



11th Annual Wasatch Mountain Film Festival

2026 FESTIVAL SPONSORSHIP

wasatchfilmfestival.org

Get Started

**At Wasatch Mountain Arts,
we believe in the transformative
power of storytelling that expands
perspectives through the
lens of adventure.**

OUR MISSION:

Wasatch Mountain Arts champions the next generation of storytellers by cultivating a bold, inclusive film culture rooted in the outdoors. Through our globally recognized festival and year-round programming, we empower artists, ignite dialogue, and create meaningful experiences that connect filmmakers, audiences, and communities through the power of story.



BOARD OF DIRECTORS



STUART DERMAN
Co-Founder &
Executive Chairman

With extensive experience in digital marketing, business automation, and omni-channel customer acquisition, Stuart’s been the driving force mind behind numerous digital campaigns and successful tech ventures. His technical, analytical, and strategic expertise has also garnered him recognition through Utah Business 20 in their 20’s.



SHANE BALDWIN
Co-founder &
Treasurer

Passionate, personable, detail-oriented, self-motivated social entrepreneur with more than 10 years of teaching, client building and networking experience. Involved in multiple aspects of the Utah outdoor recreation and tourism industry, as well as developing, motivating and managing client relations.



AIMEE TETREAULT
Executive Director

With 20 years of experience in Creative Producing and Branded Content Direction, Aimee Tetreault (she/her) is an award-winning Producer and Strategist renowned for her work with industry giants such as The North Face, Red Bull Media House, Lululemon, and National Geographic. Aimee is an ally and resource for Women, POC, and LGBTQIA+ individuals, Aimee prioritizes true equity in the outdoor creative space.



SHANDI KANO
Board Member

With over 17 years of both in-house and freelance production experience, Shandi has a unique ability to seamlessly flex between hands-on production, creative conceptualization and workflow management. She prides herself on her robust and inspiring network of creatives. Shandi is a leader in the Utah film community and known for bringing people together, uplifting others and sharing her network and knowledge.



JACOB OSTER
Board Member

With more than a decade of experience as a Filmmaker and Creative Director, Jacob has crafted campaigns, films and branded content for partners including The North Face, Mountain Hardwear, and Cotopaxi. Each of his films are rooted in human connection and authentic storytelling with a strong sense of taste. Jacob is dedicated to building community, uplifting fellow creatives, and championing the next generation of storytellers.



PHIL HESSLER
Board Member

Phil Hessler is a filmmaker, producer, and storyteller with more than a decade of experience crafting films that bridge action sports, human connection, and cultural exploration. Phil has directed and produced award-winning projects for brands including Red Bull Media House, Outside TV, and The North Face. Beyond his creative portfolio, Phil is an active community builder, and co-founder of The Midnight Corner, a Salt Lake City-based creative co-working studio and event space.



HEATHER ARCHULETA
Board Member

TBD

WE'RE CELEBRATING 11 YEARS OF WASATCH MOUNTAIN FILM FESTIVAL!

We're back and better than ever. In addition to expanding our public film screenings, the overall energy and scale of the event will increase through new theatres and expanded educational programming to create a fully immersive festival experience.

This expansion is made possible through our new community partnership with Industry SLC, EVO SLC, Spy Hop and other key partners in Salt Lake City's creative and outdoor communities.

SOME LOVE WE'VE RECEIVED FROM FILMMAKERS:

"The best adventure film festival experience in the country."

Mike Marolt | Skiing Hall of Fame & Filmmaker

"Wasatch is a film festival built on the right values at the base of the stunning Wasatch Mountains. We were honored to share our film there in 2024."

Matthew Boyd | Director

"As a local to Salt Lake, the Wasatch Mountain Film tour is THE festival that celebrates all things local and outdoors. Supported by dozens of local companies and creatives, they are carving their space in the outdoor festival world."

Gareth Leah | Executive Producer, Well Good Media

"This was such an amazing film festival to be a part of. The staff were quick in and clear in their communications and they brought a lot of energy which was amazing. It was a true honor to be a grouped with so many amazing films this year and I will look forward to this festival each year."

