

Official Friend of Sundance Film Festival

Local Business FAQ Guide

Important Notice Regarding Program Scope:

Status as an “Official Friend of the Sundance Film Festival” is in recognition of your valued support of the Sundance Film Festival and Sundance Institute. However, please understand that becoming an Official Friend of Sundance Film Festival does not grant you any rights or authorization to host or conduct outdoor pop-up brand activations or installations for another unofficial brand or vendor in the exclusive sponsor categories listed below:

- *Example: If you are a restaurant, you may do a pop-up of your own food, but an Official Friend of the Festival has agreed to not do a pop-up with a liquor brand that conflicts with our sponsors.*

General Eligibility Guidelines

- Exclusive Sponsor Categories
 - **Automotive:** All dealerships, used car shops, camper van shops, etc.
 - **Financial & Professional:** All banks, insurance, real estate, wealth advisors, marketing/PR/creative agencies, online file hosting, and telecom.
 - **Healthcare & Medical:** Hospitals, pharmaceuticals, physical therapy, med spas, dermatologists/dentists, holistic medicine, and sports medicine labs.
 - **Hospitality & Rideshare:** All hotels/lodging, ski resorts, and standard rideshare services.
 - **Regulated Goods:** All THC, tobacco, energy drinks, kombucha, soft drinks, and water companies.
 - **Religion & Politics:** Formal religious organizations and political organizations.
- Open Categories with Sundance Institute Approval
 - **Food & Dining:** All non-fast-food restaurants, grocery stores, catering, food halls, food trucks (local), specialty markets, and non-franchise bakeries/ice cream.
 - **Beverages:** All coffee/tea cafes, tea houses, and animal cafes.
 - **Local Services & Events:** Local trade services, printing services, event planners, event spaces, local adventure companies, non-profits, museums, libraries, music producers, and local production studios/photographers.
 - **Health & Wellness:** Local independent gyms, yoga/pilates studios, local spas/salons, local IV bars, massage studios, and specialized therapy practices.
 - **Local Art, Education, and Nature:** Local art galleries, education programs, adoption programs, summer camps, linguistic programs, florists, garden centers, nature care, pet boutiques, and veterinarians.
- Categories with Specific Classifications
 - **Alcohol & Nightlife**
 - Approved: All that sell multiple brands of liquor/alcohol/beer.
 - Not Approved: Single craft breweries, standalone distilleries, tasting rooms, wineries, and single-brand liquor promotions.
 - **Clothing, Accessories, and Jewelry**
 - Approved: All that sell multiple brands.
 - Not Approved: Single brand named stores.
 - **Fragrance, Makeup, and Skincare**
 - Approved: All that sell multiple brands.
 - Not Approved: Single brand named stores.

Program Eligibility & General Participation

What does a one-year commitment entail, and how do renewals work?

Participation in the Official Friend program is an annual commitment tied to the specific Festival year (e.g., 2027 Sundance Film Festival) and Festival timing (January 21-31, 2027). At the conclusion of each Festival, the program is evaluated, and businesses have the opportunity to renew for subsequent years.

Can our business participate if we already have non-Festival events or non-profit partnerships booked during the Festival dates?

Yes. Pre-existing events or partnerships (such as hosting local non-profits) do not disqualify you from joining the program. However, these events must not be marketed as affiliated with the Sundance Film Festival or Sundance Institute and must be a private event. We encourage any non-profit partners hosting events in your space to apply for the Official Friend program as well.

We want to maintain our normal operating hours and only host private events on a limited basis. Is this program right for us?

Yes. Joining the Official Friend program does not entail giving up control of your venue or schedule. You retain full control over when and how you make your space available. If you decide to rent out your space for a private party during the Festival, we simply ask that you notify us and ensure the client complies with program guidelines regarding branding and affiliation.

Venue Rentals, Private Events & Non-Festival Bookings

Can we rent our space to non-affiliated businesses or host standard private events (e.g., holiday parties, private dinners) during the Festival dates?

Yes. You may continue to rent your space to non-affiliated third parties or private guests provided the event is not marketed or promoted as affiliated with the Sundance Film Festival or Sundance Institute and must be a private event.

