



2027 Sundance Film Festival Opportunities for Local Partnerships Including the Official Friends of Sundance Film Festival Program

ABOUT SUNDANCE INSTITUTE

Sundance Institute is an arts nonprofit organization that is dedicated to the nurturing and development of independent storytellers and global audiences. Sundance Institute was founded in 1981 by Robert Redford to support emerging filmmakers and uplift new, authentic voices within the medium. Through its programs, Sundance Institute seeks to discover, support, and inspire independent film and media artists from the U.S. and around the world, and to introduce new audiences to their work.

We uphold and push forward our mission through three major initiatives:

Sundance Institute Year-Round Artist Programs:

Our artist programs are our driving force, providing dynamic support at every step of the creative journey for individuals with distinct voices in film and episodic storytelling. Each program consists of labs, grants, intensives, sessions, and ongoing resources for artists to nurture their projects and sustain their careers. Through year-round activities, we provide the space for artists to create and share their stories with the world. Michelle Satter, the Founder of the Artist Programs, leads the Artist Programs today.

Sundance Collab:

Sundance Collab is Sundance Institute's digital learning hub for emerging and established filmmakers to learn, grow, and connect within a global filmmaking community. The community is made up of over 100,000 members who congregate each month to learn, share, and connect around the art and craft of storytelling.

Sundance Film Festival:

Sundance Film Festival is the leading film festival of international discovery. The Festival is the ultimate gathering of original storytellers and audiences seeking new voices and fresh perspectives. Since 1985, hundreds of films launched at the Festival have gone on to gain critical acclaim and reach new audiences worldwide. The Festival contributes an average of \$135 million in economic impact annually for the host state.

ABOUT SUNDANCE FILM FESTIVAL

We are excited to be bringing Sundance Film Festival to Boulder for the first time January 21–31, 2027! We're overwhelmed by the warm welcome we are receiving, and we can't wait to partner with local Boulder businesses to make this Festival a success.

The Festival is a 10-day ticketed event that showcases 100 independent films that will be premiered — many for the first time globally — at the start of the festival season. We receive over 15,000 feature film, episodic, and short film submissions from new and established filmmakers around the world, annually. Many of these films secure distribution in the days and weeks following their premiere at the Festival. Directors, producers, actors, and other talent often attend Q&As following screenings of their films, offering attendees rare insights into the filmmaking process.

Additionally, the Festival hosts a series of engaging public panel discussions that enhance that insider experience. The Festival also hosts a series of private events that recognize and celebrate emerging artists — a fundraising gala and awards presentation, an opening press event, a directors brunch, parties and awards for various filmmaking communities from shorts to documentary films, and a closing Festival awards celebration.

WHO SUNDANCE FILM FESTIVAL AUDIENCES ARE

The Festival attracts audiences from around the host state, country, and world. With an average of 80,000+ visitors per year, Festival attendees join us to enjoy the experience we create for them, the local community and businesses they engage with, and sponsor-led activities.]

In our move to Boulder, we are building a Festival experience that will engage the Colorado community who share a curiosity for discovery and a passion for meaningful experiences, as well as welcome our longtime communities in the film industry, Institute supporters, global press, creators, and film lovers from around the state and the world.

HOW SUNDANCE FILM FESTIVAL WORKS WITH NATIONAL SPONSORS

Sundance Film Festival engages national and global brands as sponsors and partners. Sponsors are offered the highest level of presence and integration into the Festival experience and are often 10+ year exclusive relationships by category of business. Brands choose Sundance Film Festival both to support our mission, and to engage in activities that support their marketing initiatives.

Sponsor activations are core to the Festival experience. Sponsors offer public and private programming that engages Festival attendees through a range of experiences, including dedicated fully branded interactive “houses,” presentation and underwriting of official Festival programming, and panel discussions. Many secure their own venues for their activations.

OPPORTUNITIES FOR COLORADO BASED BUSINESSES, NON-PROFITS, COLLECTIVES

We look forward to welcoming global Festival audiences to the local retail, nonprofit and service communities. Our goal is to work with you in a way that is a win for your business, enhances the Festival experience, and supports the sustainability of both the greater Boulder community and Sundance Film Festival.

