



2023 FESTIVAL PROMOTIONAL TOOLKIT

Mountainfilm in Telluride: May 25–29, 2023

Mountainfilm is a documentary film festival that showcases nonfiction stories about environmental, cultural, climbing, political and social justice issues that matter. Along with exceptional documentaries, the festival goes beyond the film medium by bringing together world-class athletes, change makers and visionary artists for a multi-dimensional celebration of indomitable spirit, aiming to inspire audiences to create a better world.

Our 45th annual festival will without a doubt be a weekend to remember. An inspiring program of film, art, speakers, athletes and our Guest Director Bill McKibben come together to create a powerful weekend of connection and inspiration. We are honored to dedicate this year's festival to the life and memory of our beloved friend Hilaree Nelson.

PURPOSE OF THIS TOOLKIT

To introduce partner organizations and advocates to Mountainfilm to help increase awareness, encourage pass sales and bolster support via social media platforms such as Facebook, Twitter and Instagram.

HOW YOU CAN HELP

Spread the word! Below are sample social media posts, press releases and newsletter content. You can copy and paste, or use them as a guide to share your own special experience with Mountainfilm. We've also included several images and a couple videos for you to choose from for your post(s).

Our name: **Mountainfilm** is all one word, no capital 'f'

Our handle: @mountainfilm

Our hashtags: #mountainfilm2023 #mountainfilm #mountainfilmfestival
#mountainfilmafterthefest #mountainfilmintelluride #thebestfestivalever #indomitable

Website: www.mountainfilm.org

RESOURCES

Below are links to images, videos and verbiage that you can use to share out. Or feel free to share your own photos showing your experience at Mountainfilm.

Images

Our [media kit](#) includes images from past festivals, logos for promotional use, our 2023 festival poster, and more information to share about Mountainfilm. Please be sure to credit the artist or photographer noted on the image that you choose.

Videos

[What is Mountainfilm](#)

[Festival Intro by Stephen Burns](#) (2020)

[Festival Intro by Raven Hopgood](#) (2020)

[Archival Festival Intro by Keith Hill](#) / (2018)

[Festival Intro by Keith Hill](#) / Original Music by DJ Harry (2016)

[Festival Intro by Sarah Holbrook & Britt Markey](#) / Original Music by SHEL (2016)

[Festival Intro by Robin Robinson](#) (2022)

Press Releases

Feel free to share any of these press releases with your supporters. You can also find more information about the history of Mountainfilm in our [media kit](#).

- [Mountainfilm Announces 2023 Guest Director](#)
- [How to Mountainfilm in Telluride](#)

Quotes about Mountainfilm:

Including a quote from yourself or someone else about the festival to any post, e-blast, or newsletter is a great way to share.

EXAMPLE QUOTE- "Telluride Mountainfilm has always held a special place in my heart. The first films I ever made played at this festival. It is a crucible for storytelling talent from the past, present and, most importantly, the future. Its importance among our tribe cannot be overstated. The film festival has been a gathering place for our tribe long before I was even a part of the climbing and outdoor community. I met many of my mentors at Mountainfilm. All of them have had a major impact on my life. This gathering place showcases the beauty of what we do and fosters and inspires talent for future generations of storytellers in the outdoor industry and beyond."

Jimmy Chin, Adventurer, Alpinist, Photographer, Director

SAMPLE POSTS

Below are sample posts. Copy and paste, or make them your own! Be sure to credit the artist or photographer behind any image you use.

Please tag us in your posts (@[mountainfilm](#)) and use hashtags [#mountainfilm](#)

[#mountainfilm2023](#) [#mountainfilmintelluride](#) [#mountainfilmonline](#)

1. Mountainfilm in Telluride is right around the corner. The festival's 45th iteration promises to be unforgettable. It doesn't matter if this is your first or 45th festival — this festival will

leave you feeling refreshed, inspired and ready to go out and change the world for the better. Don't miss this incredible weekend, get your passes at www.mountainfilm.org!

2. Documentary films allow us to see new places, add new adventures to our bucket lists, and take action on important causes. Our friends over @Mountainfilm plan to deliver just that during their 45th annual festival. Passes for the festival in Telluride May 25 - 29 are available NOW! Get more info at mountainfilm.org

[Insert image of your choice with credits]

3. It can be hard to put your finger on what exactly gives you that Mountainfilm feeling. But something about these old festival intros come very close.

Passes to Mountainfilm 2023 are on sale now! We hope that you can join us to experience firsthand that indescribable soul fire. Get more info at mountainfilm.org

[Insert intro of your choice with credits]

NEWSLETTER SAMPLE

Header: Mountainfilm's 45th Annual Festival is coming up!

Cutline: But that's not all!

Mountainfilm in Telluride returns yet again with a full in-person festival program this memorial day weekend May 25-29, 2023. You do not want to miss this incredible weekend of film, art, ideas and inspiration.

It doesn't matter if this is your first or 45th festival — **there are a few changes, so take a moment to read through the [How to Mountainfilm in Telluride guide](#)**. This guide should act as your festival sidekick and go-to spot for information.

How to Mountainfilm in Telluride: <https://www.mountainfilm.org/how-to-mountainfilm-in-telluride>

Purchase Passes: <https://www.mountainfilm.org/festival/passes-and-tickets>

QUESTIONS?

Shae LaPlace, Marketing Manager

Shae@mountainfilm.org / (970) 728-4123 x816