provide a letter explaining why they need a media pass and the exposure they expect to get for their photos.
5. New Mardi Gras is a not-for-profit community-based organisation with very limited financial resources. To assist with our costs there is a **\$150AUD fee per pass issued**. Payment may be made by Visa or Mastercard, cheque or bank cheque (in Australian Dollars only, made payable to New Mardi Gras Ltd.). Payment will be returned if your application is not successful. New Mardi Gras may waive this fee, at their discretion, where we feel that there will be substantial benefit to our community from your attendance at the event. In general fees are waived in the case of substantial, well-established mainstream and community media.
6. Passes are non-transferable. You must carry photographic identification with you throughout the Parade.
7. You must read, agree to and sign the attached New Mardi Gras Media Policy in order to receive a pass.
8. A media briefing will be held on the morning of **Saturday 21st February**. If your application is successful we will email you with an invite to this event giving you further details. You must attend this briefing to register and collect your media passes.
9. Completed forms should be returned:
 - by Email if you have an electronic signature to parademediam@mardigras.org.au
 - or by Fax to 93830966 (International +61 2 9383 0966)
 - or by Post to Parade Media Accreditation, Suite 6, 94 Oxford Street, Darlinghurst, NSW 2010, Australia.
10. If you have not been contacted about your application by 14th February 2010, please email parademediam@mardigras.org.au. To make a phone enquiry call 9383 0900. (International +61 2 9383 0900) and ask for 'Parade Media Accreditation'.

PARADE MEDIA PASS APPLICATION

Surname: First Name:

Company:

Nature of business

Mailing Address:

Postcode Country

Phone (day): Phone (evening):

Fax: Email:

Number of passes requested:

If more than one pass is requested, provide names for all other passes:

Name: Role:

Name: Role:

Name: Role:

Name: Role:

If this application is from overseas or interstate, please complete the following:

Sydney date of arrival:

Sydney contact telephone numbers:

Sydney contact address:

Please state where your video, audio or photography will be published.

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Don't forget that we require a \$AUD150 contribution per pass plus documentary evidence. Please see point (5) of the application rules for cases where waiving of this fee will apply. Credit card payment is preferred (Mastercard or Visa). If paying by cheque (in \$AUD only), please make payable to "New Mardi Gras Ltd" and send to "Parade Media Accreditation, Suite 6, 94 Oxford Street, Darlinghurst, NSW 2010, Australia", with your phone number on the reverse of the cheque.

Name on credit card.....

Credit card type (Please tick): VISA MASTERCARD

Credit card No..... Exp date.....

Total payment (\$AUD150 per pass).....

Signed

Date

FOR OFFICE USE: Date received:

Code:

\$ received:

Cheque/Other:

Passes approved:

Date notified:

NEW MARDI GRAS LTD

MEDIA POLICY

TERMS AND CONDITIONS FOR PARADE

1) GENERAL

Definitions:

NMG: NEW MARDI GRAS LTD (ABN 87 102 451 785) of Suite 6, 94 Oxford Street, Darlinghurst, NSW 2010.

Parade: the Sydney Gay & Lesbian Mardi Gras Parade 2010 which takes place on February 27th 2010.

Parade Route: refers to the enclosed area which comprises the route of the Parade including Liverpool street from Elizabeth Street to Oxford Street to Taylor Square and also from Taylor Square along Flinders Street to Moore Park Road as outlined in City of Sydney Development Application .

2) AGREEMENT

Each photographer, cameraman journalist or must sign the NMG Media Policy to be granted access to photograph/film any NMG Event. By signing below, you are accepting and agreeing to abide by the Terms and Conditions of the NMG Media Policy and accepting the grant of a limited licence by NMG to enter the parade route and photograph/film a NMG Event.

3) CONDUCT

1) Compliance with the directions of NMG staff or officials

At all times photographers/cameramen shall follow directions given by NMG staff, officials and representatives.

2) Non-interference with the event and other media personnel

Photographers/Cameramen shall not interfere with or impede any spectators or other media personnel, the conduct of any parade, the photographing/filming of the parade, or any part of the event.

3) Attire

Enclosed shoes must be worn at all times while on NMG controlled areas.

4) Courtesy

The parade area is a working environment. Please be courteous to your media colleagues.

4) ACCREDITATION AND USE OF VIDEO FOOTAGE

1) Live Broadcast of the Event

This Applies to video footage in all media worldwide and includes the pre-event period from 6pm onwards on the Parade route. Media of no more than a total of five minutes

of live coverage may be broadcast before 7.30pm and no more than three minutes live coverage may be broadcast between 7.30pm and 10pm.

2) Use of Restricted Footage After The Event (Within 21 days from the Event)

Media of no more than three minutes in duration may be used in any one hour on broadcast media worldwide and no more than six minutes of video footage to be made available for download or streaming from a website. No footage may be used on a pay-per-view or subscription basis in any medium.

3) Use of Restricted Footage After The Event (After 21 days from the Event)

Media of no more than ten minutes may be used in any one hour on broadcast media worldwide without prior permission of NMG. Media of no more than twenty minutes of video footage may be made available for download or streaming from a website without prior permission of NMG. No footage may be used on a pay-per-view or subscription basis in any medium.

4) DVDs and other physical recorded media

No footage may be used for any commercial purpose on DVD or other recorded media without written permission of NMG.

5) Exceptions and Exemptions

There is no limitation on radio or other audio coverage.

There is no limitation on use of photographic images.

Any other exception or exemption to these provisions set out in this agreement may only be obtained by the written permission of NMG.

6) Violation and Revocation

Violation of any part of this Policy will result in the immediate revocation of all privileges and possible legal action at the sole discretion of NMG.

I (NAME) _____ HAVE READ AND FULLY UNDERSTAND THE WRITTEN CONTENT OF THE ABOVE WORDING AND AGREE TO FULLY ABIDE BY ALL TERMS AND CONDITIONS UNDER THE NMG MEDIA POLICY.

Applicant's name in full: _____

Applicant's signature: _____ **Date:** _____