

SUNDANCE: LONDON

2020 Partnership Opportunities

*Picture
house*



**ALIGN WITH THE UK'S
BIGGEST & BEST
CELEBRATION OF
WORLD-RENOWNED
INDEPENDENT CINEMA**

SUNDANCE: LONDON 2020

Celebrating an incredible five years together!

Returning for its fifth consecutive year, Picturehouse Central is proud to host **Sundance: London 2020**, a celebration of the best in world-renowned independent film at London's favourite boutique cinema venue.

The story begins in Utah in January, with hand-selected titles arriving in London for four days in June 2020.

Audiences can expect previews, Q&As and the chance to see the stars of some of the most anticipated dramas, documentaries and short films on the 2020 slate.

The build up begins in the UK in April, when tickets go on initial sale and Picturehouse begin promoting Sundance: London through its own channels as well as in conjunction with partners including Time Out and Evening Standard.

A feast of independent film awaits for eager audiences and potential partner brands...





SUNDANCE: A RICH HISTORY IN INDEPENDENT FILM

“Storytellers broaden our minds: engage, provoke, inspire, and ultimately, connect us.” Robert Redford, President and Founder



1981

Robert Redford founded the Sundance Institute to foster independence, risk-taking, and new voices in American film.



1985

The First Sundance Film Festival showcases the best in American film. Directors such as the Cohens, Tarantino, Paul Thomas Anderson and Wes Anderson all get their first big breaks in Utah.



2016

Sundance Institute partners with Picturehouse Central for the first time, delivering a new annual showcase of Independent film and creating a new major fixture in the UK film calendar



SUNDANCE PARTNER PACKAGES 2020

SUNDANCE
FILM FESTIVAL 2019
LONDON

#SundanceLondon
picturehouses.com/sundance

Sundance
Picture
House

RISK
INDEPENDENCE

FESTIVAL
BOX OFFICE

SUNDANCE: LONDON 2020

Partner Package Options

2020 sees the launch of a new category specific partnership strategy for Sundance: London. With Adobe renewing it's Headline Partnership for 2020, Picturehouse will be looking for brands to come on board as 'Lead Partners' across three main categories:

Lead Beer Partner

Lead Wine Partner

Lead Category Partner

Lead partners will enjoy exclusivity across their brand vertical ensuring value for brand exposure and integration across the festival during its pre-promotion and live periods.

Picturehouse and Sundance Institute remain committed to integrating brands into the overall Sundance: London experience in as bespoke a manner as possible, being flexible with assets and activations in order to suit brand campaign strategy and briefs.

The festival itself offers innumerable opportunities to reach committed, informed film aficionados who attend for the full weekend and engage in activations housed within the various floors and spaces of Picturehouse Central.

Further confirmed existing partnerships:

Lead Airline Partner – American Airlines.

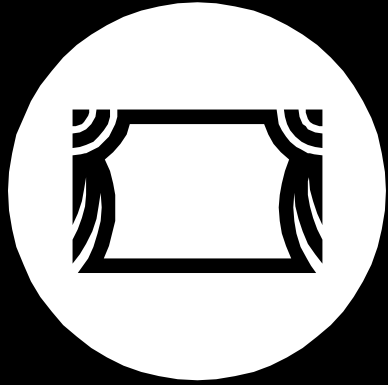




PARTNER PACKAGE BREAKDOWN

FIGHTING
ANIMAL
TESTING

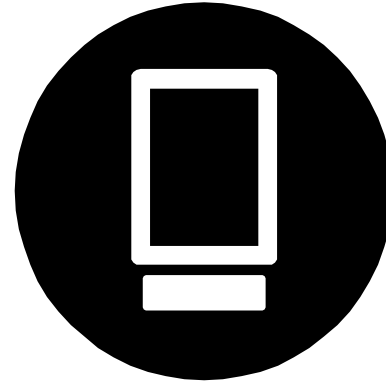
PRE PROMOTION PERIOD



ON-SCREEN

Brand Ad on screen across ABC1 Picturehouse estate.

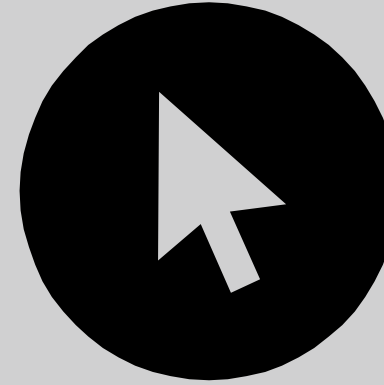
Co-Branded trailer, running in premium position during Picturehouse marketing reel.



IN-FOYER

Brand logo throughout all Sundance London posters and leaflets produced.

These will be placed across all PH London sites.



ONLINE

Branding inclusion across dedicated Sundance webpage as well as wider Picturehouse online assets.

Co-branding inclusion in the Picturehouse weekly newsletter.

Advertisement feature

OUR GUIDE TO

Sundance Film Festival: London

MAY 30 - JUNE 2

Hello, London

Edited by Phil de Semlyen

It's fair to say that Sundance Film Festival: London has come a long way in a relatively short time. From its first outing, hosted a bit incongruously in the giant surroundings of The O2 back in 2012, the iconic indie fest has really found its feet in the capital – as well as the perfect home at Picturehouse Central. If you love buzzy new movies, there's another long weekend's worth to look forward to this year, with Time Out's own gala – the fab 'Animals' – just one of 13 films to check out. We'll see you there!



