

## **Sundance Film Festival Laurels**

Congratulations, and welcome to the Sundance Family! We're thrilled by the opportunity to share your work with our audiences, in part because your film illustrates our belief in original voices, unique stories, and innovative storytelling.

One way that you can ensure that the Sundance Film Festival remains the vital and exciting platform that it is, is to promote your Sundance connection as part of the press and marketing activities for your film. Our Sundance Laurels are a simple way that you can do this, and 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 Sundance is represented consistently and accurately.

**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 we notify you that our public announcement has been made.**

### Guidelines for Proper Laurel Use:

- The Sundance Laurels are a proprietary trademark of Sundance Film Festival and are intended for use **ONLY** with regard to Sundance Film Festival and films shown at the Festival.
- The laurels may be used to make your film as an Official Selection of Sundance Film Festival and/or as a Sundance Film Festival Award Winner.
- These specially designed laurel leaves are not used in conjunction with any films that have not been accepted into Sundance Film Festival.
- The Sundance Laurels should not be altered in any way. The Laurel artwork and copy should remain as they are when the Laurels are provided to you.
- The Sundance Laurels should not be applied to any other festival(s) in which your film may play, or to contain the names(s) of any other festival(s).