



Sunset at the Palms **Media Visit Request Guidelines**

At Sunset at the Palms, we enjoy a positive working relationship with media of all kinds and are happy to host them on our property whenever we can and as is appropriate. Because we receive a high number of requests from media seeking accommodations at our resort, we ask their cooperation with the following guidelines. This will ensure that media and our guests enjoy the best experience possible.

Media Visit Request Guidelines

- A minimum notice of three weeks is required for any media visit request.
- Traditional media (including freelance journalists) must provide a Letter of Assignment on letterhead of the publication they are writing for.
- Online journalists/bloggers must provide third-party traffic data.
- Freelance journalists and bloggers must provide links to three recent travel-related stories or posts.
- Upon completion of visit and publishing/posting of story, a copy (via link or DVD) must be sent to Sunset at the Palms.
- All media visit requests should be sent via e-mail to Mason Moore at Mason.Moore@evokad.com and include:
 - Name
 - Title
 - Publication of assignment (including web site address)
 - Media type (magazine, web site, television show, etc.)
 - Circulation/traffic/viewership
 - Story angle
 - Arrival & departure dates for visit
 - Number of guests requesting to stay
 - E-mail address
 - Phone number
 - Story needs (interviews with resort management, tours, specific dining requests, off-site excursions, etc.)
 - Letter of Assignment or third-party traffic data
 - If necessary, travel-related story examples

Please note that the resort cannot provide airfare and only provides ground transportation for select requests/opportunities. In addition, while resort staff can assist in coordinating off-site excursions, the resort cannot guarantee availability and costs are the journalist's responsibility.

Based on the request and the resort's occupancy during the requested dates, the resort will review each request and if able to accommodate it, will determine if a complimentary or media-rate stay can be offered. The resort cannot guarantee acceptance of all requests.

Thank you for your interest in the Sunset at the Palms. We hope to see you soon!