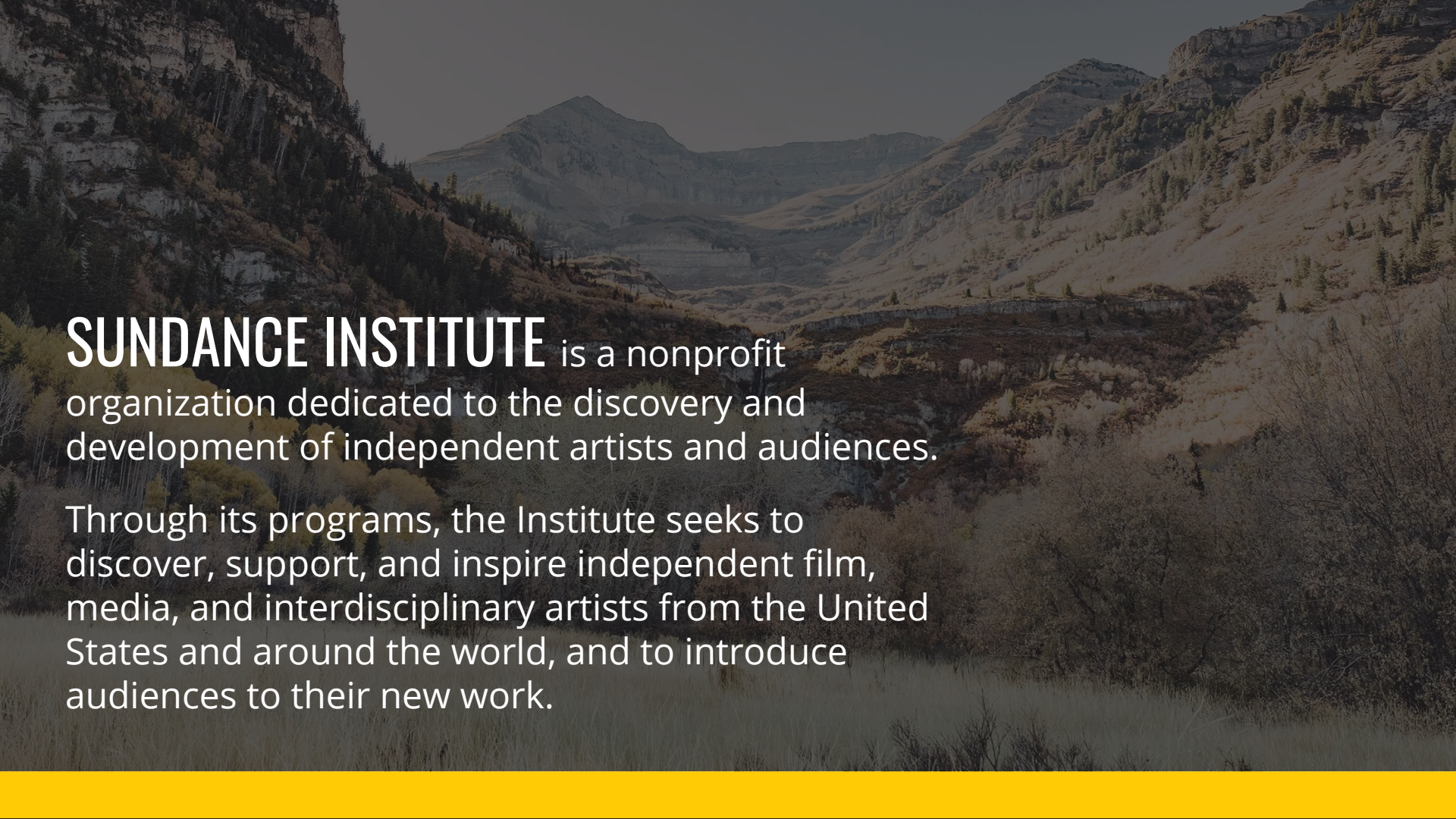


# 2021 SUNDANCE FILM FESTIVAL

JANUARY 28 - FEBRUARY 3

A scenic landscape of a mountain valley. In the foreground, there's a river or stream flowing through a valley. The middle ground shows rolling hills and mountains covered in sparse vegetation, including evergreen trees. The background features more distant, hazy mountain peaks under a clear sky. The overall tone is natural and serene.