Dan Wilde | Director

"WMFF is by far one of my top favorites to attend. The list of films that are screened at this festival are diverse and truly remarkable every year. As a local in Salt Lake City, it's also an incredible opportunity to meet other creatives in the area. The love for the outdoors, adventure, and conservation is strong at this festival. Very honored this year to have my film selected in the program."

Will Floor | Director & Producer





2026 FESTIVAL PLAN

Dates: May 1-4, 2026

Expecting 5,000+ Attendees

60+ Film Screenings

11 Years Running

The following is list of just some of the amazing things we're including in this year's festival!

ACTIVATION SPACE

- Brand partners
- Local business owners
- Salt Lake film organizations
- Environmental & Creative Nonprofits

EDUCATIONAL PROGRAMMING

- Filmmaker workshops
- Panel Discussions
- "Coffee & Creatives" Presentation

OPENING NIGHT FILMMAKER'S DINNER

SPECIAL GUESTS & KEYNOTE SPEAKERS

FILMMAKER Q+A'S

"MEET THE FILMMAKERS" ACTIVATION

FILMMAKER'S LOUNGE AND SOCIAL MIXERS

SATURDAY NIGHT ROOFTOP DANCE PARTY

LIVE MUSIC, ART INSTALLATIONS & PHOTOGRAPHY

TIN TYPE PORTRAIT PHOTOGRAPHER

SUNDAY AWARDS CEREMONY AND GOODBYE BRUNCH

FOOD TRUCKS, COFFEE BAR, COCKTAILS

PHOTO COMPETITION / GALLERY

LOCAL BUSINESS ACTIVATIONS

WELLNESS EXPERIENCES



“The Wasatch Mountain Film Festival is Utah’s premiere outdoor film festival and attracts the world’s best outdoor documentary filmmakers as well as attendees from near and far”

Erin Mendenhall | Salt Lake City Mayor



WASATCH MOUNTAIN FILM FESTIVAL RETURNS TO SALT LAKE CITY'S GRANARY DISTRICT

The Granary District is one of Salt Lake City's oldest neighborhoods. Having provided many industrial and commercial uses over its history it is being re-discovered as a maker's haven, housing artists, breweries, restaurants, mixed-use neighborhoods, and businesses of all types and sizes. All while preserving historic structure and creating open spaces, The Granary is quickly becoming SLC's most vibrant neighborhoods.

With the intention to make a permanent home here, WMFF is leaning in to the tight knit community as an ideal Festival zone, with everything you need to 'Wasatch' within a quick walk, bike or scoot away.





2026



Education & Conversation

WMFF AND IT'S VOLUNTEER FILMMAKERS ARE DEDICATED TO SHARING THE HARD-EARNED WISDOM OF OUR MOUNTAIN FILM COMMUNITY BY HOSTING ACCESSIBLE WORKSHOPS, FREE PANEL DISCUSSIONS AND THOUGHTFUL CONVERSATION.

Some of our past offerings have included:

WORKSHOPS

- The Producer's Role
- Expedition Filmmaking
- Finding Your Visual Style
- Data Management Field Hacks
- Smart Contracts
- Blending Business with Creativity
- Building a Realistic Shotlist
- Licensing 101
- The Importance of Trust
- The Editor's Role in Narrative Structure
- How Color Tells a Story

DISCUSSIONS

- Women in Filmmaking - Industry Bias
- The Art of Suffering
- Branded Content in Today's Landscape
- The Importance of Inclusive Storytelling
- Telling Stories With Purpose
- Compassion Fatigue - Mental Health in the Documentary World
- Knowing Your Worth
- The LGBTQIA+ Lens
- How to Fund Your Film

NEW FOR 2026

Youth Film Competition in Partnership with

'HOW DO YOU DEFINE ADVENTURE?'