Sundance Film Festival is thrilled to be a part of the Boulder community. Our first Festival here is bound to be a special moment in our history and the history of Boulder itself. We want to celebrate this moment together. We have developed information and guidelines for community businesses and non profits so they can share the excitement of our first Sundance Film Festival in Boulder. As we grow and evolve together, so, too will these guidelines.

These guidelines are designed exclusively for Colorado headquartered community partners. That is, Colorado based retailers, restaurants, collectives, community groups, allied organizations and non profits. Colorado based is defined as businesses that are headquartered in the state of Colorado.

“OFFICIAL FRIEND OF SUNDANCE FILM FESTIVAL”

For the first ever Sundance Film Festival in Boulder, and as a Colorado based business or non profit, we would like to welcome you as an “Official Friend of Sundance Film Festival”.

Benefits of Participation:

- “Official Friend of Sundance Film Festival” signage/window cling for storefront/restaurant window
- Rights to identify your business as an “Official Friend of Sundance Film Festival” in store and on your wholly owned and operated digital platforms and social channels during the Festival time period
- You will be provided with the “Official Friend of Sundance Film Festival” digital media tool kit to be used for your marketing
- Your business will be included in the “Official Friends of Sundance Film Festival” listing on the Sundance Institute website
- You will receive two (2) tickets to an “Official Friends of Sundance Film Festival” private screening during the second week of the Festival (tickets distributed on a first come first serve basis until sold out)
- If applicable, you will have the opportunity to sample products/offer coupons in Sundance Film Festival gift bags (limited to a select quantity; on a first come first serve basis at the discretion of Sundance Institute)

“Official Friend of Sundance Film Festival” Cost of Participation:

For Colorado headquartered retailers, restaurants, collectives, community groups, allied organizations and non profits, **there is no fee for participation**. We simply ask that you follow the following guidelines.

These guidelines are designed to protect our ability to maintain the value of national brands investing in Sundance Film Festival. Their investment is vital to both the financial health of the Festival and our ability to pursue our non profit mission-driven work to support emerging filmmakers.

“Official Friend of Sundance Film Festival” Guidelines:

- You sign up with us through the community agreement with Sundance Film Festival
- You agree to work only with official sponsors and partners of the Festival
- You agree that clients who rent your space will not bring in businesses or brands who market themselves, and are not official sponsors of Sundance Film Festival. You can inquire for more information about specific sponsors by contacting friendsofthefestival@sundance.org
- If you own a space, you agree to include a line in your client event agreement that states that your client's event will only include businesses or brands that are official Sundance Film Festival sponsors
- For any programming during the Festival, you agree to work with the Sundance Institute Corporate Partnerships Team to collaborate on any planned talks, panel topics, screenings, etc. to avoid counter programming in competition with Festival programming
- Your business cannot be competitive with our category exclusive sponsors (list in addendum below)

Contact us [here](#) for more information on becoming an Official Friend of Sundance Film Festival.

LOCAL PRODUCTS AND SERVICES:

Sundance Film Festival works with Official Providers from across the Country. “Official Providers” are national and local companies that provide goods and services to Sundance Institute and Sundance Film Festival as a tax deductible 501(c)(3) donation. We welcome local businesses across all categories to be a Sundance Film Festival Official Provider. If you are interested in working with us as an Official Provider of Sundance Institute and Sundance Film Festival - Contact us [here](#) for more information.

As an Official Provider, you will receive:

- Line listings (no logos) on both Sundance Film Festival and Sundance Institute websites and in Artist Program lab books.
- Festival tickets, quantity determined by value of donations.

RENTING YOUR BUSINESS AS A VENUE–OR NOT

Part of the Sundance Film Festival experience is the parties and programming put on by our Official Sponsors. You may be approached by our Official sponsors who are interested in your venue as a possible location for their brand activations. These relationships are entirely between you and the Official Sponsor. The decision of whether you stay open and enjoy the surge of customers, or rent your space, is fully yours. If you choose to rent out your venue, we hope you have chosen to be an “Official Friend of Sundance Film Festival” and will therefore honor the guidelines of working only with Official Festival Sponsors.

To confirm whether a brand is an Official Sponsor, contact us at friendsofthefestival@sundance.org. If the brand is not an Official Sponsor, please suggest they contact us and we will invite them to become one! We are here to welcome all. Let's do this together!

