



FESTIVAL PROMOTIONAL TOOLKIT

Mountainfilm in Telluride

49th Annual Festival

May 27–31, 2027

ABOUT MOUNTAINFILM:

Established in 1979, Mountainfilm is one of North America's longest-running documentary film festivals, held annually over Memorial Day weekend in Telluride, Colorado. Mountainfilm is dedicated to using the power of film, art and ideas to inspire audiences to create a better world. The festival offers an immersive experience featuring a wide range of filmmakers, speakers, adventurers and activists in addition to screening cutting-edge, award-winning documentary films from around the world. Mountainfilm is an Academy Award® Qualifying Festival in the Documentary Short Film category. [Mountainfilm on Tour](#) also reaches audiences year-round through its global film program, and through [Mountainfilm for Students](#), an educational outreach initiative for youth. Simply put, Mountainfilm has the power to change lives.

PURPOSE OF THIS TOOLKIT:

To introduce partner organizations and advocates to Mountainfilm, 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. Copy and paste them, or use them as a guide to share your own Mountainfilm experience.

- **TAG US IN THE POST** – [@mountainfilm](#), not just at the end of the caption. This is what drives visibility and lets us find and reshare you.
- **GEOTAG TELLURIDE, COLORADO.** Location tags still drive real discovery for a destination festival.

NAME, HANDLES AND TAGS:

Our name: Mountainfilm — one word, no capital "F"

Handles:

- **Instagram:** [@mountainfilm](#)
- **Facebook:** [@mountainfilmtelluride](#)
- **Threads:** [@mountainfilm](#)

Hashtags: #Mountainfilm #Mountainfilm2027

Website: www.mountainfilm.org

A FEW GUARDRAILS:

- Please don't alter, recolor, stretch or add effects to the logo.
- Always credit the photographer named in the image filename. If you use a still from a film, credit the film by title.
- Please follow full [brand guidelines](#).

RESOURCES:

IMAGES: Our [media kit](#) includes high-resolution images from past festivals, logos and background information.

LOGO PACK: [Download logos \(.zip\)](#)

TYPEFACES: [Download typefaces \(.zip\)](#)

VIDEOS:

- [Mountainfilm 2027](#) by Robert Hope (2027)
- [Why Mountainfilm](#) by Robert Hope (2026)
- [What is Mountainfilm](#) by Hed Hi Media (2019)
- [2026 Festival Intro](#) by Lauren Howie (2026)
- [2026 Festival Intro](#) by Bella Hines (2026)
- [2026 Festival Intro](#) by Jordan Fatke (2026)

PRESS RELEASES:

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

Press and industry accreditation: [mountainfilm.org/media/media-accreditation](https://www.mountainfilm.org/media/media-accreditation)

QUOTES ABOUT MOUNTAINFILM:

Including a quote from yourself or someone else about the festival in 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. It's importance among our community cannot be overstated. The film festival has been a gathering place 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 and #Mountainfilm2027. Always credit image and video creators.

Note: 2027 passes go on sale mid-December 2026. Please hold posts **3 and 4** until then.

1. Mark your calendar. Mountainfilm returns to Telluride May 27–31, 2027 for its 49th year. Five days of documentary film, art and ideas in a Colorado box canyon, and one of the best weekends on our calendar. More at [mountainfilm.org](#)

[Insert image of your choice with credits]

2. Documentary films let us see new places, add adventures to our bucket lists and take action on causes that matter. Our friends at @mountainfilm have been doing exactly that since 1979. Their 49th annual festival hits Telluride May 27–31, 2027. More at [mountainfilm.org](#)

[Insert image of your choice with credits]

3. Passes for Mountainfilm 2027 are on sale now. The festival's 49th year runs May 27–31 in Telluride, and whether it's your first festival or your forty-ninth, you'll leave feeling refreshed, inspired and ready to go out and change the world for the better. Get yours at [mountainfilm.org/festival/passes](#)

[Insert image of your choice with credits]

4. It can be hard to put your finger on what exactly gives you that Mountainfilm feeling, but something about the festival intro films comes very close. Passes to Mountainfilm 2027 are on sale now. More at [mountainfilm.org/festival/passes](#)

[Insert intro of your choice with credits]

NEWSLETTER SAMPLE:

Header: Mountainfilm returns to Telluride

Subhead: Film. Art. Ideas. Inspiration.

Mountainfilm in Telluride returns Memorial Day weekend, May 27–31, 2027, for its 49th annual festival. You do not want to miss this incredible weekend of film, art, ideas and inspiration.

Whether this is your first festival or your forty-ninth, take a moment to read through the [How to Mountainfilm guide](#). It should act as your festival sidekick and go-to spot for information.

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

Purchase passes: <https://www.mountainfilm.org/festival/passes/>

QUESTIONS?

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