



5 ◀ **POINT** ADVENTURE
FILM FESTIVAL

2026
PARTNERSHIP OPPORTUNITIES
FLAGSHIP FESTIVAL • APRIL 23 - 26, 2026 • CARBONDALE, CO



AT 5POINT, WE CHAMPION ADVENTURE STORYTELLING TO INSPIRE AND CONNECT GENERATIONS.

We believe that adventure is more than adrenaline — it strengthens our character, shapes our values, and reveals who we truly are.

For 19 years, we have welcomed the global adventure community to Carbondale, CO for our annual Flagship Festival. Unlike other film festivals, our sold out auditorium of 4,000 attendees watch the same films in the same room - together. This shared emotional experience excites and inspires, building community around powerful stories of adventure.

Beyond the Flagship Festival, we engage our audience year-round:

- 5Point On The Road partners with local organizations to share the 5Point experience with communities around the world.
- 5Point in the Schools brings free film programming and special guests to students throughout Colorado.
- 5Point Presents strengthens our local Roaring Fork community bond with additional events, showcases, and special guests.

Flagship

- 4 Days
- 55+ Films Screened
- 50+ World-Class Adventure Athletes and Creatives
- 4,000 Attendees

Organization

- 19 Years
- 18 Flagship Festivals
- 10,000 Audience Members Reached Annually
- 50,000+ Global Audience Members Reached Through OTR
- 70K+ Flagship Festival Attendees Since Inception
- 200+ World Premieres



“ **RIGHT PEOPLE. RIGHT ROOM.**

5Point has always been an incubator for relationships between the best creative talent and leading brands looking to strengthen their creative chops. We purposely designed the festival to create time to build relationships. **For many brand leaders, it's become a launch pad for new creative collaborations and ideas.**

— **FITZ CAHALL**

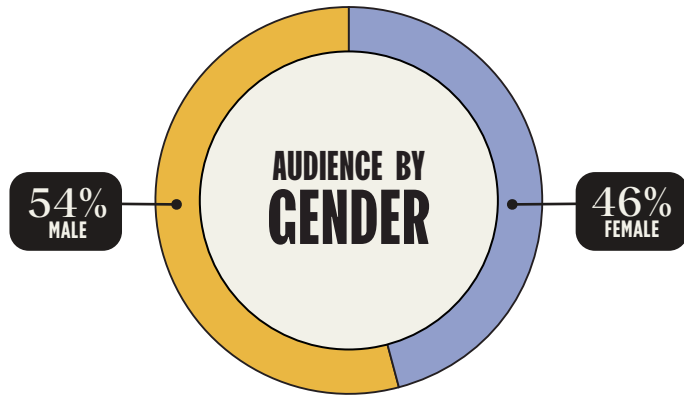
Dirtbag Diaries Founder +
5Point Emeritus Board Member

10,000+ ANNUAL IN-PERSON AUDIENCE

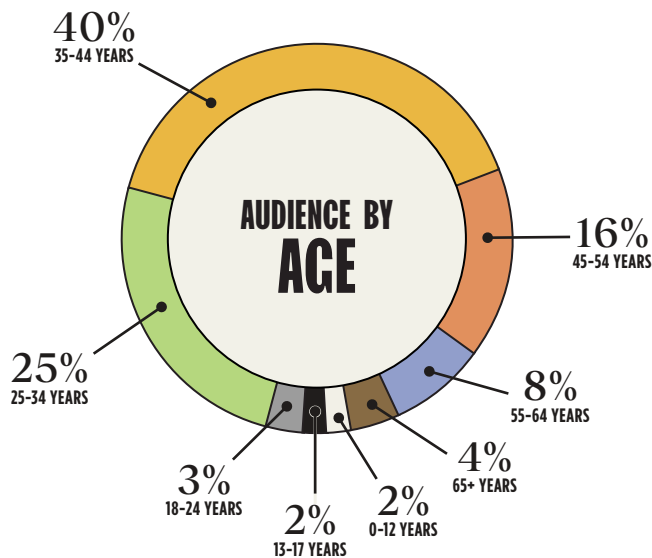
Our 10,000+ annual combined audience is a unique convergence of athletes at the top of their fields, adventurers new to their sport, world-renowned storytellers, emerging filmmakers, seasoned mentors and curious students from across the globe.

Our audience members are discerning consumers who align their purchasing decisions with their values — making them ideal partners for brands that share a commitment to quality, connection, and performance to support their adventures.

