“This is where the buzz begins, and we are proud to lend our longstanding support to the world’s most influential film festival.” — Entertainment Weekly, Presenting Sponsor since 1991

“I liked that these companies were willing to sponsor this festival. It changed and enhanced my perception of them.” — Patron, 2013 Sundance Film Festival

“I want to support them because they support the Sundance Institute.” — Patron, 2013 Sundance Film Festival

Our users love film, and so do we. Google and YouTube are proud to partner with the Sundance Film Festival to support the discovery and distribution of works from talented new filmmakers and innovations in filmmaking.” — Google/YouTube, Sustaining Sponsor
“Because audiences are starved for new ideas, voices and visions.”

ROBERT REDFORD
Founder and President, Sundance Institute
It all started one day when Robert Redford walked through Utah’s Provo Canyon, where he sensed, in the raw natural beauty, the potential for a creative life unhinged from Hollywood. After buying as much land as he could to preserve it from development, he ultimately welcomed fellow artists to the place to experience its power. There, collectively, they made a commitment to free expression, creative experimentation and to cultivating and promoting original thinking independent of common commercial pressures. They called the place, and their mission, SUNDANCE.
Sundance Institute is a 30+ year, international not-for-profit organization focused on the development of artists and the presentation of their original stories for the stage and screen. A year-round series of Sundance Labs and Workshops offer creative, financial and strategic support to screenwriters, directors, documentary filmmakers, editors, composers, producers and theatre artists. The Institute also presents the Sundance Film Festival, a platform to bring independent film to a global audience.
Since 1985, The Institute has presented the most important event in Independent Film, the Sundance Film Festival. Each year, 45,000+ people from 35+ countries come together for ten days in the small Utah town of Park City to discover, amongst the 180+ films--of 12,000+ submitted--the select few stories that will echo beyond the mountains.

The 2013 Sundance Film Festival presented 119 feature-length films, representing 32 countries by 51 first-time filmmakers, including 27 in competition. These films were selected from 4,044 feature-length film submissions composed of 2,070 U.S. and 1,974 international feature-length films. 103 films at the Festival were world premieres. The Short Film Program was comprised of 65 short films selected from a record 8,102 submissions.
Audience

The 2013 Sundance Film Festival attracted a hotly-hunted, but generally inaccessible, group of over 45,000+ highly influential brand and cultural rulers of the creative class and we hold their excited focus for 10 days.

HIGH INCOME
- Over 50% of attendees have an AHHI of $100k with a concentrated 26% with $200k+

COMMERCIALLY SAVVY
- 83% of Festival attendees could identify at least one or more major Festival Sponsor
- 58% of Festival attendees would be inclined to buy the product of a Festival sponsor

GENDER SKEWS FEMALE
- Female: 65%
- Male: 35%

OUT OF STATE OR INTERNATIONAL
- 62% of attendees travel from out-of-state or abroad. A majority of nonresident attendees traveled from California and New York with abroad travelers coming from over 35+ countries

DIVERSITY IN AGE
- Under 25: 8%
- 26-35: 22%
- 36 – 45: 20%
- 46 – 55: 22%
- 55+: 27%

EDUCATION
- 45% of Festival attendees have a bachelors degree and 35% have a Master’s Degree
Media Impressions

ACCREDITED PRESS
- Total: 900 from 16 countries
- Domestic Press: 770+
- International Press: 50+
- Film Crews & Still Photographers: 70+

COVERAGE AT A GLANCE
- Between November 28, 2012 through February 28, 2013, Sundance Film Festival generated in excess of 31,100+ articles in print and online outlets.
- International coverage appeared in countries including Australia, Czech Republic, Egypt, Macedonia, Kosovo, Norway, Poland, Sweden, Taiwan, Russia and Venezuela.
- Between January 15, 2012 through February 15, 2013, Sundance Film Festival generated in excess of 11,900 + broadcast hits.
- Broadcast coverage appeared on ABC, CBS, NBC, CNN, MTV, Associated Press, E! Entertainment

TOTAL PRINT, ONLINE & BROADCAST MEDIA VALUE FOR THE 2013 SUNDANCE FILM FESTIVAL: $ 52.4 MM
Online Community

2013 FESTIVAL WEBSITE TRAFFIC
- January 17 – 27, 2013: 3.2MM+ page views with 688,000+ visitors
- September 2012 to February 2013: 12.6MM+ page views with 2.6MM+ visitors

USER PROFILE
- Users came from 217 countries with the top ten site visitors by country from the United States, United Kingdom, Canada, Germany, France, Australia, Spain, Italy, Brazil, and Mexico.

FACEBOOK (as of February 2013)
- 385,620+ friends

TWITTER (as of February 2013)
- 241,000+ total followers
  - @sundancefest: 211,440+ followers
  - @sundancefestnow: 15,420+ followers
  - @sundancelabs: 14,790+ followers

INSTAGRAM (as of February 2013)
- 20,110+ followers

SUNDANCE FILM FESTIVAL PRODUCED CONTENT (as of February 2013)
- Sundance Film Festival YouTube™ Channel: 6MM+ views; 11,930+ subscribers
- Sundance Film Festival Live Streaming: 11 events with 387 minutes of content viewed by 52,000+ visitors
Brand Sponsorship Opportunity

Each year, The Sundance Film Festival extends invitations to sponsors to create an exclusive, intimate community of brands who share the values of creativity and experimentation.

Benefits of a Sundance Film Festival sponsorship include:

- An association with the first, true discovery zone of independent film on a local, national and international scale
- Access to the Sundance audience of influential culture drivers
- Ability to showcase “good corporate citizenship” through our well known mission and values
- Potential to stimulate sales
- Opportunity to entertain valuable clients
- Relationship-building with the entertainment industry and creative community
Sponsorship Overview
Exclusive Access

Sponsorship offers exclusive, pre-public access to Festival screening tickets with on-site Festival ticket concierge service.
Co-Branded Advertising and Promotions

A Sundance Film Festival ad buy provides sponsors with the opportunity to be included in national and industry ad buys and official Festival collateral, resulting in 5MM+ in cumulative impressions.
Cinematic Experience

Festival Trailer including sponsor branding shown before all 630 Festival screenings resulting in 205,000+ impressions
The Sundance Film Festival has a 90% awareness in the United States.

We invite Official Sponsors to utilize the official trademark in national advertising campaigns and in-store promotions to further promote the partnership with Sundance.
“The Sundance Film Festival completely changed my life. In many ways it’s the ideal festival because it is so welcoming to artists. It is an event that embraces art, and as an artist you want to be there.”

Stanley Tucci
Actor and Sundance Institute Lab Advisor
Thank You.

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