



sundance FILM FESTIVAL 2022

Publicity at the Festival

- **POSTERS:** New this year, we will be displaying posters *digitally* at your screenings. We will share image specs in the near future. If you are planning to print and bring posters or fliers to promote your film, you may post them on Park City's designated kiosks on Main Street. There are 6 kiosks:
 - [Gateway Building](#) (in atrium outside PC box office)
 - [Café Terrigo Plaza on Main St.](#) (Next to street clock post)
 - [Main St. Post Office](#) (On sidewalk against the building)
 - [Wasatch Brew Pub](#) (on sidewalk in front of entrance)
 - [Miner's Park](#) (408 Main St.)
 - [7th & Main](#) (near entrance to the Shops at the Village)

If posters are found in any areas other than the above official kiosks, the city may issue a citation with a monetary fine to your team. For more information, see Park City Rules of the Road, [here](#). *NOTE: Festival posters will be preserved by the Institute's archives team.*

- **DIGITAL ASSETS:** Any digital materials you have provided will be available to all media on the Festival press website; images will be hosted at www.sundance.org/photos.
- **PRESS LINES:** Your Publicity Liaison will work with your film's publicist (if you have one) to finalize the details of your screening's press line. This press line typically begins no more than an hour prior to your film's first public screening in Park City and must promptly close at least 15 minutes prior to your screening's start time. A member of the Press Office and your film's publicist (if you have one) will be on hand to coordinate the press line. Further details on health safety protocols, including capacity restrictions, will be provided in advance; due to increased focus on these protocols, we will need a full accounting of all people present at your film's press line and strict capacity limits will be imposed.
- **PUBLICISTS:** Your film's publicist, if you've retained one, will be issued a credential to wear at your screenings. This person will coordinate your team's press activities at the theatre, along with your Festival Publicist. Unlike in years past, personal/talent publicists WILL need these credentials this year.
- All publicity contacts for your film attending the Festival to represent your film or those in your film will be required to have a Festival PR credential and verify that they are fully COVID-19 vaccinated with a WHO approved vaccine at least two weeks in advance of traveling to the Festival. To apply for a Festival PR credential please have them [fill out this link](#) no later than December 17, 2021.
- **RESERVING SEATS:** A reserved section is provided for your premiere screening in Park City. Within the reserved section, we mark seats for director(s); we do not save seats for cast producers, or other film team members. If your film's publicist wants to mark seats for actors, producers, or others, please let your Festival Publicist know.
- **IN PERSON P&I SCREENINGS:** Throughout the Festival, we hold in person screenings for press and industry members. The purpose of P&I screenings is to create maximum visibility for Festival films within the hectic schedules of these key audiences. Filmmakers may not attend these screenings, but a list of attending press is available from the Press Office. Email your Publicity Liaison for this list; please allow 24 hours for a response.
- **PHOTOGRAPHY:** A Getty or official Festival photographer may be at the theatre to take your photo upon arrival to your premiere screening, and possibly to photograph the Intro and/or Q&A. A member of the Press Office and/or your film's publicist will be on hand to coordinate

this. A select group of these photos may be featured on our website and social channels, as well as on their sites.

- **FILM CREWS:** If you plan to document your Festival experience with a film crew, please notify your film's Festival Publicist immediately so that they may be accredited. Film crews that have not been approved by the Press Office will not be allowed filming access at official venues. The last date to submit your request is December 27, 2021.
- **HEALTH SAFETY:** As we plan for the 2022 Festival, one of our most important considerations is how best to safely bring together artists, audiences, volunteers, and staff from around the world. As part of our commitment to this community, we will be requiring all participants attending the Festival, or Sundance-sanctioned events, in person in Utah to be fully vaccinated and to wear masks in venues and in queuing lines. We will have specific protocols for press and filmmaker/artist interactions for health safety. These will be shared with all publicity contacts in December and will be able to be accessed alongside our general policy updates [here](#) and we will be providing direct updates with details you need to know as we get closer.