What does this year's Sundance Film Festival: London hold in store?

The organisers share the ethos behind this year's line-up

CONTINUING THE SUNDANCE tradition of championing underrepresented voices and empowering brave artists, this year's Sundance London will showcase innovative cinema and encourage filmmakers, audiences and the wider British film community to consider and celebrate a new theme: 'Risk Independence'. The honour risk-takers question conformity and challenge the status quo. Among the array of fearless filmmaking on offer is Jennifer Kent's driving revenge drama 'The Nightingale'; 'Animals', an unpredictable tale of female friendship starring Holliday Grainger

and Aila Shewari; Shola Amoo's 'The Last Tree', an unconventional coming-of-age story about a British Nigerian boy; and documentary 'Hail Satan?', an exploration of a controversial American religious movement, The Satanic Temple. As well as providing audiences invaluable insight into the filmmaking process, this year's special event programme will focus on breaking boundaries and defying expectations, as our speakers discuss what risk-taking means to them. Join us for a weekend of features, shorts and conversations as we celebrate those who dare, explore and venture beyond comfort and convention. ■



More information and tickets at picturehouses.com/sundance

Special events

It's not just about the main programme at Sundance. Here's three more great reasons to head to the festival



THE PANEL DISCUSSIONS

A great chance to get up close with exciting indie filmmakers, Sundance complements its main programme with Q&As and panels. Look out for **Shorts to Features**, which has directors William Oldroyd ('Lady Macbeth') and Shola Amoo ('The Last Tree') chatting about the leap to long-form filmmaking, and **Creative Risk**, in which a host of expert panelists discuss taking risks and staying daring. Whether you're a budding filmmaker keen for inside tips or just fancy hearing a few juicy behind-the-scenes tales, hop online and see what takes your fancy.

THE SHORT FILM PROGRAMMES

Alongside its feature film programme, Sundance has a proud tradition of celebrating the best in the shorter form. This

year's fest has two short film threads to sink your eyes into: a **UK Short Film Programme** that shows off some of the most talented UK filmmakers at work with an array of new shorts, and the **Sundance Film Festival Short Film Tour**, which squeezes seven mini-movies into a 96-minute rollercoaster of comedy, drama and edgy genre fare.

THE INDIE HITS

This year introduces **Triple Threat**, a trio of spin-off screenings that showcase some of the Utah festival's best films of recent years. They've been picked as showpieces of unusual women on screen. So look out for Chinese 'Precious' Jones in 'Precious' (Gabourey Sidibe), the ferocious Smurf (Jacki Weaver) in 'Animal Kingdom', and Skile (Tissa Goham Harvey), the teenage hero of Sophie Hyde's 2014 Sundance winner '52 Tuesdays'.



Advertisement feature

TICKETS AND PRICES

How to book tickets

General ticket booking opens at 12pm on **Tuesday April 23**. Picturehouse Cinema members can book now.

Online

Go to www.picturehouses.com/sundance

By phone

Call 0871 902 5747 (calls cost 13p per minute plus your telephone company's access charge). The telephone lines are open from 9am to 8.30pm, seven days a week.

In person

Festival tickets can be purchased at the box office at Picturehouse Central from **Tuesday April 23** (four days earlier for members).

A limited number of tickets will be released on the day of each screening and can only be purchased at the main box office at Picturehouse Central or via the Picturehouse app. All ticket releases will be announced on the Picturehouse Twitter page, so be sure to follow @Picturehouses and @CentralPictureH.

Prices

All tickets are **£16.50** (£13.50 for Picturehouse members). A £1.50 booking fee applies to online orders (Picturehouse members are exempt).

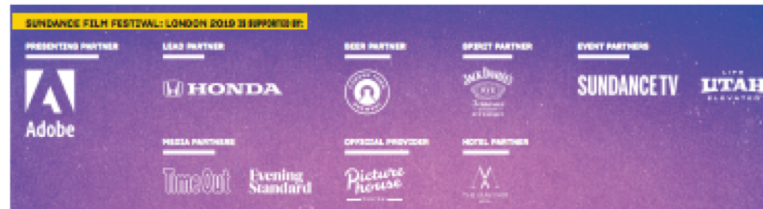
TimeOut

PRE PROMOTION: ADDED VALUE

Co-branded special Sundance: London Festival pull out in TIME OUT LONDON magazine produced before the festival.

Will included section with Lead Partner logos.

Estimated 309,000 impressions.





Evening Standard.

PRE PROMOTION: ADDED VALUE

Brand logo included in Sundance London ad taken out in 4 x London Evening Standard publications in the build up to the festival.

Est 3.4m impressions.



