



LONDON  
LIONS

# PRESS ACCREDITATION GUIDE

2022/23 SEASON



# PRESS AND MEDIA ACCREDITATION GUIDE

## CONTENTS - 2022/23 SEASON

03 // Media access and accreditation process

05 // Media Facilities & Arrival

06 // Interview Requests

07 // General Video and Photography Admission

08 // Courtside Video and Photography Admission

09 // Guest Creators Initiative

10 // BBL & WBBL Season Passholders

11 // Access to Lions Content

12 // BIB Policy



## MEDIA ACCESS & ACCREDITATION OVERVIEW

All media attending London Lions events (Mens' and Womens') must be accredited by the team.

Deadline to request accreditation is 72 hours prior to the event

The London Lions accreditation process involves completing a media accreditation form on our website, here - <https://www.thelondonlions.com/media-accreditation>

After supplying your details, a member of the London Lions press office will be in contact to confirm if you are accredited for either the season or the requested fixture chosen in the form.

**If you have not been contacted with confirmation to attend. Please do not come to venue, expecting to be accredited on the day.**





## MEDIA FACILITIES & ARRIVAL

Entry to the arena for Mens' fixtures, will be through the lower bowl court-side entrance at the side of the Copper Box Arena building. Media can enter the building 90 minutes before tip off (60 minutes for Womens' games).

Accredited Media will be given a numbered bib upon entry to the CopperBox Arena, alongside their media pass. Their bib will either be a standard media bib OR a courtside bib for photography and video, depending on pre-agreed working remit.

Accredited media attendees will have access to a table with mains power and Wifi.





# HOW TO GET TO THE COPPER BOX

Queen Elizabeth Olympic Park, London, E20 3HB

## Driving

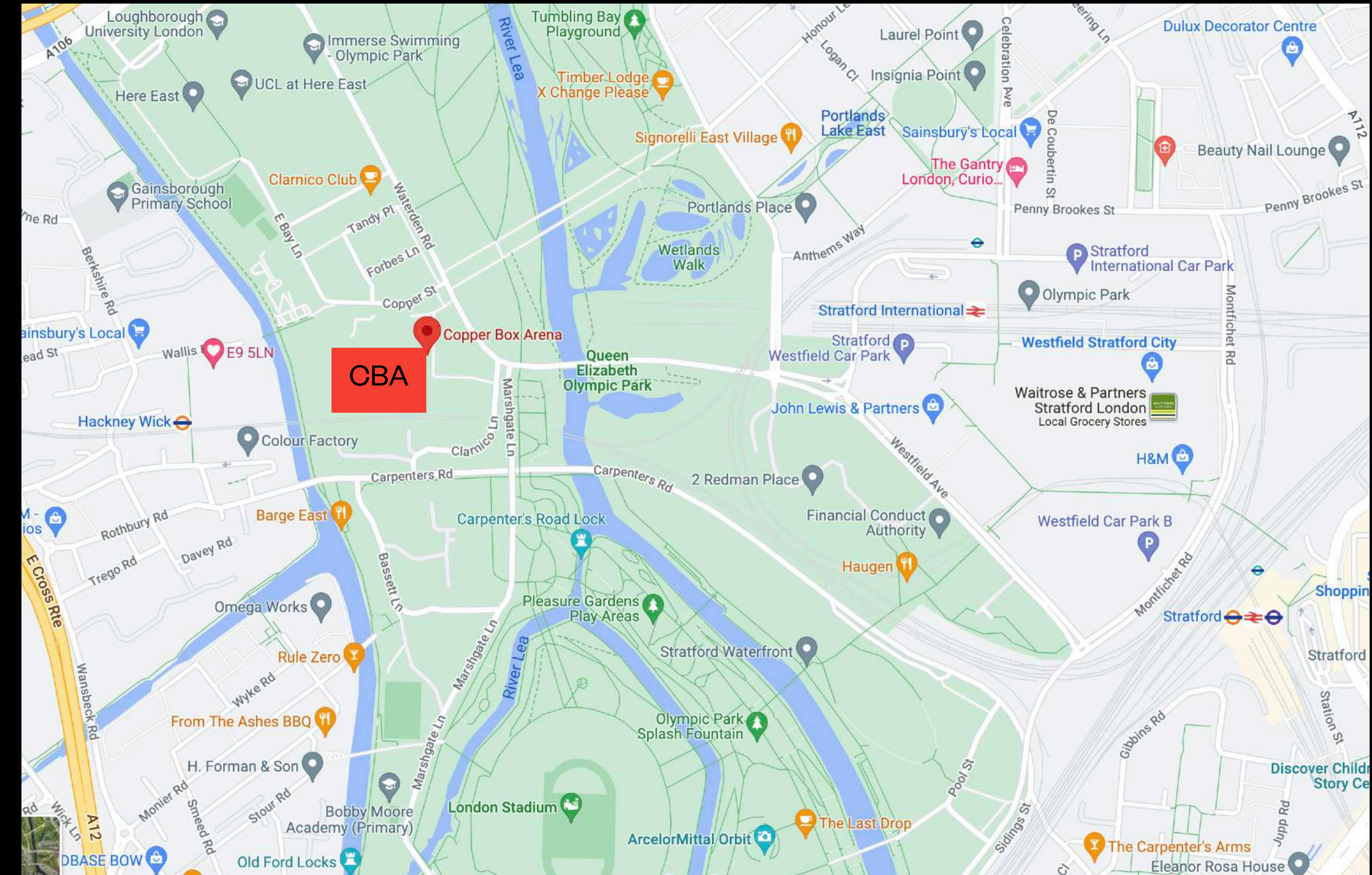
There is no parking at the Copper Box Arena.  
We advise parking nearby at the Westfield Stratford Shopping Centre.  
Car Park A is a 10 minute walk from the venue

