



Media Accreditation Guidelines

You will require the following documents to complete the registration process:

- **Passport Size Self Photograph** - Format: jpg/png (not above 2 mb file size)
- **Govt Authorised Photo Identification (Passport/Aadhar Card/Voter ID/Driving License/Govt Press ID)** – Format: jpg/pdf (not above 2 mb)
- **Editor's Authorisation Letter** - (*Letter Templates Attached*) A letter duly signed by the editor authorising the person(s) to cover the festival. Format: jpg/pdf (not above 2 mb).

Please bear in mind, the following number of media from an organisation shall accredited:

- **Print Media:** A maximum of **4 (four) Reporters** per print media per edition (city)
- **Print Media:** A maximum of **2 (two) Photographers** per print Media per edition (city)
- **Online Media:** A maximum of **1 (one) Reporter + 1 (one) Cameraperson/Photographer** per recognized news websites
- **Electronic Media/News Channel:** A maximum of **2 Reporters + 2 Camerapersons** per news channel/electronic media
- **Radio/Podcast:** A maximum of **1 (one) Reporter** per Radio and Podcast (it being acknowledged that no more than 10 (ten) minutes of live audio updates/reports can be transmitted from inside the Accredited Event Venue)

NOTES:

- Accredited media to get a media card.
- Ticketed performances will be waived off for accredited media. The media can book 1 seat each. If they are unable to attend, then they have to send in a cancellation request a minimum of 1 (one) hour before the event to media@serendipityarts.org for the seat to be unblocked.

Schedule 1 (Template Letter for Employed Applicants)

Note: To be printed on a company letterhead

To

Serendipity Arts Festival

[Date] 2025

Dear Sir/Madam,

The below employee/employees represent _____ (name of the media organisation). I confirm that he/she is authorised to represent the media organisation at Serendipity Arts Festival (SAF) 2025 as a _____ [reporter, photographer, cameraman].

Name of employee -

I have read the **SAF Media Accreditation Terms and Conditions** and consent and agree to the Applicant and the Company being bound by all such Terms.

Regards,

Signature of Editor

Name of the Editor

Schedule 2 (Template Letter for Freelancers)

Note: To be printed on a company letterhead or blank paper

To

Serendipity Arts Festival

[Date] 2025

Dear Sir/Madam,

I am a freelance journalist and cover stories for the following media. *(Please list done some media houses you contribute to)*

I will be attending and covering Serendipity Arts Festival (SAF) 2025 as a freelance journalist [reporter, photographer, cameraman].

I have read the SAF Media Accreditation Terms and Conditions and consent and agree to the Applicant and the Company being bound by all such Terms.

Regards,

Signature

Name

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