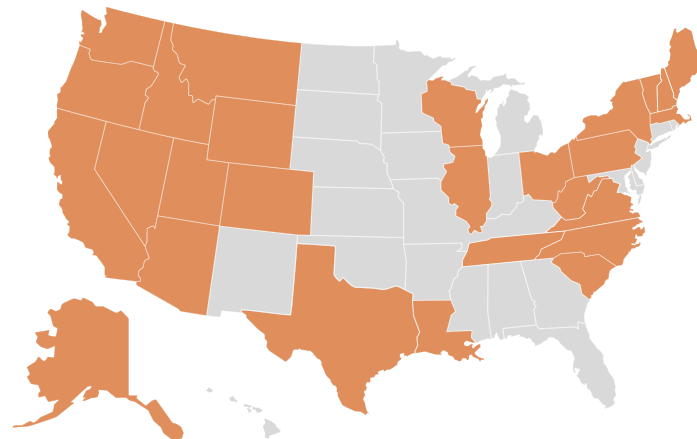
AUDIENCE DEMOGRAPHICS



AUDIENCE AVERAGE HOUSEHOLD INCOME
\$120,000



ON THE ROAD (OTR) SCREENING LOCATIONS*



- Non-US OTR Locations Include**
- UK
 - Canada
 - India
 - New Zealand
 - Australia

*Events are not held in every state or country every year.
 †Grey states indicate no history of 5Point presence



MEDIA & DIGITAL REACH

18K

SITE VISITORS

17.5K

EMAIL SUBSCRIBERS

18.5K

SOCIAL COMMUNITY

31K

FESTIVAL TRAILER VIEWS

11.5K

PRINT PROGRAM DISTRIBUTION



“ WE CANNOT THINK OF A BETTER PARTNER

to help us inspire connection with nature. Through this partnership we're able to amplify the diverse and powerful stories of filmmakers and forge a deeper connection with our mountain communities.

— LIZ BARRETT

Senior Director of Brand Marketing, Stio

TESTED BRAND ACTIVATIONS

Over the last 18 festivals, we have established ourselves as an organization that is adventure-literate and experience-tested. We operate with authenticity, inclusivity, and provide a peer to peer experience that resonates deeply with our community.

We are a hands-on, experiential-based organization and would love to create a bespoke partnership package that aligns with your brand values and marketing objectives.

Unique Brand Activations Available

- Pop-up show on-site or in collaboration with a local store front
- Branded and collaborative panel discussions or workshops
- Product demos
- Interactive installations: photo booth, haircut, cold plunge, etc.
- Meet and greet opportunities with filmmakers
- Guided outdoor experiences: on-site obstacle course, challenge course, etc.
- VIP hospitality experiences
- Branded pitch event
- Branded film and/or content creation fund



ACTIVATION CASE STUDIES



TITLE PARTNER POP-UP

In 2025, in collaboration with our Title Partner, we transformed a vacant restaurant into a dynamic pop-up space, co-producing a series of complimentary non-film experiences that energized the festival. The activation not only exceeded its sponsorship value in sales but also proved the strong appetite our small mountain town has for innovative brand engagement.

BRANDED FILM FUND

5Point's Branded Film Funds connect partners with audiences beyond the Flagship Festival through mission-driven storytelling and creator engagement. Together with brands like **Fat Tire** (grant for emerging BIPOC filmmakers), **NRS** (grant supporting new voices in river culture), and **Stio** (grant celebrating short-form adventure storytelling), we fund and premiere original films that build authentic brand affinity.

In collaboration with our partners, we have produced award-winning films like *Light Beams for Helena* (Best Cinematography at 5Point) and *One For All* (Hayden Kennedy Award at 5Point), both of which went on to screen at top festivals including Kendal, Banff, Coast, Crested Butte, Bend, and more. Additional titles such as *To Be Frank* and *River Mamma* have also reached national and international audiences, playing festivals from Banff, Maine Outdoor and San Luis Obispo to Wasatch and Kendal. These programs drive year-round visibility, cultivate new brand loyalists, and engage filmmakers and audiences across the globe.





“ **HEART, SOUL AND PURE FUN.**

One of the best adventure festivals in the game! Hands down.”

— **RUSH STURGES**

Professional Kayaker & Filmmaker

2026 PARTNERSHIP LEVELS



2026 PARTNERSHIP LEVELS

TITLE \$50,000

FLAGSHIP FESTIVAL

- 6 All-Access Passes
- 50% Discount on 6 Additional Passes
- On-Stage Recognition
- Logo on Festival Poster
- Logo on Website
- Logo on Festival Trailer
- Logo in Newsletter Footer
- 2 Unique Brand Activations
- Full-Spread Ad in Festival Program
- 60-Second Branded Video Before Film Programs
- Logo on Sponsor Screenwash
- Static On-Screen Ad
- Inclusion in Flagship Film Festival Digital Marketing Campaigns
- Opportunity to Be Included in Gear Giveaway
- Branded Incentive on All Ticket Stubs

ON THE ROAD (OTR)

- 30-Second Branded Video at All OTR Events
- On-Stage Recognition at All OTR Events
- Logo on OTR Posters
- Opportunity to Be Included in OTR Gear Giveaway

