

Publicity at the Festival

- **DIGITAL ASSETS:** Any digital materials you have provided will be available to all media on the Festival press website; images will be hosted at [DropBox](#) and [Flickr](#).
- **PRESS LINES:** Press lines are held for the first screenings of most films and where approved members of the film team complete interviews and/or photos with broadcast, print, and online outlets. Your Publicity Liaison will work with your film's publicist (if you have one) and/or Main Publicity Contact to finalize the details of your screening's press line or photo call. Press lines and photo calls typically begin no more than one hour prior to your film's first public screening in Park City and should promptly close at least 10 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 or photo call. We will need a full accounting of all people present at your film's press line in advance, including talent and staff, to ensure we are meeting capacity limits and can properly accommodate.
- **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 theater, along with your Publicity Liaison. Please note personal/talent publicists will need these credentials this year. To apply for a Festival PR credential please have them [fill out this link](#) by December 14, 2023.
- **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 you want to mark additional seats for actors, producers, or others, please let your Publicity Liaison know and be aware that someone from your film's publicity team will need to arrive early/ahead of the press line opening in order to facilitate this with the venue staff. Please note that your team will be responsible for marking off any additional seats and that in all theaters there are limits on how many seats can be reserved.
- **IN PERSON PRESS & INDUSTRY (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 and provide opportunities that fit within their full schedules. Filmmakers may not attend these screenings, but a list of attending press is available from the Press Office. Your Publicity Liaison will provide to your Main Publicity Contact a screening attendance document within 24 hours of your premiere and once the P&I screening takes place those attendees will be added to this report.
- **PHOTOGRAPHY:** A Shutterstock photographer (who is our official Festival photography agency) and/or our in-house Festival photographer may be at the theater to take your photo upon arrival to your premiere screening, take photos of you with our Festival leadership and/or programmers, 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, and made available to press.
- **PERSONAL CREWS:** If you plan to capture your own video content to document your Festival experience with a crew, camera, or phone at official venues, please notify your film's Publicity Liaison immediately so they may be accredited for access to official festival venues. Crews and content capturers 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 15, 2023.
- **POSTERS:** 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 Park City 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.*

- **HEALTH & WELLNESS:** The health of Sundance Institute's artists, audiences, staff, and volunteers remains of the utmost importance to the Institute. If you feel sick, we ask that you stay home. While masks are not required, you are welcome to wear them. Masks will not be provided to all attendees but will be available upon request. Tips on Health & Wellness can be found on festival.sundance.org in How to Fest.

BEFORE THE FESTIVAL

- **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.
[2024 Sundance Film Festival Publicist List](#)
- **Press office Questionnaire**
Help us share your story to the media! Below is a link to a questionnaire that will ask for more details about your film/project's director(s), producer(s), funding sources, and more. This will allow us to conduct targeted outreach to the press and consider for applicable Sundance editorial and social presence based on the information you provide.
Please submit by November 21, 2023.
[Press Office Questionnaire](#)
- **Artists Backstory Feature Interview Series**
This series is the primary way that we will be able to highlight your film and director before, during, and after the Festival to our full audience via our platform, newsletters, and socials. Throughout the year we will support the release of your film with these interviews. Please fill out this interview with as much detail as you can for our editorial feature series on the artists behind this year's Festival. Click [here](#) to see examples of last year's series.
Please submit your responses by November 21, 2023.
[Back Story Interview series](#)

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, reaching out to find the right journalists, coordinating press lines, and more. Please ask your Publicity Liaison 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.

Please remember not to post anything or make information about your acceptance into the Sundance Film Festival public until Sundance has officially made the announcement. You can check with your Publicity Liaison for details.

We can do a lot to help you, but you need to provide the materials (images, film/project stills, clips, posters), and ensure you are telling us about your film/project. Tell us when your website is ready. Tell us how you are using social media, such as Instagram, TikTok, etc. Tell us if you are guest blogging.

1. Give your Publicity Liaison 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 Publicity Liaison.
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 and 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 Publicity Liaison 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. This will also be shared with Main Publicity Contacts. We're continuing to encourage media outlets to assign diverse voices to cover the Festival and looking at the full accredited press community to 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 and/or Social Presence.** Ideally these 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. Offer to write as a guest blogger for their website. Get creative!
- **Use Free Social Networking Resources.** Websites like [TikTok](#), [Instagram](#), [Facebook](#), [X](#) (formerly Twitter), [YouTube](#) and are a great way to build an audience. Create eye-catching content and post regularly enough to keep people interested. 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.
- **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.
- **Get Out!** During the Festival, go to every event that you can. Talk to people on the shuttles or while walking around. Some filmmakers have landed coverage after simply striking up conversations while out and about at the Festival.