AT THE FESTIVAL

EARLY JUNE 2019 (EXACT DATE TBC)

- Brand Logo in Sundance Trailer before all films
- 25 Complimentary Tickets
- 10 Access All Area Passes
- Verbal Acknowledgment at Opening and Closing Parties
- Sampling Opportunities
- Wider Experiential Opportunities
- Stocking Opportunities



THE PICTUREHOUSE AUDIENCE



THE PICTUREHOUSE AUDIENCE

Demographics
A highly affluent younger-skewing audience

| | Regular Picturehouse cinemagoer | Average UK adult profile |
|--------|---------------------------------|--------------------------|
| 15-34 | 40% | 30% |
| 35-54 | 32% | 32% |
| 55+ | 29% | 37% |
| ABC1 | 78% | 55% |
| > £55k | 38% | 21% |

Lifestyle
Discerning and engaged

It's important to me know how products & services I buy are sourced and made
(Index: 157)

I am prepared to make lifestyle compromises to benefit the environment
(Index: 119)

Visit an art gallery, museum or theatre once every 3 months
(Index: 336)

Media habits
Seeking interesting & premium content







Source: IPA TouchPoints 2019 & TGI
Picturehouse = Cinema most visited last 12 months
Index vs. average UK adult

THE PICTUREHOUSE AUDIENCE

Lifestyle and attitude breakdown

Affluent, upmarket audience

43% AB / 78% ABC1
16% Senior director/Professional
(e.g. doctor/solicitor) (Index: 138)
14% Household income >£100k (Index: 303)

At key points in their life¹

Buy a house/flat (8%, 132)
Get married (2%, 95)
Change jobs/career (21%, 181)

Love the arts and culture²

37% regularly visit a museum (126)
24% regularly visit the theatre (115)
34% regularly visit an art gallery (125)

40% **15-34**
32% **35-54**
29% **55+**

Progressive & ethically minded

Want to know where products are sourced,
concerned about climate change and
prepared to make lifestyle compromises
to benefit the environment

Well travelled

54% are passionate about travelling (121)
82% plan on holiday/a short break in next 12 months.
(127)

Love a good tipple!

47% say it's worth paying more for good quality beer (123)
...and 40% feel the same about a quality wine! (120)



**PICTUREHOUSE CINEMAGOERS
ARE OVER **4X** MORE LIKELY TO
BUY ALCOHOL AT THE CINEMA**

SUNDANCE CAN HELP ALCOHOL BRANDS MAKE AN IMPACT

Picturehouse cinemagoers are more likely to enjoy a drink. Becoming a Lead Alcohol Partner at Sundance: London 2020 gives your brand the opportunity to reach and engage with a premium and in-market audience.

73% of Picturehouse cinemagoers drink alcohol once a week or more
- 14% more likely than the average UK adult

24 of Picturehouse cinemagoers visit a pub or bar once a week or more
- 44% more likely than the average UK adult

‘I like to try new drinks’
(Index: 112)

‘It is worth paying more for high quality beer’
(Index: 123)

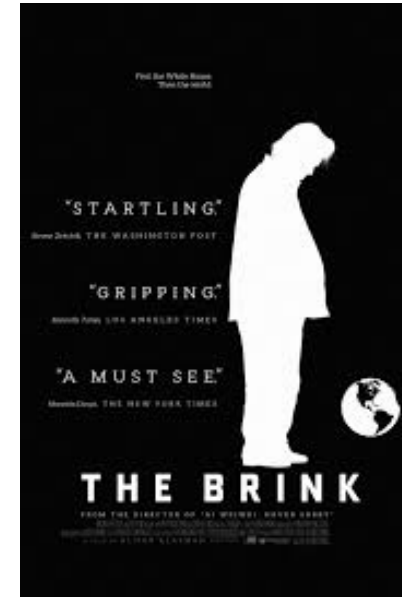
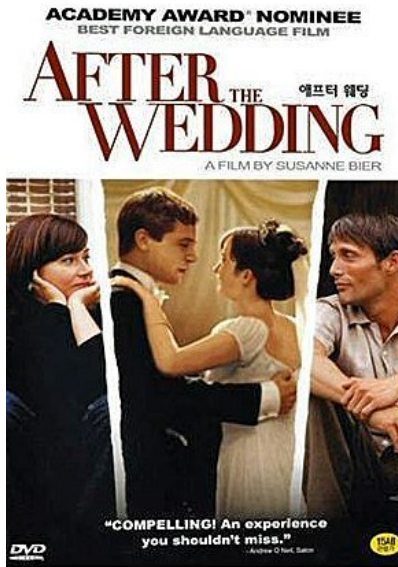
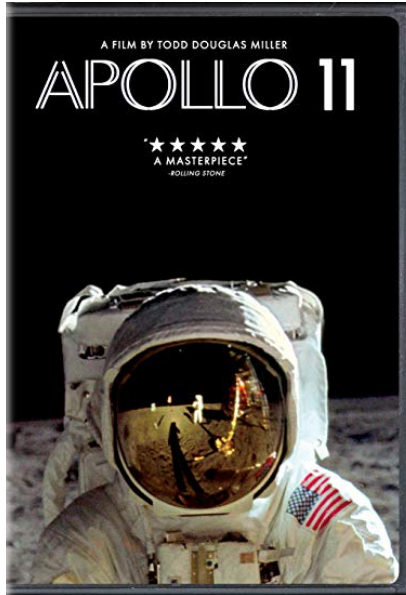
‘I pay more for good quality wine’
(Index: 120)

Picturehouse cinemagoers are 50% more likely to be craft ale or lager drinkers
(Index: 150)

Picturehouse cinemagoers are 19% more likely to Be gin drinkers vs the average UK adult.
(Index: 119)

