



Sundance Institute is a non-profit organization that provides a wide variety of programs and initiatives for independent artists and storytellers working in film, theatre, and digital media. For more information about Sundance Institute's programs and initiatives, please visit us at [www.sundance.org](http://www.sundance.org). All information contained in this document is subject to change. For information about submitting your project to the Sundance Film Festival, please visit [www.sundance.org/submit](http://www.sundance.org/submit).

## What to Expect if Your Project is Accepted into the 2024 Sundance Film Festival

### 1) What happens after projects are invited to be part of the Festival program?

Once a project receives an official invitation from the Festival Programming team, they will receive a **very important** email from their designated Festival Publicity Liaison and their designated Festival Artist Relations Liaison. Together, these two liaisons will guide Project Teams through what we will immediately require in order to prepare for our Festival press announcements and other publications. **We must gather these materials within a very tight window of time, so we ask that Project Teams respond to their liaisons in a timely fashion!** Our liaisons will guide Project Teams throughout the process every step of the way; pre-fest, at fest, and post-fest.

We ask all Project Teams to identify a **Main Publicity Contact** (who will work with the project's Festival Publicity Liaison) and a **Main Contact** (who will work with the project's Artist Relations Liaison).

Below you will see what is expected of both the **Main Publicity Contact & Main Contact**:

Project Team's Designated <b>Main Publicity Contact</b>	Project Team's Designated <b>Main Contact</b>
<p>A project's designated <b>Main Publicity Contact</b> is the individual or external PR agency responsible for publicizing the project at the Festival. This person will regularly communicate with the Sundance Press Office regarding the publicity of the project prior to, during, and after the Festival.</p> <p>This individual will:</p> <ul style="list-style-type: none"> <li>• Receive and respond to frequent emails from the Festival Publicity Liaison, especially during the peak time leading up to Festival program announcements and throughout the Festival.</li> <li>• Work with the Festival Publicity Liaison to submit materials for the Festival announcements and to promote the project.</li> <li>• Act as the point of contact between the Sundance Press Office and studio/talent representatives, where applicable.</li> <li>• Make decisions regarding Publicity screening ticket purchases and Publicist credentials.</li> <li>• Communicate details about the project, such as talent expected to attend, potential review embargo timing, press line RSVPs, face sheets, etc.</li> <li>• Respond to interview requests for the project.</li> </ul>	<p>The designated <b>Main Contact</b> is the individual from the Project Team who will work with the project's designated Artist Relations Liaison regarding the logistics of attending the Festival.</p> <p>This individual will:</p> <ul style="list-style-type: none"> <li>• Receive and respond to frequent emails.</li> <li>• Share Festival information with the appropriate Project Team members.</li> <li>• Receive event invitations from the Festival and our official partners &amp; sponsors, RSVP for and distribute to appropriate team members.</li> <li>• Make decisions regarding the project's benefits; the Project Team's screening tickets and credentials and distribute to the appropriate Project Team members.</li> <li>• At the Festival, check in for orientation and act as point person during the project's premiere screening and during the entirety of the Festival.</li> </ul>

## 2) What if other members of the Project Team need to be included on correspondence?

If essential members of the Project Team are not receiving emails from their designated Publicity Liaison and they should be cc'd on all correspondence, email [press@sundance.org](mailto:press@sundance.org) to ensure that they are included. For projects with distribution in place, Main Publicity Contacts may be a part of the distribution company, but the Festival is more than happy to cc anyone from the Project Team on all communications to ensure that everyone is in the loop.

If essential members of the Project Team are not receiving emails from their designated Artist Relations Liaison and they should be cc'd on all correspondence, reach out to [artistrelations@sundance.org](mailto:artistrelations@sundance.org) to have them added.

## 3) What materials and information does the Festival need from the Project Team?

When Project Teams hear from their dedicated Publicity Liaison & Artist Relations Liaison, they need to be prepared to provide a significant amount of information **very** quickly. There is a very tight turnaround from the time a project is invited to the deadline for our Festival program announcements and publications!

Project Teams will receive the Festival **Post Acceptance Form** where they will provide the information and materials that are required, including project stills, production credits, artist & project demographics, technical details, contact information, publicity assets, and more. For a preview of what will be asked on the Festival **Post Acceptance Form**, click [here](#).

## 4) What are the important dates and deadlines Project Teams should be aware of?

The dates and deadlines below are subject to change on a year-to-year basis:

<b>24-48 hours after receiving the login information from our Festival Press Office:</b>	Post Acceptance Form Page 1 plus Director Headshot & Film Stills
<b>November 15, 2023:</b>	Post Acceptance Form Pages 2 - 9 and remaining Press Materials
<b>Thursday, December 21, 2023 (Short Films):</b>	Print Delivery Deadline (DCP and ProRes)
<b>Thursday, January 04, 2024 (Feature Films &amp; Episodic Series):</b>	Print Delivery Deadline (DCP and ProRes)

## 5) What exhibition formats are required for screening at the Festival?

- Participating projects are required to provide DCP for in person screenings and a ProRes file for online screenings. Projects that are not required to participate in the public VOD/online portion of the Festival and choose to opt out of our public online screening platform are still required to provide a ProRes file for Press & Industry access.
- All projects are required to deliver their DCP and ProRes files with Closed Captions (CC). Closed Captions are required for both in-person and online screenings. Plan for this in your post production schedule!
- All projects are required to deliver an Open Caption version of their DCP (OCAP VF) for in-person screenings at the Festival in Utah. The Festival will schedule at least one in-person Open Caption screening of every Project in the Festival program. The Festival reserves the right to use the OCAP VF in place of the CCAP DCP for in-person screenings if the CCCAP DCP does not work properly or does not conform to character count requirements for caption viewers.
- The Festival strongly recommends making an Audio Descriptive (AD) track for your DCP and ProRes files so they can be accessible to low vision patrons.
- The Festival can play back Atmos audio online and in many of our in-person theater venues.
- Digital delivery of both DCP and ProRes files is encouraged. The Festival will provide secure upload links for the electronic transfer of these files.