

HOW TO FEST

Flex Press Credential

How To Fest is a resource guide, provided by the Sundance Film Festival Press Office to accredited press, to help you navigate the 2025 Sundance Film Festival. For any questions regarding the information listed below, please reach out to presscredentials@sundance.org.

Your Flex Press Credential provides:

- **In-Person Festival Access: January 23–February 2, 2025**
- **Online Festival Access: January 29–February 2, 2025**

REMINDER: Online access will not be available unless your badge has been picked up in person. The pass is not transferable to online-only.

Press credentials can be picked up at the Artist, Industry & Press Hub in the DoubleTree by Hilton Park City - The Yarrow. The press office will open starting on **Wednesday, January 22 2:00 p.m. – 7:00 p.m. MT** (additional press office hours listed below under Credential Pick Up).

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EMBARGO TIMING

Reviews for world premiere films are embargoed until the end of the first public-ticketed premiere screening of the film, unless otherwise noted.

Some films making their world premiere have a Press and Industry (P&I) screening in advance of the film's first public screening, so please be certain to check before posting. This embargo timing includes social media reviews.

For specific timing, please reference the Embargo Timing document on the Festival press site at [Sundance.org/Press](https://sundance.org/Press). This will be posted the week of the Festival or sent out to you earlier if ready.

If working with an assignment editor who will be posting your reviews, please make sure to provide them with the embargo schedule.

TIPS FOR MAKING YOUR SCHEDULE

- **Login to your Festival account:** Make sure your Festival account is set up and familiarize yourself with the website at: <https://festival.sundance.org/>. If you have any questions about logging into your Festival account, please reach out to presscredentials@sundance.org.
- **Check out the [Festival Program Guide](#):** This guide provides a comprehensive list of films being screened at the Festival and the screening schedule.
- **Tag your Favorites:** Add films or specific screenings to your Favorites by using the star icon on the film detail pages. Once you have collected your Favorites, review them in My Account > My Favorites. You do not need to favorite a screening in order to make a ticket selection but it is a helpful way to organize your schedule.
- **Mark your calendars:** Press & Industry ticket selection opens Tuesday, January 7 @ 10:00 a.m. MT and tickets go fast! At this time you can redeem your 10 **in-person public** screening tickets, as well as reserve **online press and industry** screenings by logging into the Festival website.
- **Pay Attention to Time Zones:** In-person screenings will always appear on the Festival site in Mountain Time. Online screenings will be displayed in your current local time.

TICKETING HOW-TO

With my Flex Press Credential, how does ticketing work?

- **In-person Public Screenings:** These REQUIRE ticket selection. With your credential you have 10 tickets to reserve in advance. (See section below for details regarding “Flex Pass Ticket Redemption”)
- **In-person P&I screenings:** These do NOT require ticket selection but they do require you to queue at the Holiday Village Cinemas in advance, so plan time accordingly. Your credential will be scanned for first-come, first-served entry.
 - **FESTIVAL TIP:** We recommend arriving at venues *at least* 30 minutes early to in-person P&I Screenings.
- **Online Public Screenings:** You do NOT have access to these screenings via your press pass but you are welcome to purchase tickets as general public (if you live in the U.S.). Please refer to the online P&I screenings instead.
- **Online P&I screenings:** These REQUIRE ticket reservations in advance because they have a limited number of “seats” (similar to how theaters have a set number of seats).

How do I reserve my tickets in advance?

Your credential allows you to unlock / select tickets for free via the “Order Tickets” button. You can follow the below steps to do so:

- Login to your Festival account.
- Choose the screening you’re interested in and Favorite it by clicking the star icon. Find this Favorited screening in the My Schedule section of the site [located under your name in your account at the top of the screen]. This advance preparation is helpful since tickets tend to run out fast!
- On **January 7th at 10:00 a.m. MT**, when ticketing fulfillment for Industry and Press opens, you can order a ticket for the screenings by navigating to the film page and clicking on the “Unlock” button that appears next to it OR, when viewing your list of Favorited online P&I screenings, you will see an “Order Tickets” button next to each one.

IMPORTANT NOTICE: Please do not select tickets you do not intend to use, as it will take away from others. If you do select online tickets that you no longer plan to see please ensure you release them to others by clicking remove next to the ticket.