SUNDANCE SCREENINGS 2019

A selection of films that played out at the Sundance: London Festival
2019

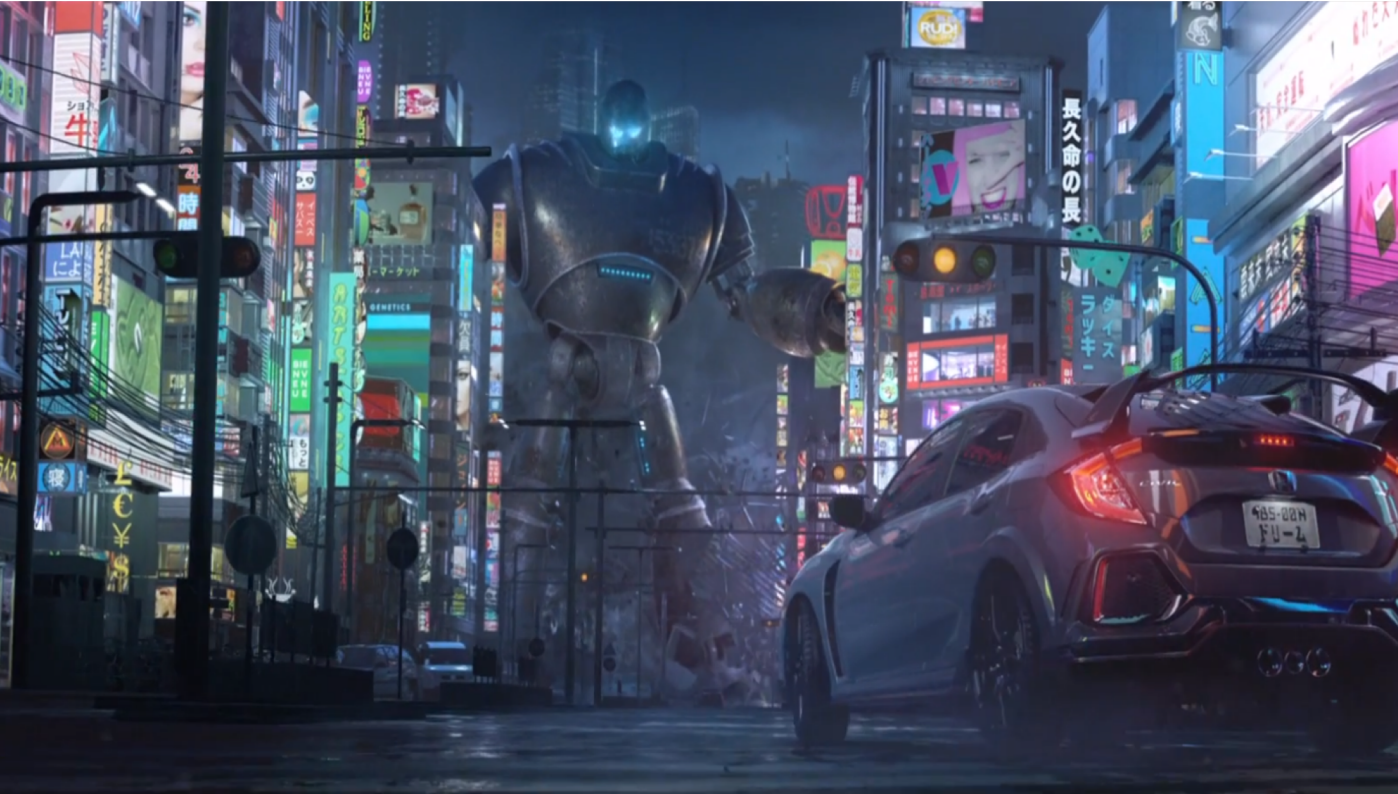
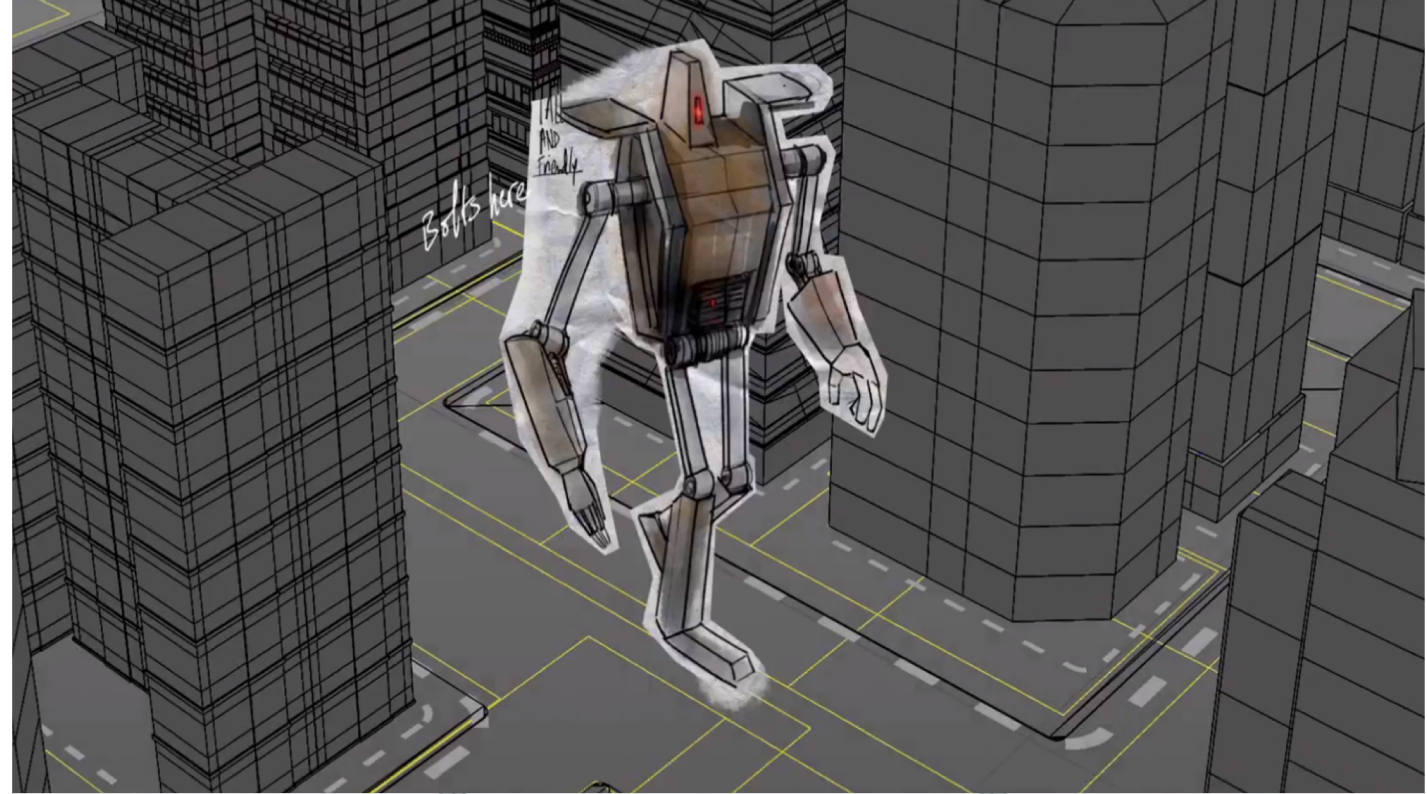