**SUNDANCE INSTITUTE** is a nonprofit organization dedicated to the discovery and development of independent artists and audiences.

Through its programs, the Institute seeks to discover, support, and inspire independent film, media, and interdisciplinary artists from the United States and around the world, and to introduce audiences to their new work.





“

There will always be new terrain to explore as long as there are artists willing to take risks, who tell their stories without compromise. And Sundance will be here—to provide support and a creative community in which a new idea or distinctive view is championed.

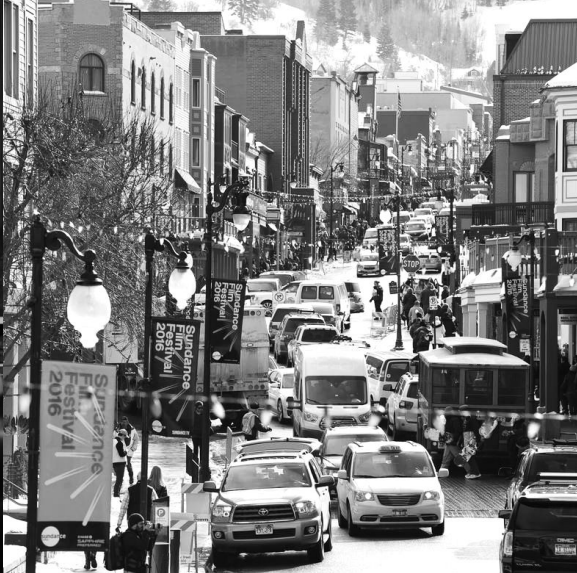
ROBERT REDFORD, PRESIDENT & FOUNDER



**The Sundance Film Festival is the premiere showcase for independent filmmakers.**







# 2021 SUNDANCE FILM FESTIVAL

A REIMAGINED FESTIVAL INTRODUCING A  
DIGITAL PLATFORM WITH AN EXPANDED  
GLOBAL AUDIENCE

**REIMAGINING** THE TRADITIONAL  
LIVE FESTIVAL EXPERIENCE

**ANCHORED BY A NEW DIGITAL  
PLATFORM** FOR GLOBAL  
AUDIENCES TO ACCESS FILMS AND  
OFFSCREEN EXPERIENCES

WITH **PROGRAMMING IN  
ADDITIONAL MARKETS** ACROSS  
THE US

# DIGITAL FESTIVAL PLATFORM

OFFERING ACCESS TO ONLINE  
SCREENINGS AND EXPERIENCES TO A  
BROADER AUDIENCE

THE 2021 SUNDANCE FILM  
FESTIVAL WILL BE ACCESSIBLE IN A  
WAY IT NEVER HAS BEEN BEFORE.  
**CENTERED ON OUR VALUES OF  
ENGAGEMENT, INCLUSION, AND  
ENTERTAINMENT**, GLOBAL  
AUDIENCES WILL BE ABLE TO VIEW  
THE PROGRAM AND TAKE PART IN  
DISCUSSIONS AND SPECIAL LIVE  
EVENTS ONLINE VIA A BRAND-NEW  
PLATFORM.

**OUR OFFICIAL PARTNERS**  
**ARE CENTRAL TO THE FESTIVAL EXPERIENCE**



# DIGITAL FESTIVAL PLATFORM **PARTNER ACTIVATION**

The digital festival will offer opportunities to engage with artists and audiences globally.