- Reserved tickets that will not be used can and should be released by EOD Tuesday, January 28, before the online viewing window begins on Wednesday. We request that you release any tickets you will not be using so others can have the opportunity to see the film.
- Once the screening window starts on Wednesday a ticket cannot be released and so if you do not use it, it will go to waste.

Flex Pass Ticket Redemption

The Flex Press Credential includes 10 tickets to redeem for in-person public screenings. Ticket selection begins **January 7th at 10:00 a.m. MT** for all Flex Press Credential holders. Once you have logged into your Festival account you will see the option to redeem a ticket package for any screening that has tickets remaining at that time.

Your Flex pass gets you the very first access to ticket selection for 24 hours. Starting on January 8, ticket selection becomes available for other groups, so please keep this in mind. You do not need to redeem all tickets at once; you may use your 10 ticket package tickets for ticket selection at any point between January 7 and the Festival, but be advised the more popular films may reach capacity quickly.

A Flex ticket can be redeemed for an in-person screening ticket up to two hours prior to the screening, as long as tickets remain available to that screening. Please understand that screenings may sell out at any time (especially once tickets go on sale to the general public on January 16), so we highly encourage you to take advantage of this early selection window.

To see how many tickets you have left to redeem, go to My Account, the My Schedule. Above the horizontal date scroll bar you will see “You have ___ out of 10 tickets remaining on your 10 Ticket Package.”

The 10 ticket package is part of your Flex Press Credential and you will not be able to transfer the tickets to others. If you purchase any additional public tickets, you will be able to transfer those.

Is there a way to request additional tickets?

To attend any public screening at the Festival, you must have a ticket. All tickets for the 2025 Sundance Film Festival are digital and connected to your Festival account.

You have have three options for securing additional tickets to public screenings:

- Purchase a ticket at festival.sundance.org when public tickets go on sale, January 16.
- The week prior to and during the Festival, submit a ticket purchase request to the press office. Please keep in mind, these ticket requests are by no means guaranteed. Tickets are extremely limited (typically sold out), so we will not be able to accommodate many of these requests.
 - You may request 1 comped ticket each day. We will fulfill as many requests as possible based on inventory, but know that we have very limited allotments and may not be able to fulfill your request at all
 - Details on the request process will be shared closer to the Festival. For requests that are fulfilled, the ticket will be automatically placed in your account.
- Join the [eWaitlist](#) for public screenings. If a seat is released to you via the eWaitlist, your credential will be scanned for complimentary admittance.
 - We anticipate very limited eWaitlist capacity, and admittance is not guaranteed.

IN-PERSON SCREENINGS & EVENTS

Your credential is needed for access. Please ensure you have it on you, as it will need to be scanned for entry.

IN PERSON - PUBLIC SCREENINGS

Select up to 10 tickets for in-person public screenings during the Festival via fulfillment on festival.sundance.org. Ticket selections are made during the presale period, which begins January 7th at 10:00 a.m. MT, before tickets are on sale to the public. (See steps listed above for how to reserve tickets.)

IN PERSON - P&I SCREENINGS

Flex Press Credential holders do not need tickets for in-person P&I screenings, all of which are held at the Holiday Village Cinemas from Thursday, January 23 through Thursday, January 30, 2025. For these screenings, please queue in advance, since admittance is first come, first-served. Your physical credential is scanned for entry.

Be aware that seating is not guaranteed; please be advised to arrive *at least* 30 minutes prior to screening time (we recommend earlier for highly popular films). For each P&I screening, theater staff will admit the line of accredited Press & Industry members until the theater is full.

When you are logged into your account at festival.sundance.org, P&I screenings will appear on the film detail pages. The [2025 Screening Schedule for Industry and Press](#) combines in-person public screenings and P&I screenings in a list sortable by date and time. (Beginning January 6th, the Screening Schedule for Industry & Press will also be available on the Festival website when you are logged into your Festival account under How To Fest > Press.)

- All films in competition (US & World Cinema Dramatic and Documentary Competitions, NEXT) will have at least one P&I screening.
 - Films from other programs (Premieres, Midnight, Spotlight, Special Screenings, and Family Matinee) will be included in the P&I screening schedule when possible.
 - Short Film Programs and some Episodic titles do not have in-person P&I screenings.
- P&I screenings do not include programmer introductions, filmmaker Q&As, or audience award voting.