PREVIOUS
SUNDANCE: LONDON
BRAND
COLLABORATIONS

HONDA

Lead Partner, Sundance: London 2019 - Motors

Building on its long term brand association with film with Channel 4, DCM and Picturehouse worked with Honda to bring it's 'Dream Makers' creative to audiences during the promotional and live periods of the festival in 2019.



HOP HOUSE 13

Lead Partner, Sundance: London 2017 - Beer

Following a successful 12 month partnership with the Picturehouse 'Discover Tuesdays' strand – where audiences are encouraged to explore the best in new independent film – the brand decided to extend their association with independent cinema and become the lead beer partner in 2018. The brand enjoyed stocking rights at the festival as well as significant presence at the opening and closing parties – placing product in hand and liquid on lips.



CAMDEN TOWN

Lead Partner, Sundance: London 2019 – Beer

Originally founded in the spirit of independence in London, Camden Town found a great brand fit with the festival in 2019, becoming the Lead Beer Partner where it enjoyed stocking rights and prominent branding throughout.



JACK DANIELS RYE

Lead Partner, Sundance: London 2019 Spirit

Jack Daniels wanted to engage with the Sundance audience and influencers to drive awareness of their NPD Jack Rye.

Jack Daniels provided film themed whiskey cocktails for all Sundance London events. They also took over the roof terrace renaming the area 'The Rye Members Terrace'. Positioning a branded bar on the terrace they also treated customers to free whiskey tasting sessions that were promoted as part of the official festival programme.



SWEDISH GLACE

Lead Partner, Sundance: London 2017 – FMCG Ice Cream

Swedish Glace, the Dairy, Lactose and Gluten free ice cream certainly found its target audience at an upmarket festival of independent film! The brand made lots of customers and one particular director very happy – even giving the brand a shout out on stage!



THANK YOU

For more information contact your
DCM rep.



SUNDANCE: LONDON 2020

DCM x GUARDIAN COLLABORATION



SUNDANCE INSTITUTE PRESENTS
SUNDANCE
FILM
FESTIVAL
20 *Picture house* + *The Guardian Labs* **20**
Sundance London 2020

THE GUARDIAN AND FILM INFLUENTIAL COVERAGE AND READERS

The Guardian is the authority on film. We are more widely read than any other UK news brand* and in the last quarter, we’ve had over 85m page views to our film features world wide, 35m page views in the UK.

