

2017
SUNDANCE
FILM
FESTIVAL®



About Sundance Film Festival

The Festival kicks off a new year of independent film, taking place each January in Park City, Utah.

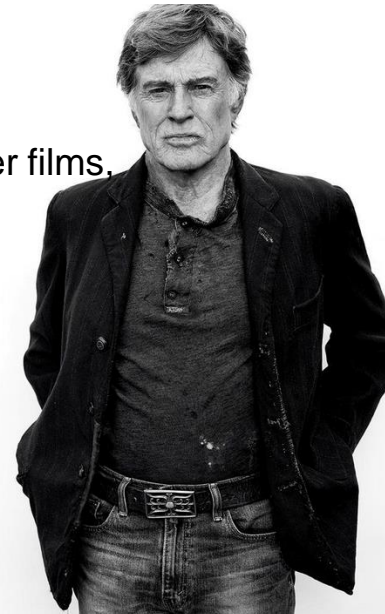
The Festival is one program of Sundance Institute, a non-profit organization founded by Robert Redford in 1981.

With **50,000** attendees yearly, it's the largest and most influential film festival in the US.

The Festival brings the most original storytellers together with the most adventurous audiences for its annual program of dramatic, documentary, and short films; New Frontier films, installations, and performances; lively filmmaker conversations and panel discussions; and dynamic music events.

And now London's Picturehouse Central is bringing you the best of the annual festival from across the pond.

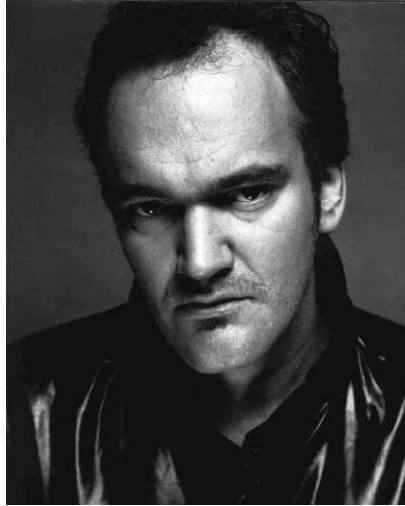
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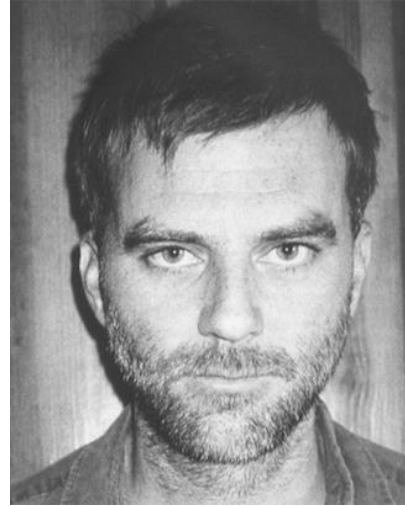
Sundance Film Festival: Launched careers of today's leading directors



The Coen Brothers
Blood Simple - 1985



Quentin Tarantino
Reservoir Dogs - 1992



Paul Thomas Anderson
Cigarettes & Coffee - 1993



Wes Anderson
Sundance Shorts - 1993

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How it works



2017 SUNDANCE FILM FESTIVAL®

Utah, January

2017 SUNDANCE
FILM FESTIVAL:
LONDON.

London, June

sundance
NEXT FEST

LA, August

Sundance
Film Festival:
Hong Kong

Hong Kong, September

A large black banner with red diagonal stripes and white and yellow text. The text reads "Sundance Film Festival: London 2016" and "2-5 June PICTUREHOUSE CENTRAL" with the Sundance logo. The banner is suspended from the ceiling of a multi-level event space.

Sundance Film Festival:
London 2016
2-5 June
PICTUREHOUSE
CENTRAL

The image shows a multi-level event space with a checkered floor, a staircase with a black metal railing, and walls decorated with various posters and artwork. People are seated at tables in the background, and a large floral arrangement is in the foreground. A sign on a stand in the foreground reads "Press Preview".

