



BOULDER, COLORADO

TERRA HOUSE

JANUARY 21–31, 2027

Art, earth, and story

AN OFFICIAL PARTNER OF THE 2027 SUNDANCE FILM FESTIVAL

TERRA HOUSE

ART, EARTH, AND STORY

The best place to be in Boulder during the inaugural Sundance Film Festival. 10 days of extraordinary food, art that blends meaning and ecology, and storytelling with the people healing land, water, and our relationship to both. A celebration of the work already done, and nourishment for the work ahead.



OUR MISSION

Nature, and the work of conserving and regenerating it, has always inspired artists. And art is often what moves people to protect and restore the places they love. Terra House is built on that exchange.

Our gallery, our programming, the music, and the conversations on our stage and around the table all come back to it. For 10 days, the artists, musicians, and storytellers share one house with the farmers, ranchers, scientists, and conservationists whose work inspires them.



10 POWERFUL DAYS TO WELCOME THE SUNDANCE FILM FESTIVAL TO BOULDER, COLORADO, AND CELEBRATE OUR REGENERATIVE COMMUNITY

Next January the Sundance Film Festival opens in Boulder for the first time, and for 10 days the people who make the world's films will be living here, at the foot of the Rockies. We will be celebrating the people behind some of the films about land, water, food, and the future of the American West, as well as any stories about protecting and regenerating our planet.

Terra House is where the Festival, the best of Boulder, and the global community working on impact converge: a long table, a gallery, a stage, and a warm room in one building downtown, a short walk from everything.

The 10 days have two jobs. To celebrate the work that has already healed ground, water, and the way people live with both. And to send everyone home nourished, in every sense, for the harder work still coming.

WHY BOULDER, WHY THE FESTIVAL

BOULDER

Boulder has spent fifty years trying the next thing first, and the Sundance Film Festival chose it for a reason. The farmers, ranchers, scientists, and organizations this house gathers are local and specific. The room built for them is national.

SUNDANCE FILM FESTIVAL

The Sundance Film Festival exists because some stories are necessary and will not get told inside the mainstream. That is the same claim this work makes about land. Boulder is a good place to ask what independent film becomes next.

TERRA HOUSE

ART AS OUR COMPASS

When the conversation is about big impact, big capital, and the people trying to shift the world, the artists are the ones who show us the way. That is why art and ecology converge in this space. It is how we know we are going in the right direction.

Installation, sculpture, sound, live music, performance, a dinner staged like theater, and an experiential gallery running the whole 10 days. The artists here have spent years putting meaning and ecology in the same room. What they have rarely had is a festival audience. In January they do.

MUSIC IS PART OF THE ART

The musicians we bring belong to the same conversation as the artists in the gallery. Many of them make music rooted in land, water, and the places they come from, and their songs carry the same message as the work on the walls.

We know the power of release and celebration that only happens on a dance floor. Pulling from decades of festival and music production, we will unabashedly create the spot to be for late night music. Only those who join Terra House and their guests will be able to make it in. The lineup will be high caliber and unannounced, and the nights will run late because that is how we roll.

Music every night after the films are finished, scheduled around the official Sundance Film Festival programming. Get excited for a blend of a private concert with your favorite live artists and a dance party, boiler room style.

CENTERING THE TABLE

We are building this around the table because it is the one place where anyone can sit next to anyone. It is where deals get made and where friendships get made. For 10 days it will be the only room in Boulder where a farmer, a filmmaker, and the person who could fund them both are passing the same dish.

Dinner every night: some nights a chef's dinner, some nights a working supper, one night that belongs entirely to the farmers. A proper brunch every morning, and the door open in between.

The cooking is Colorado at its most serious. Beef and lamb from ranches on the eastern plains, grains off regenerative acres along the Front Range, winter vegetables from growers we know by name. Every plate has a story, and more often than you would expect, the person in the story is at the table.





STORYTELLING

In coordination with our partners and our focus on a regenerative earth, we will have important voices on our stage, the storytellers and filmmakers who hold the message we need to hear.

Terra House is an official partner of the 2027 Sundance Film Festival and a supportive neighbor. Programming runs around the official schedule and sends guests to the Festival's own theaters first.

HOW THE DAYS RUN

BRUNCH	The spot to start your day. Coffee, a proper brunch, and the people you were hoping to run into.
DAYTIME	The door is open. Take a meeting, bring your clients, work from a warm room, meet whoever else is here.
DINNER	The big moment of every day. The long table, and a reason to stay.
NIGHT	Music, and the part of the night nobody planned.