## Tube & Train

Stratford is the nearest tube and main line train station – 15 minute walk  
The nearest overground station is Hackney Wick – 5 minute walk  
Stratford International Station – 10 minute walk,  
is accessible from St Pancras International and Kings Cross Station

## Bus

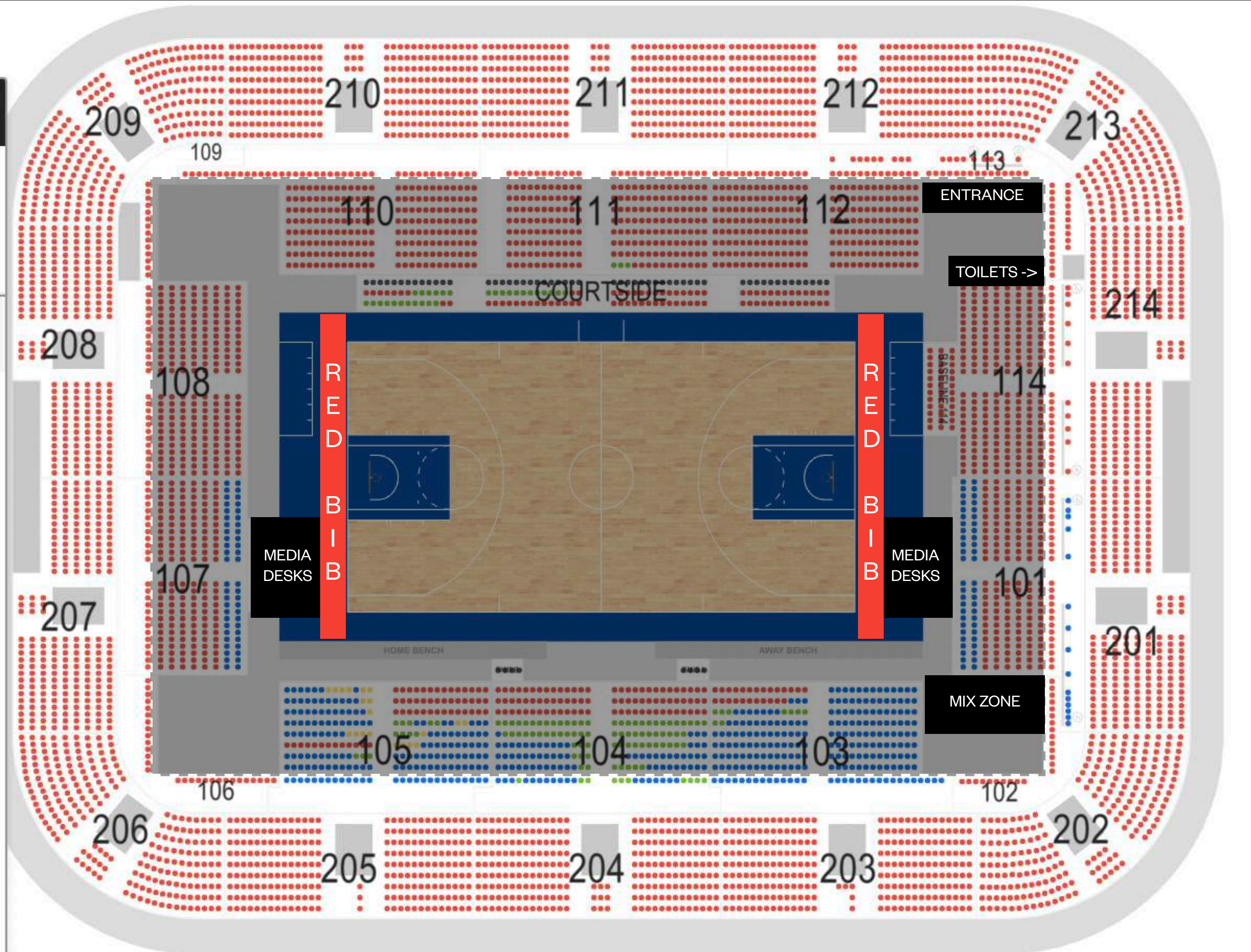
The 388 bus service runs every 10 minutes between Stratford bus station and Blackfriars station, stopping directly outside the Copper Box Arena at stops M and N