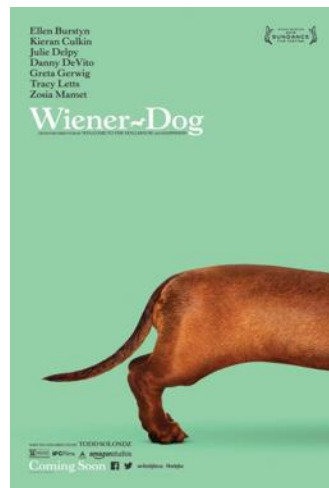
2016 – Picturehouse Central becomes the new home of
Sundance Film Festival: London

2016 programming

UK premieres of the best in independent film



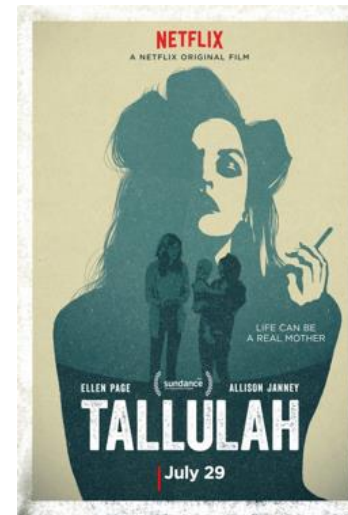
★★★★★ – The Telegraph



★★★★★ – The Guardian



★★★★★ – The Observer



★★★★★ – Screen Daily

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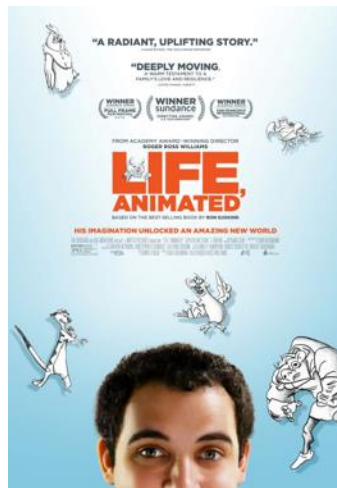


2016 Programming

Highly anticipated titles yet to be released



November 2016



December 2016



December 2016



TBC

2017 SUNDANCE FILM FESTIVAL.



Sundance Film Festival: London 2016



2017 SUNDANCE FILM FESTIVAL.



Sundance Film Festival: London 2016



2017 SUNDANCE FILM FESTIVAL.





Who Came?

Over the course of four days, Picturehouse Central was transformed into a

6,000 people passed through the doors

- Supercharged Cinephiles
- Talent
- Directors
- Press
- Film reviewers

Sundance Film Festival 2016

2017 SUNDANCE FILM FESTIVAL.



Cinema Promotion – 5.5m OTS



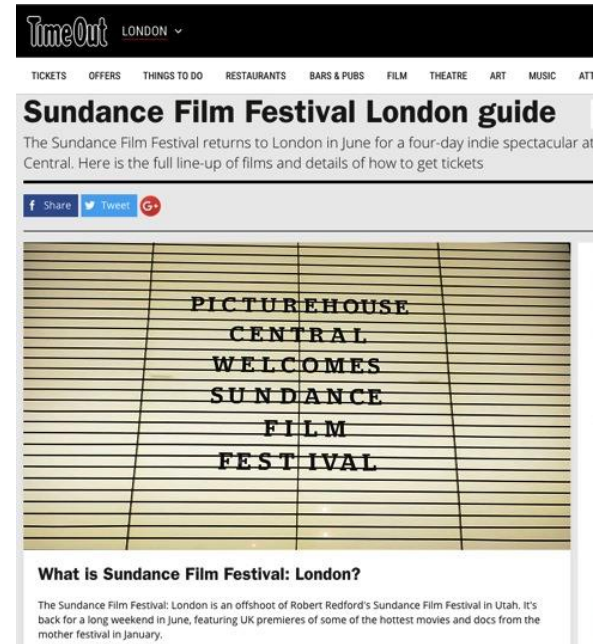
2017 SUNDANCE FILM FESTIVAL.