An opportunity to invite the next generation of creatives directly to the table with an exclusive youth film block sponsored by Spy Hop. each film featured will come directly from the youth filmmaker programming at Spy Hop, each defining for themselves what 'adventure' can mean.



As a 501(c)3, Spy Hop's mission is to mentor young people in the media arts to help them to find their voice, tell their stories, and effect positive change in their lives, communities, and the World.

They envision a world in which all young people possess the skills and mindsets necessary for success and that their voices are heard and valued as conduits of change in their communities.

Founded in 1999 as an alternative after-school tutoring program, Spy Hop served twelve students during its first year of operation. The organization has since grown exponentially and now serves over 18,000 students a year from more than 120 schools across the state, making it one of the largest and most diverse youth media organizations in the U.S. This growth and success are the results of Spy Hop's ability to develop and deliver an engaging portfolio that includes, in-school, after-school, and satellite programming in film, audio, music, and digital design.



Donor and Sponsorship Tiers

We are looking for strategic partners to help us reach our goals.

Sponsoring The Wasatch Mountain Film Festival is a unique opportunity to reach your target audience, build strong and authentic community ties for your business and be intimately associated with one of the best events in the state of Utah.

	PFEIFFERHORN	BROADS FORK	SUPERIOR	TWIN PEAKS	WHITE BALDY
IN-PERSON EVENT TICKETS	5 VIP ALL ACCESS PASSES	5 VIP ALL ACCESS PASSES	3 VIP ALL ACCESS PASSES	2 VIP ALL ACCESS PASSES	1 VIP ALL ACCESS PASS
SCREENING TICKETS & PASSES	10 IN-PERSON TICKETS	10 IN-PERSON TICKETS	10 IN-PERSON TICKETS	5 IN-PERSON TICKETS	2 IN-PERSON TICKETS
ACTIVATION	EXCLUSIVE THEATER BRANDING	SHARED ACTIVATION SPACE	SHARED ACTIVATION SPACE	SHARED ACTIVATION SPACE	SHARED ACTIVATION SPACE
BRANDING	EXCLUSIVE SCREENING BLOCK	OFFICIAL SPONSOR OF FILMMAKER’S LOUNGE	LOGO ON ALL MARKETING MATERIALS	LOGO ON ALL MARKETING MATERIALS	LOGO ON ALL MARKETING MATERIALS
SCREENING PRE-ROLL VIDEO	30 SECOND AD	30 SECOND AD	15 SECOND AD		
INTRO TRAILER INCLUSION	PRESENTING LOGO	SECONDARY LOGO	INCLUDED	INCLUDED	INCLUDED
LODGING & HOSPITALITY	2 RESERVED ROOMS @ EVO SLC + FILMMAKER’S LOUNGE ACCESS	ACCESS TO FILMMAKER’S LOUNGE	ACCESS TO FILMMAKER’S LOUNGE	ACCESS TO FILMMAKER’S LOUNGE	ACCESS TO FILMMAKER’S LOUNGE
FILMMAKER DINNER	OFFICIAL SPONSOR + 5 INVITATIONS	5 INVITATIONS	3 INVITATIONS	2 INVITATIONS	2 INVITATIONS
FESTIVAL PROGRAM	FULL PAGE AD	1/2 PAGE AD	1/2 PAGE AD	1/4 PAGE AD	
SOCIAL MEDIA PROMOTION	5 DEDICATED POSTS + LOGO ON ALL CONTENT	2 DEDICATED POSTS + LOGO ON ALL CONTENT	1 DEDICATED POST + LOGO ON ALL CONTENT	LOGO ON ALL CONTENT	LOGO ON ALL CONTENT
EMAIL PROMOTION	‘PRESENTED BY’ & LOGO ON ALL EMAIL MARKETING	‘IN PARTNERSHIP’ & LOGO ON ALL EMAIL MARKETING	LOGO ON ALL EMAIL MARKETING	LOGO ON ALL EMAIL MARKETING	LOGO ON ALL EMAIL MARKETING
			OFFICIAL SPONSOR OF AWARDS CEREMONY		
	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000

