

MEDIA HOSTING REQUEST FORM AND GUIDELINES 2022



Thank you for your interest in visiting Syracuse and Onondaga County. In order for us to better assist you, please fill out the following questionnaire and review our media hosting guidelines. Return the completed form to Lindsay Raychel, Visit Syracuse Incorporated's Media & Content Specialist, by email or to the address listed below.

First Name: **Last Name:**

Phone Number: **Cell Number:**

E-mail: **Website:**

Social Media Handle(s):

Title: **Social Media Influencer?**

Media Organization:

Organization address: **City:**

State/Province: **Zip/Postal Code:** **Country:**

Type of media (print, blog, radio, television, etc.):

***Media Outlet Circulation:** **Birthdate:**
How many # reached? Must fill out.

Membership or accreditations to professional organizations:

LAST TWO TRAVEL STORIES PUBLISHED:

If website link is unavailable, please provide story as attachment.

Destination: **Date:**

Publication:

Contact: **Website link:**

Destination: **Date:**

Publication:

Contact: **Website link:**

How did you hear about us - what made you want to check out Syracuse?

Are you on assignment?

When do you expect to publish?

Your assignment or story idea, angle or area of focus:

(family, Eco-friendly, food, wine, history, shopping, sports)

What types of activities or attractions are you interested in?

***How do you plan to cover Syracuse?** (What platforms, how many)

Desired arrival date:

Desired departure date:

Desired method of transportation to Syracuse: (car rental, your own car, etc)

Will you have transportation while you are here?

Will you need a host or just an itinerary?

Food allergies and dietary restrictions?

Please list any special accommodations or assistance you will need:

Type of lodging requested: (camping, motel, hotel, b&b, etc.)

Type of room requested: (non-smoking, double, queen, etc.)

Bringing a guest? What is his/her name and role?

Number of rooms required:

The primary function of Visit Syracuse, Inc. is to drive tourism demand. For those interested in media visits to the Greater Syracuse Area, Visit Syracuse, Inc. is happy to assist; providing qualified journalists with accommodations, meals, local transportation, attraction passes, and itinerary development.

Due to receiving numerous media requests, this form and the following guidelines were put in place to help us efficiently meet the needs of each blogger, travel writer, influencer, journalist and media representative.

1. Allow at least three business weeks' notice for a media visit. If a request is received in less than three business weeks, the Visit Syracuse may be limited in assisting you.
2. A letter of assignment or e-mail from the media outlet you are representing must be sent at the time of request.
3. For freelance media, copies of two examples of your most recent travel feature coverage, along with contacts of destination representatives, must be sent to Visit Syracuse.
4. All media must fill out the Media Request form provided by Visit Syracuse.
5. All members of the media seeking assistance from Visit Syracuse will be fully "vetted" and may be required to supply additional information.
6. It is Visit Syracuse's and each host business's discretion as to what is complimentary for each journalist. All offers are subject to availability.
7. In cases where complimentary accommodations, meals and tours may not be available, press rates are an option.
8. Journalists must provide their own transportation to the region (plane, train, bus or rental car).
9. Un-escorted media visits are welcomed but journalists must have their own transportation.
10. Assistance is not provided for personal travel companions. All travel companion expenses will be paid by the visiting journalist.
11. **If Visit Syracuse hosts you, in any capacity, you are required to produce at least one editorial piece on the locations listed on the Syracuse itinerary within six months. We also require for you to make several social media posts to promote the locations you visit throughout your stay.**

Thank you for your interest in the Salt City. Syracuse is a destination full of fun, unique eats, adult craft beverages (found on the Sip on Syracuse trail) and quirkiness galore! We look forward to assisting you on your assignment and travels.

Your signature indicates that you have read, understand and will adhere to our Media Hosting Guidelines.

Name _____

Date _____

Signature _____

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DIVAS AND HIGH MAINTENANCE JOURNALISTS NEED NOT APPLY