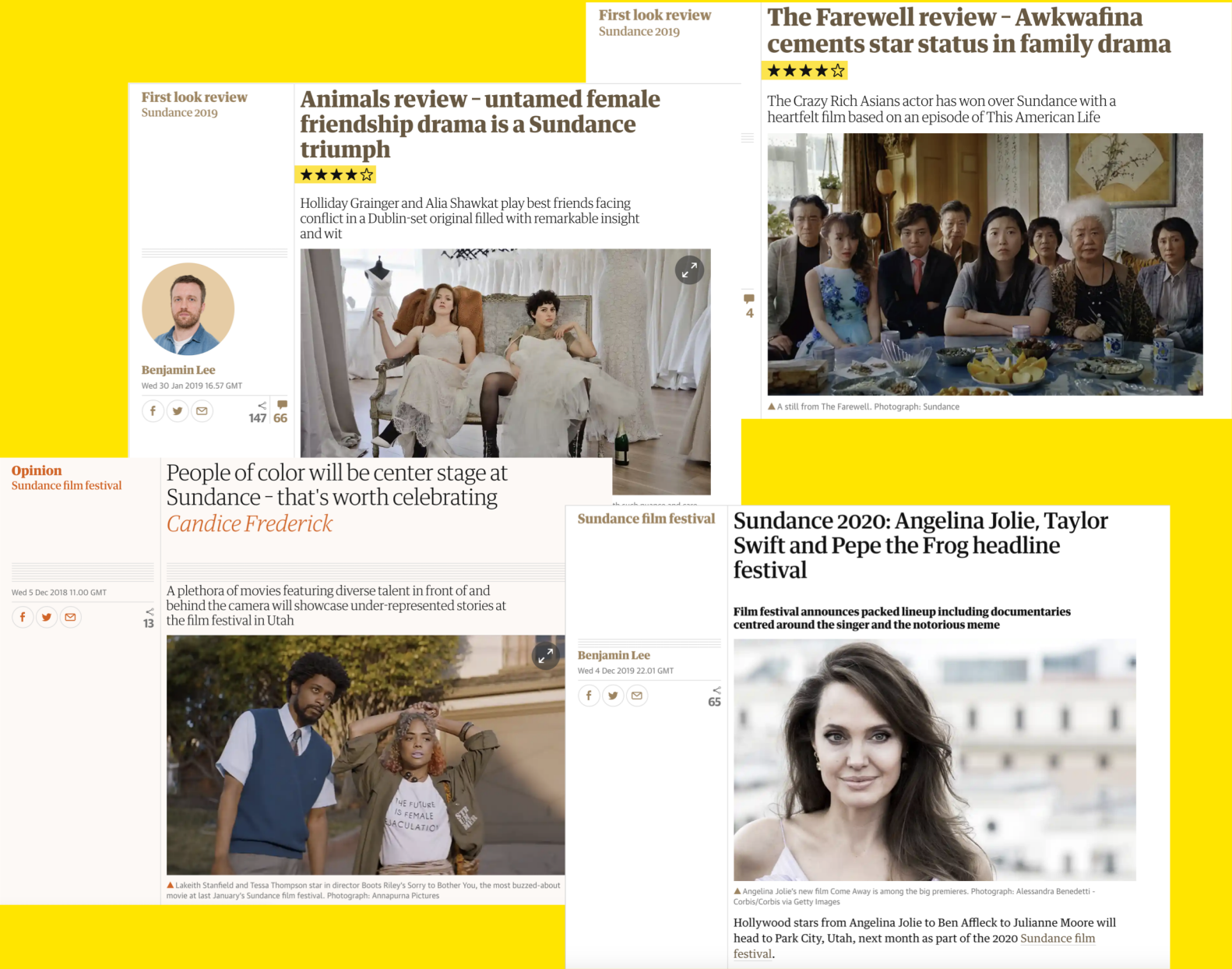
The Oscars live blog alone achieved 1.4 million page views.

Our readers value and trust our opinions implicitly with popular articles like The 100 best films of the 21st century reaching over 1.6m page views.

Guardian coverage of the Sundance Film Festival is an annual highlight of our commitment to independent film.

It’s not just our content that’s influential: our Guardian film readers are too – 55% of word of mouth influencers in film are Guardian readers.

The two come together on social beautifully – Guardian Film has over 180k followers on Facebook and 364k followers on Twitter*, and with over 140 shares per 1k fans on Twitter our readers are powerful advocates.

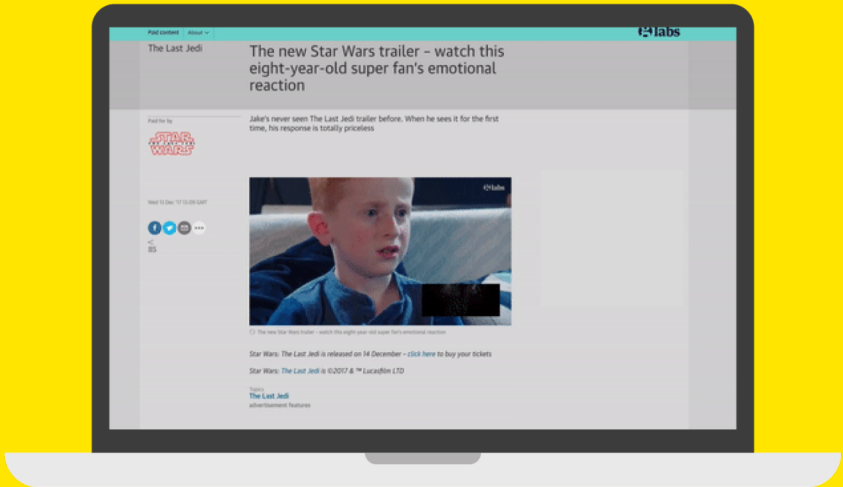


*nearly 10x more than the Telegraph and the Times put together
Source: Pamco 2019, TGI Clickstream 2019 Q1

GUARDIAN LABS AND FILM FROM THE GOLDFINCH TO AVENGERS

Guardian Labs film campaigns have covered everything from blockbusters like Avengers: Infinity War, Star Wars: The Last Jedi and It: Chapter One to arthouse hits like The Goldfinch, Hidden Figures, The 15:17 to Paris and streaming service Filmstruck.