To help connect venue owners with Sundance Institute and official Sundance Film Festival partners seeking activation locations, we've partnered with the Boulder Chamber to facilitate this process. If you're interested in making your space available, please visit the [Sundance Film Festival Partner Hub](#) and select the "Lease Your Existing Space" form to share details about your property. Once submitted, your information will be reviewed and you may receive a follow up with potential opportunities.

IMPORTANCE OF WORKING WITH OFFICIAL SPONSORS

We are a community of individuals, companies and organizations that win together—engaging our passionate global Festival attendees, supporting the Boulder community and businesses, and furthering our mission-driven work of showcasing emerging storytellers. As a nonprofit, we count on your support to host a financially successful festival. A successful Festival allows us to support artists and emerging filmmakers with year-round services such as education, mentorship and grant support.

What do we welcome?

We like to say that there are lots of ways to “Fest” —that everyone enjoys their own unique Festival experience. We celebrate that energy and welcome private parties and dinners hosted by individuals, filmmaker teams and brands. We have a vast stable of Official Sponsors available to work with those seeking to host a private dinner or event in your venue. However, any external signage or branding is reserved for Official Sponsors.

What do we not welcome?

Individuals, companies and organizations that engage in any marketing, branding, sampling, promotion, pop-up events, and selling activities that are not Official Sponsors of Sundance Film Festival are engaging in nonsanctioned activity. Those that come to Boulder to benefit from this Festival environment and community without financially supporting the Festival undermine our Official Sponsors, degrade the Festival experience for all who attend, 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.

SUNDANCE FILM FESTIVAL OFFICIAL SPONSORSHIP AND PARTNERSHIP GUIDELINES:

- 1.** External branding and activation within our Festival Footprint are rights that are reserved for Official Sponsors.
- 2.** Sundance Institute and Sundance Film Festival trademarks cannot be used by any individual, company or organization that is not an Official Sponsor or Partner of Sundance Institute.
- 3.** Many Official Sponsors increase their financial support of our work in order to be the exclusive sponsor in their product or service category. This generosity helps Sundance Institute execute on its mission. We monitor and enforce that exclusivity as a priority.
- 4.** Official Sponsors of the Festival do not bring other sponsors or partners to their events without Sundance Institute's involvement.

We are here to welcome you. To inquire about the Official Friend of Sundance Film Festival program, please complete this [interest form](#). For all other opportunities with the Corporate Partnerships team, please complete this [interest form](#).

ADDENDUM

NATIONAL SPONSORSHIP CATEGORIES

Our sponsor relationships are large, long term, multi-year and exclusive by category of business. Sponsors invest in exclusive “Official” Festival designation and we protect and enforce these exclusivities as a priority.

We do welcome private “hospitality experiences” (VIP ticketing and private screenings) outside of these exclusivities, and there are opportunities to work with Sundance Institute and Sundance Film Festival outside of the Festival time period across all categories of business.

Current Exclusive National Sponsorships:

- Airline
- Audio entertainment
- Automotive
- Beauty
- Cameras
- Entertainment Database
- File hosting service and collaboration service
- Financial—all categories
- Footwear
- Hotel/Accommodations
- Liquor—Vodka, Tequila, Bourbon
- Outdoor Apparel

Available Exclusive National Sponsorship Categories:

- Coffee/tea
- Food
- Insurance
- Liquor— outside of above exclusivities
- Real Estate
- Rideshare
- Travel (Destinations, Luggage, Gear)
- Telecom
- Water (no plastic bottles)
- Wellness

Non Exclusive Sponsorship Categories

These are categories and areas where we welcome multiple partners.

- Film Industry
- Non Profit
- Media

- Tech–Adobe is the Official Editing Solution of Sundance Film Festival. All other categories within the technology sector are non exclusive.

Categories outside of Sundance Institute Partnership Guidelines:

Sundance Institute aligns to guiding principles that were set by our Founder and remain core to our organization's values. We work with premium brands that align to our guiding principles, and support and enhance Sundance Institute's leadership position. These categories fall outside our guidelines: Tobacco and Vaping Products, Guns/Firearms, Military Equipment, Gas/Oil/Drilling, Chemical Companies, Fast Food/Quick-service restaurants, Pharmaceuticals, Fur, Multi-Level Marketing Companies, Political Organizations