BEYOND FILM

Access to in-person Cinema Café talks and The Big Conversation are free, these are not ticketed events. Have your credential or account QR code ready to be scanned when you arrive and remember, seating is limited and will be given on a first-come, first-served basis.

The Power of Story is a ticketed event. Press Flex pass holders can secure a ticket several different ways: redeem one of their public tickets for The Power of Story, purchase a ticket through public sales, submit a ticket request to the Press Office during the Festival (subject to availability), or use the eWaitlist for free admittance as space allows.

For online access to Beyond Film talks that took place in-person, the recordings will begin to be posted online starting Thursday, January 30.

Also, check out talks planned by our partners taking place in official Festival venues at the Filmmaker Lodge and The Box at the Ray. Beginning on January 10, the schedule for those events can be found here: <https://festival.sundance.org/program/beyond-films/>

FESTIVAL VENUES & TRANSPORTATION

For detailed information about Festival venues and the Festival shuttle routes, please refer to the [Festival Map & Shuttle page of the website](#).

- High Valley Transit offers a bus route between Salt Lake City and Park City. You may find more details about this available bus route and schedule [here](#).
- **FESTIVAL TIP:** Take advantage of Press & Industry screenings! These are specifically set up for members of the press and are not open to the public, so you can expect faster access to theaters there. All P&I screenings take place at the Holiday Village Cinemas, so you can maximize your viewing schedule by attending those screenings.

ONLINE VIEWING LOGISTICS

Flex Press Credential holders with tickets can view online P&I screenings via the “Watch Now” button on the My Schedule page or from the film details page while the selected title is available.

Extensive information about online viewing technical requirements and tips can be found in the [How to Fest - Watch Online](#) section of festival.sundance.org. We recommend watching the Festival with the device/browser combinations detailed there.

TICKETS FOR ONLINE P&I SCREENINGS

As noted, online P&I screenings do have capacity limits. Therefore, you will want to make reservations or select tickets in advance if there are films you want to view online. Remember, your account can only be used on one device at a time.

You can begin online ticket selection on **January 7th at 10:00 a.m. MT**. If no tickets remain it is because the film has hit its capacity limit and you will not be able to view it. It is possible that someone releases their tickets, so do check back closer to and during the Festival if you are looking for tickets for a film that has hit capacity.

Reserved tickets that will not be used can and should be released by EOD Tuesday, January 28, before the online viewing window begins on Wednesday. We request that you release any tickets you will not be using so others can have the opportunity to see the film.

FILMS AVAILABLE ONLINE

Feature films in competition sections (US Dramatic, US Documentary, World Cinema Dramatic, World Cinema Documentary, NEXT) will be available online for accredited press viewers. Short films, Episodic selections, and additional feature films may opt-in for online screenings. Online films are not geoblocked for Press & Industry. (For the general public, online films are only available in the U.S.)

Please refer to this [list of films screening online for accredited Industry and Press members](#) or the [Online tab of the Screening Schedule for Press and Industry](#) for the list of films available to view online for credentialed press.

TIMING & VIEWING DURATION

Online access begins at 8:00 a.m. MT on Wednesday, January 29 through 11:55 p.m. MT on Sunday, February 2. *[On the 2nd, you can view the film once you hit play as long as you start by 11:55 p.m. MT].*

Clicking “Watch Now” will bring up the viewing window prompt: if you are ready to start your screening click “Yes” to continue to the film. Otherwise, click “Not Yet” to return to it later, since you can only view a feature film or episodic project one time.

- Feature films permit one view per film. Once you hit play you have 8 hours to view the film, after which it expires.
- Episodic works permit one view per project. Once you hit play you have 12 hours to view the project, after which it expires.
- Short films have no viewing capacity limits and can be watched more than once, as long as viewed within the online Festival dates and times listed above.

REMEMBER: From the moment you begin watching a feature film or episodic selection you have a set amount of time to complete that screening. Within that window you can pause, skip backwards or ahead, or click away and come back, but that film will no longer be available after the time has elapsed.

ONLINE FILM TEAM Q&As

Q&As will be included on feature films in competition sections and other features that opt in for public online viewing. Short Film Programs, Episodic selections, and feature films available only to Press and Industry viewers will not include intros or Q&As. If you miss a Q&A or wish to learn about a film team whose work is not screening online, look for their Meet the Artist videos on festival.sundance.org. (Films premiering in person on Tuesday may not have the Q&As available for the online screening beginning on Wednesday. Those will be available later in the week.)