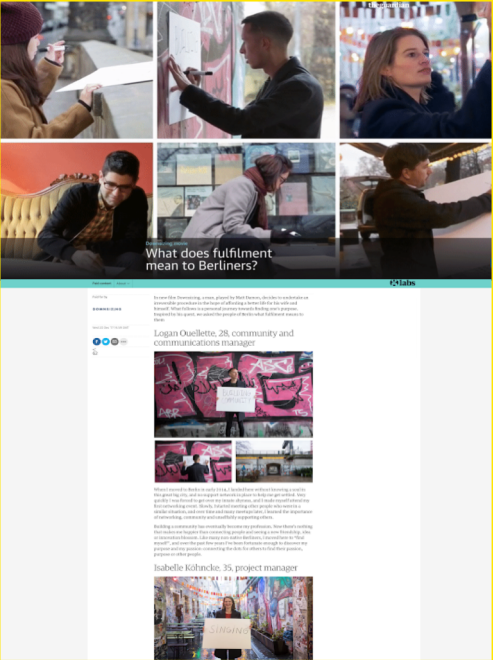
For our Sundance London 2020 packages, we propose a mixture of content across digital articles, print and video that will celebrate the festival and the films as well as putting a sponsor’s brand at the heart of the message.



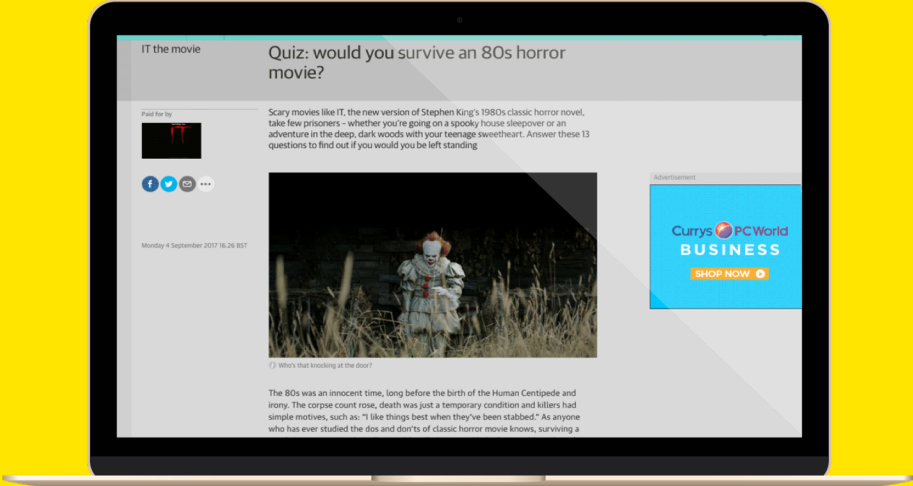
Video example: Star Wars The Last Jedi



(l-r) Print example: The 15:17 To Paris and quiz example: IT: Chapter One



Immersive article example: Downsizing



TIER 1 (£26.5K)

6 WEEK CAMPAIGN

Sundance London 2020 content

What you can expect from this year's festival.

Why Sundance's unique approach to new talent is perfect for film fans.

2x online articles with researched images

Film themed content

Exploring the themes of this year's selection.

1x online articles with researched images

Client focused content

Why BRAND X supports Sundance London 2020.

1x online article with researched images

Promotion

Paid social on Facebook and Twitter. Native on site promotion across film front and lifestyle front.



Downhill Starring Julia Louis-Dreyfus and Will Ferrell

TIER 2 (£80K)

8 WEEK CAMPAIGN

Sundance London 2020 content

What you can expect from this year’s festival.

Why Sundance’s unique approach to new talent is perfect for film fans.

Deliverables: 1x Double Page Spread in Weekend Magazine with photoshoot/illustration, also published online as 2x online immersive articles and 2x online articles with researched images

Film themed content

Exploring the themes of this year’s selection.

Deliverables: 4x online articles with researched images

Client focused content

Why BRAND X supports Sundance London 2020.

Deliverables: 1x DPS with bespoke visuals, also published online as 2x online immersive articles
2x online articles with researched images

Video Sundance London 2020 highlights - details on slide 9.

Promotion

Paid social on Facebook and Twitter. Native on site promotion across film front and lifestyle front.

6 x High impact takeovers on the Film front (driving to content) 176,146 impressions per day

500k traffic drivers on desktop

500k traffic drivers on app

High impact takeover creative build Our in-house design team will build a takeover format to run on the film takeovers above



Crip Camp Directors Nicole Newnham, Jim LeBrecht

TIER 3 (£120K)

12 WEEK CAMPAIGN

Sundance London 2020 content

What you can expect from this year's festival.

Why Sundance's unique approach to new talent is perfect for film fans.