Media Partner. Time Out – 4.2m OTS



8 Page Print Insert & Festival Guide



Online Festival Hub

2017 SUNDANCE FILM FESTIVAL.



Media Partner. Evening Standard – 3.6m OTS



Vendor Board Take Over



Print Ads

2017 SUNDANCE FILM FESTIVAL.



PR Coverage – 40m OTS

The Telegraph HOME | NEWS | SPO
Film
News | Reviews | What to watch | Features | Interviews | On demand

Sundance Film Festival London 2016: 11 films to see



EveningStandard. News Football Going Out Lifestyle

Going Out • Film Sundance Film Festival, London 2016: Exclusive first look at film festival line-up

After a year away, the Sundance film festival is back in London with a new summer slot and cinema. David Sexton exclusively reveals the line-up of documentaries and dramas for the revamped festival

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BEFORE THE FLOOD A SERIOUS, SUBSTANTIAL PIECE OF WORK "The Guardian" NATIONAL GEOGRAPHIC
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Sundance Film Festival: London Unveils Lineup

Leo Barraclough
Senior International Correspondent
@LeoBarraclough



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Sundance independent film festival is under way in London
3 June 2016 Last updated at 14:21 BST
Sundance independent film festival is under way in London. It was set up in Utah over 30 years ago by Robert Redford and aims to highlight the best of independent films.

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Sundance Film Festival: London sets 2016 dates
10 September, 2015 | By Michael Rosser
PICTUREHOUSE CENTRAL WELCOMES SUNDANCE FILM FESTIVAL
2016 3PM 5°C
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Wires Home
Sundance film festival to revive London offshoot in 2016
By ASSOCIATED PRESS
PUBLISHED: 16:23, 23 April 2015 | UPDATED: 16:23, 23 April 2015
f Share t p g+ e s
LONDON (AP) — Robert Redford's Sundance Film Festival is reviving its London offshoot, and continuing its spinoff event in Hong Kong.
Sundance London ran for three years from 2012 to 2014, showing a selection of films from the Park City, Utah-based parent festival.
The event was canceled this year, but organizers said Thursday it would return in 2016, moving from the O2 center in east London's docklands to Picturehouse Central, a seven-screen cinema complex due to open in the city center in June. No dates were announced.
Sundance Hong Kong will run September 17-27 at the Metroplex in Kowloon Bay.
Festival director John Cooper said the London and Hong Kong events "allow us to extend the tremendous energy and excitement of our Sundance Film Festival to adventurous audiences in Hong Kong and London."
Share or comment on this article

A silhouette of a mountain range against a twilight sky. The mountains are dark and jagged, with a few peaks more prominent than others. The sky is a gradient of dark blue to a lighter, hazy orange near the horizon. The overall mood is serene and atmospheric.

Brand Opportunities 2017

Connect your brand with the best in independent
film and audience

Presenting Partner

Event Partners

Experiential

2017 SUNDANCE FILM FESTIVAL.



FROM PARK CITY TO YOUR CITY

WELCOME TO
SUNDANCE FILM FESTIVAL: LONDON 2016

AT
PICTUREHOUSE CENTRAL
2-5 JUNE

Presenting Partner

Sundance Film Festival: London.
Presented by

Full integration of presenting partner brand across all pre promotion and in festival assets

High visibility branding, setting Presenting Partner apart from other partner levels

Brand content (60") ahead of all feature screenings (solus brand opportunity)

Hospitality and screening packages

Trademark and Copyright Rights and usage





Events Host Partner Supporting events

Sundance Film Festival: London is set apart from other film festival's due to it's unrivalled public access and its aim to champion independent film makers.

In 2017, the program will include the opportunity for brands to host exclusive and intimate events supporting access to Festival talent:

- Exclusive Dinners with Filmmakers
- Invite only events
- Film school event and discussion





Experiential Partners

Brand activation opportunities across the Festival Weekend. Get your brand into the hands of festival goers, talent and press.

Opportunities:

- Members Bar Take Over
- 1st Floor Bar Sponsor
- 'Green Room' hospitality partner
- Foyer sampling and demonstrations

OTS and Investment on application



2016 Partners

The following brands connected with audiences via Sundance Film Festival: London

Lead Partner



Media Partners



Event Partners



Supporting Partners



Hotel Partner



Official Providers



2017 SUNDANCE FILM FESTIVAL.



A silhouette of a mountain range against a twilight sky. The mountains are dark and jagged, with several peaks of varying heights. The sky is a gradient of dark blue to a lighter, hazy blue near the horizon. The overall mood is serene and quiet.

Thank you