

Sundance Film Festival 2024

Sundance Film Festival Official Laurels

Congratulations, and welcome to the Sundance Film Festival family! We're thrilled to have the opportunity to share your work with our audiences, and we can't wait to celebrate your original voice, unique story, and innovative storytelling.

We encourage you to promote your connection to the Festival by using our official selection laurels in your project's press and marketing activities, including on the project's official poster and all public and digital trailers. We ask that you make every effort to use these laurels properly. Please share the following guidelines with your publicity and marketing teams, producers, distributors, etc. to help us ensure that the Festival is accurately represented.

We ask for your cooperation in keeping your acceptance confidential until our announcement. Please do not share your news (or this official selection laurel) verbally, in writing, or online (including Twitter, Facebook, Instagram, or any social media) until our public announcement has been made.

Should your project win a Festival award we will also provide you with an official award winner laurel by the conclusion of the Festival.

Guidelines for Proper Use of Sundance Film Festival Laurels:

- The laurels include the trademark name "Sundance Film Festival" and may be used ONLY for Sundance Film Festival official selections and award winners and only for in-context promotional purposes for the film itself. The Sundance Film Festival laurels cannot be used on merchandise or commercial goods (i.e., items for sale). For example, if you sell merchandise that also promotes your film, such products may not use the word mark "Sundance Film Festival" or the laurels.
- The Sundance Film Festival laurels are designed in accordance with Sundance Institute's brand identity and should be used without substantial alterations in the project's promotional materials.
 - "Sundance Film Festival" is a trademark name and therefore may not be shortened to "Sundance" within the film's/project's promotional materials.
 - The Sundance Film Festival laurels should not be altered to indicate selection or awards from any other festival(s) in which your project may play, and may not contain the names(s) of any other film festival(s).

- Any altered laurels must be approved in writing by Sundance Institute before promotional materials are released. Please email your requests to laurels@sundance.org.
- The Sundance Film Festival laurels must be at least as large as any other similar laurels from other film festivals appearing on the film's/project's promotional materials.

[Download Festival Laurels](#)