Deliverables: 1x Double Page Spread in Weekend Magazine with photoshoot/illustration, also published online as 2x online immersive articles and 2x online articles with researched images

Film themed content

Exploring the themes of this year's selection.

Deliverables: 4x online articles with researched images

Client focused content

Why BRAND X supports Sundance London 2020.

Deliverables: 1x DPS with bespoke visuals, also published online as 2x online immersive articles
2x online articles with researched images

Video Sundance London 2020 highlights .

Promotion Paid social on Facebook and Twitter. Native on site promotion across film front and lifestyle front.

6 x High impact takeovers on the Film front (driving to content) 176,146 impressions per day

500k traffic drivers on desktop

500k traffic drivers on app

High impact takeover creative build Our in-house design team will build a takeover format to run on the film takeovers above.



Save Yourselves! [Starring](#) John Reynolds and Sunita Mani

TIER 4 (£150K)

12 WEEK CAMPAIGN

Sundance London 2020 content

What you can expect from this year's festival.

Why Sundance's unique approach to new talent is perfect for film fans.

Deliverables: 1x Double Page Spread in Weekend Magazine with photoshoot/illustration, also published online as 2x online immersive articles and 2x online articles with researched images

Film themed content

Exploring the themes of this year's selection.

Deliverables: 4x online articles with researched images

Client focused content

Why BRAND X supports Sundance London 2020.

Deliverables: 1x DPS with bespoke visuals, also published online as 2x online immersive articles
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Video Sundance London 2020 highlights - details on slide 9.

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Cuties Director Maïmouna Doucouré

VIDEO DETAILS FOR TIER 3 AND TIER 4

Tier 3 video details

1 x 2min highlights video

We'll create a highlights video from Sundance London Festival, featuring the key takeouts from the festival's must-see interviews to the films to watch out for.

The featured sponsor will be seen visually in the video. All rights and access will be negotiated by Sundance.

Tier 4 video details

1 x 2min highlights video (as above)

2 x 1-2min interview videos

As well as the highlights video, this tier will include exclusive backstage interviews with two of the breakout stars of Sundance. We'll discuss their career, the film they're promoting and why they love Sundance.

The featured sponsor will be seen visually in the backdrop for each of these interviews. All rights and access will be negotiated by Sundance.

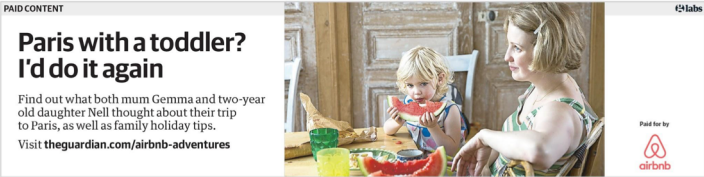


Be Water Director Bao Nguyen, Producer Julia Nottingham

Guardian Labs promotion: on and off-platform

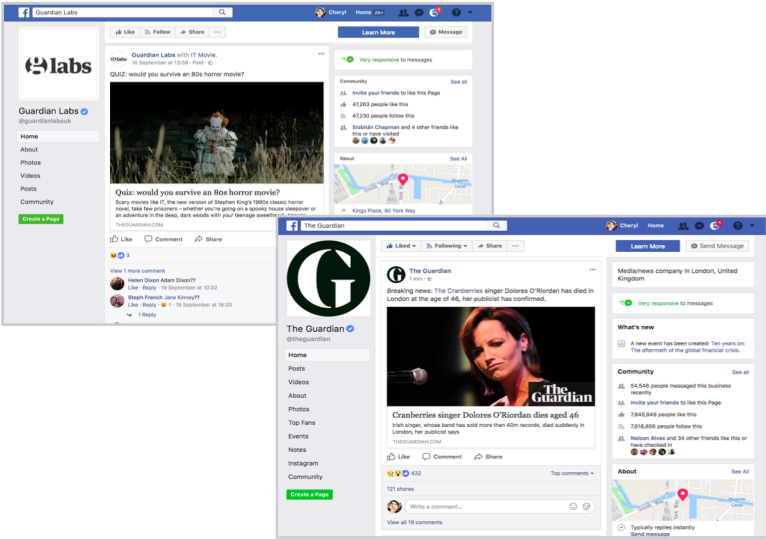
Print

Print promos
Main paper Mon-Friday
10x4 format



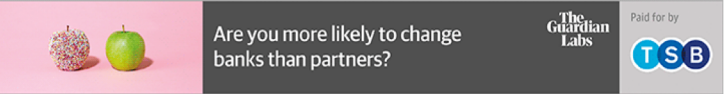
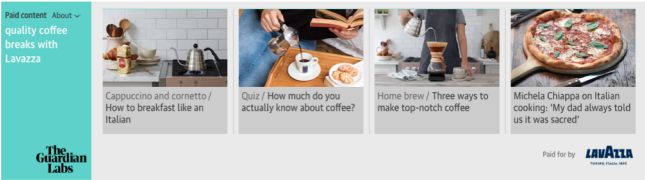
Online – Offsite

Guardian social platforms –
Facebook
Paid promotion – Facebook,
Instagram & Twitter & Seeding
Organic search



Online – guardian.com

Native rich links
Commercial containers
Branded content container
Co-branded traffic drivers:
Homepage/ section front takeovers
Guardian Labs hub page
Paid content containers



Thank you