To maintain program integrity, venue owners who are part of the Official Friend program agree to include a clause in their client agreements stating that private events during the Festival window must not feature unauthorized branding or imply official Festival affiliation.

Are we allowed to rent our venue to independent filmmakers or producers once film selections are announced in late December?

Yes. Renting your space to official Sundance Film Festival filmmakers, producers, or cast teams is permitted and encouraged. The list of films within the program will be released in early/mid December with no exceptions.

How do we vet event inquiries to confirm if a prospective client is an official Festival sponsor?

If you receive an inquiry and are unsure of the client's official status, please email us directly at friendsofthefestival@sundance.org. Because sponsor lists are finalized leading up to the Festival, our team will review the inquiry and confirm their status for you.

What are the guidelines around hosting events (e.g., author talks, panels, screenings) during the Festival window?

To avoid counter-programming that competes with official Festival events, any planned public programming (talks, panels, screenings) hosted during the Festival dates must be shared with the Sundance Institute Corporate Partnerships Team for review. If an event takes place outside the Festival footprint or is entirely unassociated with the Festival and not marketed as affiliated, it typically does not present a conflict.

How can local venues submit their space to host official Festival or sponsor events?

You can submit your venue details through the "Lease Your Existing Space" form available on the [Sundance Film Festival Partner Hub](#) via the Boulder Chamber. Venue profiles are shared with the Festival team and sponsors looking for space. As films are not invited and announced until early/mid December, many artists, teams and companies will not be booking their events until they are confirmed to attend the Festival. Most will be booking in December and January.

Please note: Submitting your space does not guarantee a booking.

Exclusivity & Corporate Sponsorships

How does category exclusivity work for Official Friends, and does it apply year-round?

Category exclusivity applies only during the 10 days of the Festival window, not year-round. It is important to note that this is a Community Program and *not a Corporate Sponsorship Tier*.

- Existing Year-Round Sponsors: If your business has existing sponsors or partners that compete with our official Corporate Sponsors, that is acceptable, provided those sponsors do not execute Sundance Film Festival activations or branding during the Festival period.
- Local Retailers & Restaurants: Having an exclusive sponsor in a specific category does not always prevent local businesses (such as sports bars, breweries, or restaurants) from joining the program. For instance, multi-brand establishments like bars or restaurants are fully eligible to join as Official Friends. If you have any questions on eligibility, please feel free to contact us.

Where can we view the current list of official Festival sponsors?

Our partner roster evolves each year. You can view the previous year's confirmed partners on our [official website](#). Updated sponsor lists for the upcoming Festival are finalized and published annually on the website in the fall.

Vendor, Hospitality & Culinary Opportunities

Are there opportunities for mobile vendors, pop-up booths, or outdoor installations?

Status as an “Official Friend of the Sundance Film Festival” is in recognition of your valued support of the Sundance Film Festival and Sundance Institute. However, please understand that becoming an Official Friend of Sundance Film Festival does not grant you any rights or authorization to host or conduct outdoor pop-up brand activations or installations for another unofficial brand or vendor in the exclusive sponsor categories.

- *Example: If you are a restaurant, you may do a pop-up of your own food, but an Official Friend of the Festival has agreed to not do a pop-up with a liquor brand that conflicts with our sponsors.*

Those that come to Boulder to benefit from this Festival environment and community without financially supporting the Festival and do not further our mission of supporting artists. This is why the Official Friends of Sundance Film Festival membership requires that you work with our Official Sponsors only. You can inquire for more information about specific sponsors by contacting friendsofthefestival@sundance.org. Broader activation rights are reserved strictly for Corporate Sponsors and Partners.

How can local businesses get involved beyond standard membership?

Businesses offering high-quality goods or services can explore becoming an Official Provider:

- Official Provider Status: Local businesses able to provide essential goods or services (typically at a minimum \$5,000 value) may qualify to support the Festival as an Official Provider.
- How to Apply: Submit an inquiry via the [Sundance Institute Corporate Partnerships Interest Form](#).