# INSIDE THE COPPER BOX ARENA

## FLOORPLAN





## INTERVIEW REQUESTS

All pre and post game media interviews with players, coaching staff or back office staff; must be agreed in advance through the London Lions press office.

Be aware that some players have limited time and despite our best efforts accommodating requests, player interviews post-game are not guaranteed.

We would kindly request all player interviews take place in front of the London Lions branded backdrop in the mix zone.





## GENERAL PHOTO AND VIDEO ADMISSION

Media are invited to film and photograph **non-game action** at London Lions games, including players warming up and down; as well as pre & post game player interviews.

**No photo or video is allowed between tip-off and final buzzer, unless otherwise agreed.**

Photographers and videographers are **not** allowed along the baseline or courtside, unless they have been approved for in-game action (and are wearing a COURTSIDE bib)





# COURTSIDE IN-GAME PHOTO & VIDEO ADMISSION

## VIDEOGRAPHY

**For the 2022/23 season, no in-game filming will be allowed to external parties.**

The only people with courtside access to filming games this season will be;

- SKY/Buzz 16
- IMG
- BrandVox
- Home and Opposition Team Videographers
- Rightholders and League Videographers (where agreed in advance)

## PHOTOGRAPHY

For the 2022/23 season, there will be **limited access courtside** to photographing London Lions home fixtures.

The only people with courtside access to photographing home games this season will be;

- Home and Opposition Team Photographers
- Rightsholder and League Photographers
- Guest Creators (Two passes issued per game)
- Specific wire/publication photographers (ad-hoc requests)



# GUEST CREATORS PROGRAMME

The London Lions are keen to provide opportunities for up and coming creators.

We will open two spots at each game for creators to have courtside access for shooting stills, provided you have public liability insurance evidence.

The two spots will work on a rotational basis throughout the season, with the London Lions approving requests on a game by game basis.

All content gathered by creators must be shared with the London Lions within 48hrs and can be used by the creator across their own channels only(not distributed/sold or syndicated), 7 days after the game.

All content gathered will be subsequently co-owned by London Lions and will be available for Lions to exploit across their own channels free of licence.

Creators who wish to attend using a Guest Creator slot; must complete the press accreditation form on our website.





## BBL & WBBL PASSES

We welcome those accredited by both the BBL and WBBL centrally and we will accommodate those with passes at any London Lions home game in the 2022/23 season.

Passholders **MUST** still register attendance with the London Lions press office, ahead of any game.

**Please note that whilst we can accommodate all media that have been accredited by the League; our policies around content capture - specifically video and imagery - remain unchanged despite holding league accreditation.**

Photographers and videographers that enter using a BBL/WBBL pass, will be unable to film/photo whilst the game is in-play; unless approved by the London Lions.





## ACCESS TO LIONS CONTENT

The London Lions are happy to share imagery and video with publishers, third parties and other relevant media; in a timely fashion after each game.

If you wish to be added to our content syndication list, please contact [media@thelondonlions.com](mailto:media@thelondonlions.com) with details on distribution of content and intended usage.





BIB POLICY



ALL MEDIA - BLACK BIB ON ENTRY

Individually numbered and logged against name on entry.

Access to lower level but no filming or photography during game; or access to baseline/courtside.

ALL bibs to be returned at end of game.



VID/PHOTO IN GAME - RED BIB ON ENTRY

Individually numbered and logged against name on entry.

Access to lower level and permitted to roam baseline and courtside areas, shooting video and photography during the game.

ALL bibs to be returned at end of game.





LONDON  
LIONS

THANK YOU

[MEDIA@THELONDONLIONS.COM](mailto:MEDIA@THELONDONLIONS.COM)