



FESTIVAL PROMOTIONAL TOOLKIT

Mountainfilm in Telluride: May 21–25, 2026

Mountainfilm is a documentary film festival that showcases nonfiction stories about environmental, cultural, climbing, political and social justice issues that matter. Beyond the screen, the festival brings together world-class athletes, changemakers and visionary artists for a multidimensional celebration of indomitable spirit to inspire audiences to create a better world.

PURPOSE OF THIS TOOLKIT:

Introduce partner organizations and advocates to Mountainfilm to increase awareness, encourage pass sales and bolster support across social platforms.

HOW YOU CAN HELP:

Spread the word. Below are sample social posts, newsletter copy and press resources. You can copy and paste or use them as a guide to share your own Mountainfilm experience. We've included images and videos to choose from for your post(s).

Our name: Mountainfilm (one word, no capital "F")

Handles: @mountainfilm

Hashtags (evergreen): #mountainfilm #mountainfilmfestival #indomitable #telluride

Add the yearly tag: #Mountainfilm[Year] (e.g., #Mountainfilm2026)

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 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](#) by Hed Hi Media (2019)

[Why Mountainfilm](#) by Robert Hope (2026)

[2025 Festival Intro Reel](#) by Bella Hines (2025)

[2025 Festival Intro Reel](#) by Jordan Fatke

PRESS RELEASES:

Find the latest press information and releases at: <https://www.mountainfilm.org/press-releases/>

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:

Feel free to tailor these. Please tag @mountainfilm and use #mountainfilm plus #Mountainfilm[Year]. Always credit image/video creators.

1. Mountainfilm in Telluride is right around the corner. The festival's 47th iteration promises to be unforgettable. It doesn't matter if this is your first or 47th 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 [mountainfilm.org](https://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 47th annual festival. Passes for the festival in Telluride May 22 - 26 are available NOW! Get more info at [mountainfilm.org](https://www.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 2025 are on sale now! We hope that you can join us to experience firsthand that indescribable soul fire. Get more info at [mountainfilm.org](https://www.mountainfilm.org)
[Insert intro of your choice with credits]

NEWSLETTER SAMPLE:

Header: Mountainfilm returns to Telluride

Cutline: Film. Art. Ideas. Inspiration.

Mountainfilm in Telluride returns yet again with a full in-person festival program this Memorial Day weekend May 21-25, 2026. 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 48th 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?

Natalie Wirsing, Marketing and Communications Manager

Natalie@mountainfilm.org / +1 (970) 728-4123 #844