ONLINE AWARDS SCREENINGS

Award winners will be announced the morning of Friday, January 31. Online Award-Winner screenings will be available starting at 8:00 a.m. MT on February 1 until 11:55 p.m. MT on February 2.

These films will have tickets that become available for press on the evening of January 31 [prior to that they will be listed as “sold out.”] After awards are announced on the 31st, we will alert press pass holders when ticket reservations open for award winner films. [Likely midday Mountain Time.] These will also have a capacity limit for press like the other online screenings.

CREDENTIAL PICK UP

While all tickets are digital, each press member attending in-person, will receive a personalized, printed credential including your photo (submitted at the time of registration on festival.sundance.org) and a QR code for access to P&I screenings and other venues.

Credentials must be picked up at the Artist, Industry & Press Hub in the DoubleTree by Hilton Park City - The Yarrow. We strongly recommend you pick up your credential as soon as you arrive in Park City.

Credentials will only be released to the credential holder. Please make sure to bring your ID.

The Press Hub will be open during the following times:

- Wednesday, January 22, from 2:00 pm MT – 7:00 pm MT
- Thursday, January 23 – Tuesday, January 28, from 8:00 am MT – 6:00 pm MT
- Wednesday, January 29 – Friday, January 31, from 9:00 am MT – 5:00 pm MT
- Saturday, February 1 from 9:00 am MT – 1:00 pm MT
- (We will be CLOSED on February 2)

Reminder: Your badge must be picked up in-person to activate online access, which is available during the second half of the Festival. Anyone who has not picked up their badge, will not have online access.

PRESS RESOURCES

Resources available to accredited press include:

- **HOW TO FEST GUIDES:** You can reference each How To Fest guide, organized by pass type, when you are logged into your Festival account under How To Fest > Press.
- **P&I SCREENING SCHEDULE:** The [Screening Schedule for Industry and Press](#) displays in-person public screenings, P&I screenings, and online screenings in a downloadable, sortable view. Download a copy or use a temporary filter view to sort based on your own criteria.
 - Note that all screening times are displayed in **Mountain Time**.
 - As in past years, there are likely to be additions to the program announced closer to the Festival dates. Additions will be highlighted on this schedule as they become available.
- **PR CONTACT LIST:** The [PR Contact List](#) displays contact information for PR reps for films that have been hired directly to oversee their films at the Festival. (Please note, this contact list is also available when you are logged into your Festival account under How To Fest > Press.)
- **PRESS LINE PLAYBOOK & SCHEDULE:** On January 7th, we will provide a document detailing all available press lines and photo calls.
- **FILM STILLs:** The [Festival Dropbox](#) has images for all films, which accredited press may use in coverage. During the Festival, we also make images of Festival activities available in the [Festival Flickr Album](#).
- **INTERVIEW REQUEST FORM:** You can email us at press@sundance.org for interview requests or make a request via the [link in the press center](#). We are here to help you navigate the platform and to support your coverage as you plan, watch, and write.

As the Festival approaches, we will be adding stat sheets, overview materials, a link to access video clips and more!

ACCESSIBILITY COMMITMENT & REQUESTS

In alignment with our core values, Sundance Institute is committed to improving the overall experiences of our staff, audiences, and artists. We consider inclusion, racial equity, and accessibility the drivers of institutional excellence, and it is our aim to make all our programs and platforms reflect these core values at every level. Our goal is to make our experiences (in-person and online) as accessible as possible for all participants.

If you have an accessibility request, question, or feedback for the accessibility team, please contact accessibility@sundance.org or use the accessibility hotline at (435) 776-7790. Every effort will be made to accommodate requests made in advance; requests made within seven days of the event may not be guaranteed.

To review the details of the Festival's accessibility practices please see the [accessibility area of the Festival site](#).

Community spirit is key to the Sundance experience and we ask all attendees to contribute to creating an environment that is welcoming, safe, and inspiring. To that end, please take a moment to review our [Community Agreement](#). Thank you for doing your part!

Sundance Film Festival Press Accreditation Team

Questions? Please email presscredentials@sundance.org