



Day In Day Out



2024 MEDIA GUIDELINES

We look forward to working with folks who share our enthusiasm for creating an immersive and captivating festival experience for our audience. Please read the following guidelines regarding media credentials for Day In Day Out 2024. By submitting your application, you are acknowledging that you have read, understand and agree to the terms and conditions outlined below.

The deadline to apply for credentials is June 30, 2024. All applicants will be contacted no later than July 5, 2024 with approval or denial of their requests. If approved, you will receive additional onsite guidance and instructions on how to claim your credentials.

Due to limited credential availability, we are unable to grant to all that apply. Daydream State reserves the right to approve or deny credentials regardless of approval in prior years.

Please reach out to pr@daydreamstate.com if you have questions about planned coverage or need confirmation sooner in order to make travel arrangements, but otherwise do not contact us with questions regarding the status of your application.

ELIGIBILITY & POLICIES

Please note that while much of Day In Day Out is an all-ages event, the beer gardens and VIP areas are strictly +21. Exceptions cannot be made to credentialed attendees who are underage.

MEDIA & PRESS

Daydream State defines “Media & Press” 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 the festival for working personnel only.

To be considered for a Day In Day Out 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 (more on this below).

If multiple people from one outlet are requesting credentials for different days of the festival, please coordinate ahead of time and submit separate submissions per applicant, noting which day each individual plans to cover.

Please note that pre-event coverage is strongly encouraged, as it plays a crucial role in creating anticipation for the festival. It will be a significant factor in our credential approval consideration.

PHOTOGRAPHY & VIDEOGRAPHY

Beyond our house media team, a very limited number of photographers/videographers will be allowed to cover Day In Day Out, and only media approved by Daydream State and artist management will be allowed into the main stage photo pit (subject to change on the day-of.)

Selfie sticks and flash bulbs will not be permitted in the festival stage photo pit, and drones are not permitted at any time. Video or audio recording of performances from individuals not on our house media team is strictly prohibited. This policy will be strictly enforced by staff and security.

If you are approved for media credentials, you will receive further instructions on photo/video capture and any usage restrictions. At the discretion of artist management, we reserve the right to prohibit the use of artist performance photos, in which case we will provide approved assets from our house team through our press kit for use in post-event coverage as needed.

If you are taking photos on behalf of an artist or festival sponsor/partner/vendor, you must receive working credentials through that team, which will permit you to bring a camera and bag onsite.

SOCIAL MEDIA INFLUENCER/BLOGGERS

In order to be considered for our influencer program, you must actively use at least one social media networking platform to disseminate information to a unique audience. Bloggers and influencers interested in our program must provide specific information about their platform in the “additional details” section of the application, as well as an overview of their content ideas. If approved for the influencer program, Daydream State will be in touch about content plans and expected deliverables prior to the fest.

We expect our influencer partners to regularly produce new content ahead of the festival that does NOT feature profanity, spam, nudity, advocacy for any recreational substances that are currently illegal in the state of Washington, and/or other inappropriate activities.

DISCLAIMERS

Entrance to Day In Day Out is at your own risk. Media credentials must be visible at all times while in attendance. Expect to carry any equipment bags and personal items – Daydream State is not liable for theft.

We reserve the right to rescind any media passes of those who are in violation of our media code of conduct or for reasons that jeopardize the safety and security of Day In Day Out patrons or artists.

Access and clearance(s) obtained pursuant to this policy allow you to take photographs and provide non-performance 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 Day In Day Out and Daydream State may result in legal action.