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sundance
FILM
FESTIVAL
2022

mama.film

A VILLAGE OF
STORYTELLERS
CHANGEMAKERS
NURTURERS



We believe in the transformative power of Independent artists - culturally, socially, and politically.

We believe in our responsibility to empower, and amplify a **multiplicity of independent voices** and introduce them to curious audiences .

We believe that when those **first audiences** 'discover' these bold voices and their work, magic happens.

FESTIVAL WHY

We believe that our curation of the Festival is a culturally significant act. It creates connecting points of light that become a **constellation of meaning**. It is a privilege and a responsibility.

Sundance Film Festival must remain the place where the joyful gathering of independent artists, dazzling new talent, radical ideas, and passionate audiences creates a flame so bright it **lights the way ahead**.

mama.film

IS PROUD TO BE AN
OFFICIAL PARTNER OF THE
2022 FESTIVAL

For the second year, mama.film is a proud partner of the Sundance Institute, bringing official film selections from the 2022 Sundance Film Festival to Kansas. And this year, we're road tripping to **Lawrence!**

Films will screen **January 28-30th** at the historic Liberty Hall (644 Massachusetts Street.) Additional information coming soon, including discounted hotel room rates and more.



2022 Satellite Cities: Amherst, MA | Baltimore, MD | **Lawrence, KS** | Memphis, TN | San Diego, CA | Seattle, WA | Winston-Salem, NC

ABOUT SATELLITE SCREENS

This year, we're bringing the Sundance Film Festival experience out into local communities.

Adventurous audiences around the world are invited to join us in our Satellite Screens, a constellation of mission-driven arthouse cinemas and arts organizations. Our Satellite Screens will showcase 2022 Festival features as well as specially curated content designed with local audiences in mind.

Arthouse cinemas are the backbone of independent film, and we're so excited to partner with them and provide a way for cinephiles across the country to do what they love: watch movies together.

Festival Audience

2021 SUNDANCE FILM FESTIVAL ECONOMIC IMPACT REPORT

AUDIENCE DEMOGRAPHICS

55% WOMEN	75% WHITE
44% MEN	7% ASIAN
20% 18–24	7% LATINX
33% 25–34	6% BLACK, AFRICAN AMERICAN
15% 35–44	1% MIDDLE EASTERN
12% 45–54	1% NATIVE AMERICAN, FIRST NATIONS, OR INDIGENOUS
10% 55–64	1% PACIFIC ISLANDER
9% 65+	