PFEIFFERHORN

Presenting Sponsor

\$100,000

- 5x VIP all-access festival passes
- 10x in-person screening block tickets
- Official sponsor of filmmaker's dinner
- 5x Invitations to filmmaker's dinner
- 2x reserved hotel rooms at Evo SLC
- Exclusive activation space
- Exclusively branded screening block
- Educational Programming - 1 dedicated panel
- Full-page ad in festival program
- 'Presented By' logo on all marketing materials
- 30-second pre roll ad + 'presented by' logo in festival trailer
- 5x dedicated posts + logo + tagging on all social content
- 'Presented By' logo on all email marketing





BROADS FORK

Partnership Sponsor

\$50,000

- 5x vip all access passes
- 10x in person screening block tickets
- 5x invitations to filmmaker's dinner
- Official sponsor of filmmaker's lounge
- Shared activation space
- ½ page ad in festival program
- 'In Partnership' logo on all marketing materials
- 'In Partnership' logo in festival trailer
- 15-second pre roll Ad
- 2x Dedicated posts + logo + tagging on all social content

SUPERIOR

Sponsor

\$25,000

- 3x VIP all-access passes
- 10x in person screening block tickets
- 3x invitations to filmmaker's dinner
- Official sponsor of award ceremony + breakfast
- Access to Filmmaker's Lounge
- Shared activation space
- logo in festival trailer
- ½ page ad in festival program
- Logo on all marketing materials
- 1x Dedication Post + Logo on all Social Content



TWIN PEAKS

Sponsor

\$10,000

2x VIP all access passes
5x in-person screening block tickets
2x invitations to filmmaker's dinner
Access to Filmmaker's Lounge
logo in festival trailer
1/4 page ad in festival program
Logo on all marketing materials
Logo on all Social Content

BOX ELDER

Sponsor

\$5,000

1 VIP all access pass
2 in person screening tickets
2 invitations to filmmaker's dinner
access to filmmaker's lounge
logo in festival trailer
logo on sponsor page in festival program
Logo on all marketing materials
Logo on all Social Content

BOX ELDER

Sponsor

\$1,500

5x in-person screening block tickets
Logo on sponsor page in festival program
Logo in festival trailer
Logo on all marketing material
Logo on all social content

A LA CARTE SPONSORSHIP OPPORTUNITIES

AWARD CEREMONY PARTNER

6 Available

\$1,000

Elevate your brand's visibility by sponsoring a prestigious festival award. Your brand's logo featured on the physical award and throughout all associated promotions.

PANEL DISCUSSION SPONSOR

2 Available

\$1,000

Get the energy flowing with conversation topics important to our community. Sponsor has the opportunity to participate with sponsorship announcements before and after the panel.

PHOTO COMPETITION SPONSOR

2 Available

\$5,000

Showcase your brand's commitment to creativity by sponsoring the photography competition, with opportunities for prominent branding, involvement in judging, cash prizes and exclusive media coverage.

AFTERPARTY SPONSOR

1 Available

\$7,500

Let the good times roll by sponsoring the Saturday night afterparty on the industry SLC rooftop featuring live music, tintage photography, brand activations and cocktails.





**YEAR-ROUND
OPPORTUNITIES**

STORYTELLERS SERIES

PRESENTING SPONSOR

Fischer Brewing – 4 Events (1-year)

\$10,000

Exclusive “Presented By” messaging
Prime logo placement on materials
Tagged on all Storytellers Social Posts
Photography usage for social promotion
primary Logo in Storytellers trailer
30-second Pre-Roll Video Ad
4x Tickets per screening
QR Code Lead Generation at all screenings





LET'S SUPPORT EACH OTHER

We collaborate with people and businesses who are driven by community, Creativity and a passion for adventure.

meaningful partnerships with fitting organizations make all the difference. Get in touch and let's make this happen.



AIMEE TETREAU

Executive Director

aimee@wasatchmountainarts.com

302-521-4605



WASATCH
MOUNTAIN FILM FESTIVAL