



## **2025 Media Guidelines**

*Hoochenanny Whiskey & Music Festival*

**Media Contact: Dalmath Associates**

Amanda Antinore | [aantinore@dalmath.com](mailto:aantinore@dalmath.com) | (585) 729-7533

We're so glad you're interested in covering the 2025 Hoochenanny Whiskey & Music Festival! We can't wait to welcome you to a weekend of great music, exceptional spirits, and unforgettable stories. To help you have the best experience possible, please take a moment to review the following guidelines and share them with anyone from your outlet who plans to attend as credentialed media.

### **General Media Access**

Media credentials are reserved for working press and content creators covering the event.

- Please wear your media badge visibly at all times while on site.
- Credentials are issued to individuals and cannot be shared or transferred.
- You'll need your badge for access to the festival grounds and any designated media areas.
- Interviews, photo ops, and backstage access may vary depending on artist preferences.
- We want everyone to have a smooth experience—so please note that credentials may be revoked if guidelines aren't followed.

### **Photo & Video Guidelines**

We love seeing Hoochenanny through your lens! To help things run smoothly:

- Only credentialed media with photo/video badges may film or shoot in approved zones.
- Flash, external lighting, or on-stage access are not permitted.
- Please stay within the designated areas and avoid blocking views or disrupting the crowd.
- Artist and management preferences come first—some may request limited or no coverage during their set.

### **Stage & Venue Access**

#### **Highball Stage (Main Stage):**

- Before each set, please check in with our PR team for that artist's specific photo policy.
- A photo zone or pit will be available and access is first-come, first-served.
- Capacity may be limited due to crowd size or artist request.

### **Fireside Chats & Libations Lounge (Panels & Experiences):**

- Still photos and brief video clips are welcome unless signage indicates otherwise.
- Please keep a low profile during sessions to respect panelists and guests.
- Private tastings are not open to photography or recording unless cleared with our team.

### **World of Whiskey Tent:**

- Access is limited and does not include tastings unless otherwise arranged.
- Please be courteous to both distillers and guests.
- Let us know if you'd like to coordinate interviews or specific content opportunities.

### **Social Media & Influencer Access**

We're excited to collaborate with content creators who align with the spirit of Hoochenanny.

- Influencers must apply in advance and demonstrate a strong, engaged audience.
- While influencer passes offer general access, they don't include backstage or tasting privileges.

### **Interview Requests**

Want to chat with one of our artists, experts, or partners?

- All interview requests should go through the PR team.
- We'll do our best to coordinate, but availability is not guaranteed and depends on artist schedules.

### **A Few Final Notes**

- Many spaces, especially tents and lounges, have limited capacity—arrive early for the best access.
- Misuse of credentials may result in removal from the event and loss of future access.

### **Need Help On-Site?**

We're here for you all weekend. Reach out to:

**Amanda Antinore** | [aantinore@dalmath.com](mailto:aantinore@dalmath.com) | (585) 729-7533

Thanks again for helping share the Hoochenanny story—we can't wait to see your coverage!