Official supporters will have the opportunity to connect with audiences through a dedicated section on the platform. The programming of these modules will include:

- Panels and Conversations
- Special Screenings
- Interactive Experiences
- Digital Events
- Product Demonstrations
- Giveaways or Limited Time Offers

SUNDANCE FILM FESTIVAL 2021

EXCLUSIVE SCREENING DOLOR  
SECTETUER ADIPISCING

HOUSE

THURSDAY, JANUARY 28 7-8PM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED  
DIAM NUNCUPY RIBB EUISMOD TRUCKET UT LAORET DOLOR MAGNA  
ALIQAM ERAT VOLUTPAT, UT WAI ENIM AD MINIM VERA

CTA



EVENT DETAILS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NUNCUPY RIBB EUISMOD TRUCKET UT LAORET DOLOR MAGNA ALIQAM ERAT VOLUTPAT, UT WAI ENIM AD MINIM VERA

TIME & LOCATIONS

DATE: THURSDAY, JANUARY 28, 7-8PM

LOCATION: BOYS STATE

SUNDANCE FILM FESTIVAL 2021

LOREM IPSUM DOLOR SIT  
SECTETUER ADIPISCING

CHASE O  
SAPPHIRE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED  
DIAM NUNCUPY RIBB EUISMOD TRUCKET UT LAORET DOLOR MAGNA  
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PANEL SPEAKERS

NAME TK LOREM IPSUM DOLOR SIT AMET CONSECTETUER ADIPISCING ELIT, SED DIAM NUNCUPY RIBB EUISMOD TRUCKET UT LAORET	NAME TK LOREM IPSUM DOLOR SIT AMET CONSECTETUER ADIPISCING ELIT, SED DIAM NUNCUPY RIBB EUISMOD TRUCKET UT LAORET	NAME TK LOREM IPSUM DOLOR SIT AMET CONSECTETUER ADIPISCING ELIT, SED DIAM NUNCUPY RIBB EUISMOD TRUCKET UT LAORET	NAME TK LOREM IPSUM DOLOR SIT AMET CONSECTETUER ADIPISCING ELIT, SED DIAM NUNCUPY RIBB EUISMOD TRUCKET UT LAORET

CUSTOMIZABLE LANDING  
PAGE TEMPLATES\*

\*Sponsor landing pages design is currently in progress

# KEY CONSIDERATIONS FOR DIGITAL ACTIVATIONS

- DIGITAL FATIGUE
- 2-D EXPERIENCE LACKING HUMAN CONNECTION
- A CRITICAL NEED TO PUSH PATRONS TO PARTNER EXPERIENCES
- DELIVERING CONTENT THAT IS FUN & ENGAGING
- UNDERSTANDING THAT NOT ALL THINGS CAN BE TRANSFERRED TO DIGITAL “LITERALLY” - USE THE BEST OF WHAT DIGITAL HAS TO OFFER RATHER THAN TRYING TO REPLICATE A “LIVE” EXPERIENCE
- EMBRACE THE ADVANTAGE OF DIGITAL EVENTS - CONTENT CAPTURE, LEAD GENERATION

# EMBRACE THE ADVANTAGE OF DIGITAL EVENTS

- FLEXIBLE, SCALABLE AND LOW RISK OF CANCELLATION
- SAFER/NO RISK ENVIRONMENT FOR PANDEMIC
- COST SAVINGS FROM T&E REDUCTIONS AND VENUE BUILD OUT
- ABILITY TO REACH A BROADER, MORE DIVERSE AUDIENCE
- ABILITY TO RE-PURPOSE OR KEEP CONTENT LIVE BEYOND THE EVENT
- HIGH-TOUCH SERVICES - HOME DELIVERY OF GIFTS, MEALS, ETC. - TO CONNECT WITH KEY CONSUMERS
- ABILITY TO CAPTURE MORE ANALYTICS & MEASURE ENGAGEMENT



“THE SECRET OF  
CHANGE IS TO FOCUS  
ALL OF YOUR ENERGY,  
NOT ON FIGHTING THE  
OLD, BUT ON BUILDING  
THE NEW.”

– *SOCRATES*

Mary Sadeghy  
Head of Corporate Partnerships  
mary\_sadeghy@sundance.org



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