Publicist List

Linked is a listing of public relations firms who have represented films at previous Sundance Film Festivals. This is just a sample of the firms that can help promote your film and is a good guide to start your search for representation.

[SFF Publicist List](#)

DIY Publicity

Depending on your goals and objectives, we usually recommend hiring a publicist. Your Festival experience will be much more enjoyable if you do not have to worry about doing all that publicity entails – arranging interviews, making cold calls and finding the right journalists. Ask your contact in the Festival Press Office if you have any questions.

WHAT TO DO IF YOU CAN'T HIRE A PUBLICIST

How do you make your film/project stand out?

HELP US HELP YOU – Provide the Press Office with accurate and complete publicity materials.

We can do a lot to help you, but you need to provide the materials (images, film/project stills, clips, posters), and make the time to tell us about your film/project. Tell us when you've uploaded clips to YouTube. Tell us when your website is ready. Tell us if you are tweeting. Tell us if you are guest blogging.

1. Give your Festival Publicist as much information as possible about the film/project in a timely manner.
2. Let them know if you are targeting certain media outlets. If you have already pitched your film/project to a media outlet, let them know what you pitched and if it was successful.
3. If an outlet requests an interview, update your Festival Publicist.
4. Make your film/project visible. Bring extra posters and post them on one (or all!) of the six poster kiosks around Park City. Make advance arrangements with Artist Relations to pass out posters & buttons at your screenings. Park City posting laws are strict so be sure to read up on them in advance! As we get closer to the Festival, ask your Festival Publicist or Artist Relations Liaison for a breakdown of the different posting rules.

ACCREDITED MEDIA LISTS: Lists of media accredited for the Festival are available and will be sent by the Press Office upon request, beginning in early January. We're continuing to expand our critic roster to better reach new audiences and ensure that your film is discussed from a rich assortment of critical perspectives.

BUILD YOUR AUDIENCE BEFORE THE FESTIVAL: The majority of your film's/project's publicity will most likely be through word of mouth. Your goal is to strategically place information about your film/project in the appropriate locations to help that word travel faster.

- Create a Website. Ideally, your website will highlight all of your films/projects instead of featuring only the Festival film/project. This allows you to build your brand so that audiences can establish rapport.
- Get Your Name Out There. Search the web for organizations that reflect the themes of your film/project and reach out to them. Send them a news release announcing your film/project's acceptance to the Sundance Film Festival. Offer to write as a guest blogger for their website. Get creative!
- Use Free Social Networking Resources. Websites like [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [Vimeo](#) are free or very cheap. Create eye-catching pages and post often enough to keep people interested without overwhelming their news feeds. Be sure to post media as well as text. Film/project stills, behind-the-scenes photos, trailers, and exclusive interviews are always crowd pleasers. Don't forget to use #Sundance on your Festival related posts!
- Choose the Right Film/Project Still. Using the right image to represent your film/project can make all the difference. (See the resource section below).
- Think Niche and Regional. Part of building your audience is finding your audience. Think about the topics and themes that are part of your film/project and who may be interested. Also, if there are regional aspects to your film/project, capitalize on these to motivate a core audience. Use these core audiences as foundations to gain momentum and buzz and to market to the general public.
- Get Out! During the Festival, go to every event that you can. Talk to people on the shuttles. A few filmmakers have landed reviews after simply striking up conversations on a shuttle bus.

ADDITIONAL RESOURCES:

[Attention, Filmmakers: Here's What You Need to Know About Working with a Publicist](#), IndieWIRE
[How to Find and Work With the Right Publicist to Guide Your Film Through a Festival in 9 Easy Steps](#)
indiewire
[What to Know if You're Going to DIY Your Film's Publicity](#), Production Hub
[Marketing Your Indie Film: A Few Key Tips to Wrap Your Brain Around](#), No Film School
[How to Market Your Indie Film](#), Production Hub