

HOW TO FEST

Working 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 Working Press Credential is for **In-Person Attendance from January 23–February 2, 2025**

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 at 2:00 pm MT – 7:00 pm 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. 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.
- **Press Line Timeline:** For press lines, typically press set up 2 hours before the screening start time and press lines start 1 hour before screening start time. More information about press lines is listed below.

TICKETING GUIDE

With my Working Press Credential, how does ticketing/admittance work?

- **In-person Public Screenings:** Your Working Press Credential gives you the ability to join the e-waitlist with the general public for public screenings January 23–February 2. Your credential will be scanned for complimentary admittance.
 - You will follow the e-waitlist process detailed closer to the Festival here: <https://festival.sundance.org/how-to-fest/attend-in-person#join-waitlist>
- **In-person P&I screenings:** Your Working Press Credential provides admittance to Press & Industry screenings during the Festival, as space allows. Your badge provides entrance 5 minutes before screening time, if space remains. Badge scanned for entry.
 - **FESTIVAL TIP:** With your Working Press Credential, we recommend arriving at venues *at least* 20 minutes early to in-person P&I Screenings.

Is there a way to request 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.

Working Press Credential holders have the following options for securing tickets to public screenings:

- Purchase a ticket at festival.sundance.org when public tickets go on sale, **January 16**.
- Join the [eWaitlist](#) for public screenings. *We anticipate very limited eWaitlist capacity, and admittance is not guaranteed.*

Comped tickets from the Festival may not be transferred. Tickets you may purchase are able to be transferred between Festival accounts; go to your Profile to get started. Step-by-step instructions are available on the [Festival Site](#).

PRESS & INDUSTRY SCREENINGS

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

In-person P&I screenings run from Thursday, January 23 through Thursday, January 30, at the Holiday Village Cinemas.

Your Working Press Credential provides admittance to in-person Press & Industry screenings during the Festival, as space allows. Your badge provides entrance 5 minutes before screening time, if space remains.

Be aware that seating is not guaranteed; please be advised to arrive *at least* 20 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.

PRESS LINES & EVENTS

PRESS LINES

Your Working Press credential allows you to cover press lines, if you RSVP to the film's publicity contact in advance and they approve you. Otherwise, press are admitted to cover press lines on a first come, first serve basis as space allows. For press lines, typically press set up is 2 hours before the screening start time and press lines start 1 hour before screening start time.

CONTENT CAPTURE ONSITE

With your Working Press Credential you may request access to a theater to photograph a film's Q&A. These requests must be made in advance to presscredentials@sundance.org. If your request is approved, you will need to pick up your camera tag in the Press Office and you will have a Festival staff escort you onsite. Please note, you will need both a camera tag and a press credential to access the theater.

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. Working Press pass holders can secure a ticket several different ways: 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](#).

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)

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