

ACTIVATE YOUR SPACE

A brief look at what it means to activate your existing business space for the Sundance Film Festival.

**Sundance
Film
Festival**

WHAT TO EXPECT

Sponsors come to the Sundance Film Festival with a range of goals. Most arrangements fall into one of three categories:

Full Buyout

The sponsor transforms the space completely, asking you to pause normal operations and remove day-to-day fixtures and inventory. They manage all on-site operations for the duration, with you available for access/support.

Partial Buyout

A shared arrangement where your business continues operating during part of the day and the sponsor activates during the other portion -- whether that's daytime or evening.

Light Activation

The sponsor hosts a smaller gathering within your existing space with little to no disruption to your inventory, layout, or operating hours.

No two partnerships look exactly alike, and there is room for conversation about what works for your business as it relates to the client's objectives.

NEXT STEPS

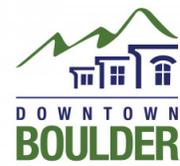
Official sponsors have invested in making this festival possible for Boulder and for you. Where you have the ability to choose, we hope you'll choose them first.

From there, conversations about terms, timing, and how your space gets used happen directly between you and the sponsor.

Ultimately, you're in the driver's seat!

We simply ask that pricing reflects the spirit of a community partnership that benefits everyone involved.

SUPPORTED BY



LEARN MORE AT: www.boulderchamber.com/sundance-activation