EDUCATED

37% HAVE ATTENDED COLLEGE

29% HAVE A BACHELOR'S DEGREE

12% HAVE A POSTGRAD DEGREE

ANNUAL INCOME

7% EARN \$150K+

17% EARN \$100K–\$150K

37% EARN \$50K–\$100K

26% EARN \$25K–\$50K

SAVVY AND ENGAGED

86% WERE SATISFIED WITH THEIR FESTIVAL EXPERIENCE

66% WOULD LIKELY BE INCLINED TO BUY THE PRODUCT OF A FESTIVAL SPONSOR

Digital Footprint

CONTENT

288K

TOTAL VIEWS

8

LIVE-STREAMED PIECES

34

PRODUCED PIECES

SOCIAL

2.2M

FOLLOWERS

21.3M

IMPRESSIONS

9.1M

SPONSOR IMPRESSIONS

MOBILE APP

1.2M

TOTAL APP VISITS

1.4M

PUSH NOTIFICATIONS

800K

SPONSOR PUSH NOTIFICATIONS

ONLINE

5.1M

UNIQUE PAGEVIEWS ON
SUNDANCE.ORG

6.3M

UNIQUE PAGEVIEWS ON
FESTIVAL HOMEPAGE

44K

UNIQUE PAGEVIEWS ON
MAIN STREET HOMEPAGE

**Figures as of June 2021 | Online figures from 11/29/2020–2/17/2021; mobile app figures from 11/29/2019 – 2/17/2020*

- Top placement of your logo on all mama.film Satellite Screen generated marketing materials including print, digital, social, linked website and e-newsletter
- Three (3) dedicated banner advertisements in mama.film e-newsletter for event-related information leading up to January 30th, 2022
- Opportunity to include an upto :30 spot in pre-film show before all screenings
- Opportunity to include a branded slide in looped pre-film slide show
- Logo included in mama.film's official pre-show bumper before each film screening
- 4 Dedicated social media/custom message posts by mama.film on your preferred platforms (facebook/twitter/instagram/linkedin)
- Opportunity for safe/socially-distanced on-site activation or special offer to patrons and KS+ Film Convergence Attendees
- 20 screening tickets



Visionary: \$10,000

- Second-tier placement of your logo on all mama.film Satellite Screen generated marketing materials including print, digital, social, linked website and e-newsletter
- Two (2) dedicated banner advertisements in mama.film e-newsletter for event-related information leading up to January 30th, 2022
- Opportunity to include a branded slide in looped pre-film slide show
- Logo included in mama.film's official pre-show bumper before each film screening
- 3 Dedicated social media/custom message posts by mama.film on your preferred platforms (facebook/twitter/instagram/linkedin)
- Opportunity for safe/socially-distanced on-site activation or special offer to patrons and KS+ Film Convergence Attendees
- 16 screening tickets



Marquis: \$7,500

- Third-tier placement of your logo on all mama.film Satellite Screen generated marketing materials including print, digital, social, linked website and e-newsletter
- One (1) dedicated banner advertisements in mama.film e-newsletter for event-related information leading up to January 30th, 2022
- Opportunity to include a branded slide in looped pre-film slide show
- Logo included in mama.film's official pre-show bumper before each film screening
- 2 Dedicated social media/custom message posts by mama.film on your preferred platforms (facebook/twitter/instagram/linkedin)
- Opportunity for safe/socially-distanced on-site activation or special offer to patrons and KS+ Film Convergence Attendees
- 10 screening tickets



Silver Screen: \$5,000

A large graphic on the right side of the page. It features a large red area on the right and a yellow area on the left, separated by a curved line. The text 'Spotlight: \$2,500' is centered in the yellow area. Below this, a yellow curved shape extends downwards and to the right.

Spotlight: \$2,500

- Fourth-tier placement of your logo on all mama.film Satellite Screen generated marketing materials including linked website and e-newsletter
- Logo included in mama.film's official pre-show bumper before each film screening
- 1 Dedicated social media/custom message posts by mama.film on your preferred platforms (facebook/twitter/instagram/linkedin)
- 6 screening tickets

- Your logo on all mama.film linked website
- Logo included in mama.film's official pre-show bumper before each film screening
- 2 screening tickets



Premiere: \$1,000

The graphic for the Premiere sponsorship is a large, abstract shape composed of overlapping orange and red curved areas, resembling a stylized sun or a film reel. It occupies the upper right portion of the page.



Film Fan: \$500

The graphic for the Film Fan sponsorship is a smaller, orange curved shape that tapers off to the right, located below the Premiere graphic.

- Special Thanks on mama.film website
- 2 screening tickets



KS+ Film Convergence

In addition to Sundance Film Festival Screenings, we're taking this opportunity to facilitate a **convening of Kansas & Kansas City-region's film communities - connecting filmmakers, festival organizers, programmers & curators, film students and women in film** with education and networking throughout the course of the weekend.

Principal program partners include: **Free State Festival, University of Kansas Film Department, Wichita State University School of Digital Arts & Shocker Studios, Kansas Creative Arts Industries Commission, Explore Lawrence, KC Film Office, Film Festival Alliance, Transgender Film Center, Women In Entertainment** and **Lawrence Arts Center**.

Friday 1/28: Film Festival Organizer + Programmer Gathering

Saturday 1/29: Film Student Gathering

Saturday 1/29: Filmmaker Gathering

Sunday 1/30: Women In Film Gathering

Want to get Involved? Lela@mama.film

KS+ Film Convergence Principal Programming Partners