BEYOND THE FESTIVAL

- 2 Custom OTR Reels
- 30-Second Branded Video at Additional 5Point Film Events
- On-Stage Recognition at All 5Point Film Events
- Logo Inclusion on Posters for All 5Point Film Events
- Inclusion in Digital Marketing Campaigns
- Opportunity to Collaborate on a Branded Film Fund or Content Creation Campaign*

* Grant Amount, Associated Fees and 25% Admin Fee Not Included in Partner Level Amount



2026 PARTNERSHIP LEVELS

PRESENTING \$25,000

FLAGSHIP FESTIVAL

- 4 All-Access Passes
- 50% Discount on 4 Additional Passes
- On-Stage Recognition
- Logo on Festival Poster
- Logo on Website
- Logo on Festival Trailer
- 1 Unique Brand Activation
- Full-Page Ad in Festival Program
- 30-Second Branded Video Before Film Programs
- Logo on Sponsor Screenwash
- Static On-Screen Ad
- Inclusion in Flagship Film Festival Digital Marketing Campaigns
- Opportunity to Be Included in Gear Giveaway

ON THE ROAD (OTR)

- 15-Second Branded Video at All OTR Events
- On-Stage Recognition at All OTR Events
- Logo on OTR Posters
- Opportunity to Be Included in OTR Gear Giveaway

BEYOND THE FESTIVAL

- 1 Custom OTR Reel
- 15-Second Branded Video at Additional 5Point Film Events
- On-Stage Recognition at All 5Point Film Events
- Logo Inclusion on Posters for All 5Point Film Events
- Inclusion in Digital Marketing Campaigns
- Opportunity to Collaborate on a Branded Film Fund or Content Creation Campaign*

* Grant Amount, Associated Fees and 25% Admin Fee Not Included in Partner Level Amount



2026 PARTNERSHIP LEVELS

CONTRIBUTING \$15,000

FLAGSHIP FESTIVAL

- 3 All-Access Passes
- 50% Discount on 3 Additional Passes
- On-Stage Recognition
- Logo on Festival Poster
- Logo on Website
- Name on Festival Trailer
- 1 Unique Brand Activation
- Half-Page Ad in Festival Program
- 15-Second Branded Video During Intermission
- Logo on Sponsor Screenwash
- Static On-Screen Ad
- Inclusion in Flagship Film Festival Digital Marketing Campaigns
- Opportunity to Be Included in Gear Giveaway

ON THE ROAD (OTR)

- Opportunity to Be Included in OTR Gear Giveaway

BEYOND THE FESTIVAL

- 1 Custom OTR Reel
- On-Stage Recognition at All 5Point Film Events
- Inclusion in Digital Marketing Campaigns
- Opportunity to Collaborate on a Branded Film Fund or Content Creation Campaign*

* Grant Amount, Associated Fees and 25% Admin Fee Not Included in Partner Level Amount



2026 PARTNERSHIP LEVELS

PARTICIPATING \$10,000

FLAGSHIP FESTIVAL

- 2 All-Access Passes
- 30% Discount on 2 Additional Passes
- On-Stage Recognition
- Logo on Festival Poster
- Logo on Website
- Name on Festival Trailer
- 1 Unique Brand Activation
- Half-Page Ad in Festival Program
- Logo on Sponsor Screenwash
- Static On-Screen Ad
- Inclusion in Flagship Film Festival Digital Marketing Campaigns
- Opportunity to Be Included in Gear Giveaway

ON THE ROAD (OTR)

- Opportunity to Be Included in OTR Gear Giveaway

BEYOND THE FESTIVAL

- 1 Custom OTR Reel
- Opportunity to Collaborate on a Branded Film Fund or Content Creation Campaign
- Recognition at All 5Point Film Events

** Grant Amount, Associated Fees and 25% Admin Fee Not Included in Partner Level Amount*



2026 PARTNERSHIP LEVELS CONTINUED

SUPPORTING

\$5,000

FLAGSHIP FESTIVAL

- 2 Film Passes
- 2 Tickets to Official After Party
- On-Stage Recognition
- Logo on Festival Poster
- Logo on Website
- Quarter Page Ad
- Logo on Sponsor Screenwash
- Static On-Screen Ad
- Inclusion in Flagship Film Festival Digital Marketing Campaigns

ON THE ROAD (OTR)

- Representation at 5Point Encore
- Opportunity to Be Included in OTR Gear Giveaway

COMMUNITY

\$2,500

FLAGSHIP FESTIVAL

- 1 Film Pass
- 1 Ticket to Official After Party
- Logo on Website
- Logo on Sponsor Screenwash
- Banner Ad in Festival Program

BASE CAMP

\$1,000

FLAGSHIP FESTIVAL

- 1 Film Pass
- 1 Ticket to Official After Party
- Name on Website
- Name on Partner Screenwash
- Acknowledgement in Festival Program



**READY TO PARTNER?
CONTACT**

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5  **POINT**