There is programming through the days, but not every hour of them. The big moments are the dinners and the nights. The rest of the time this is your room.

JANUARY 21–31, 2027										
21	22	23	24	25	26	27	28	29	30	31

YOU ARE HOME AWAY FROM HOME DURING THE FESTIVAL

A raw brick building in downtown Boulder, walking distance from Pearl Street and the Festival venues. Exposed brick, exposed structure, timber, wool, and candlelight. One large room that becomes a dining room, a gallery, and a stage as the day turns.

WHAT YOU GET

THE HOUSE	Access to the space for the full 10 days, morning through late.
THE DINNERS	A seat at the long table every night, from the chef's dinners to the working suppers, and the chance to host a night of your own.
INTRODUCTIONS	Made in person, to the people you actually came to meet.
THE ROOM, YOURS	Use the house for your own clients, guests, and meetings across the 10 days.
THE NIGHTS	The nights, the music, the storytelling, and the convergence of art and ecology that make this the most fun and interesting room in Boulder.



WHO IS IN THE ROOM

Family offices, philanthropic organizations, B Corporations, and local magnates, sitting with the artists, farmers, chefs, scientists, and filmmakers whose work they care about. 10 days, one building, and a vibrant room where you will meet the people you were hoping to meet.

The guest list is built the way the programming is: artists and storytellers first, then the food world, then the people whose backing makes the work possible. Communities doing difficult work stay strong by actually seeing each other, and 10 days is long enough for that.

BUILT TOGETHER



TERRA HOUSE

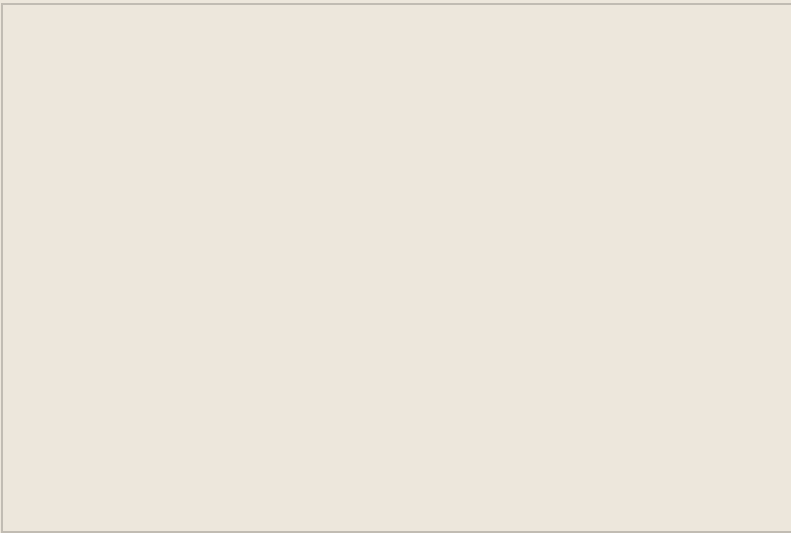
MAD AGRICULTURE

B LAB

MAD AGRICULTURE

REGENERATIVE AGRICULTURE

Mad Agriculture has spent a decade putting farmers at the center of the regenerative movement in Colorado and across the West. They bring the growers, the science, and the stories. Their work now reaches past agriculture into film, media, and the culture that carries it.



B LAB

THE B CORPORATION COMMUNITY

B Lab has spent two decades building the B Corp movement: companies that hold themselves accountable for how they treat their workers, their communities, and the planet, not only for what they earn. They bring that community into the room, in Colorado and across the country. At Terra House those businesses sit with the artists, farmers, and storytellers working on the same problems from other directions.

WHAT A PARTNERSHIP BUYS

THE ROOM

Funders, farmers, filmmakers, and Festival press in one building for 10 days. The people are the value, and you are among them, not on a banner above them.

THE ASSOCIATION

Terra House will be photographed, filmed, and written about throughout. Partners get the year of positioning that follows, not just the 10 days.

THE MOMENT

A dinner and the night of the program you create with us.

THE FOUNDING ROUND

We are raising first from the people who will help us raise the rest. Partners who come in this fall fund the team that goes out and fills the room, which means the founding round buys something later money cannot: a say in what this becomes.

WHAT THE MONEY DOES

Venue and permits. The production team. The art, which is placed months ahead. The kitchen and the people in it. Every one of these is committed long before the first guest arrives, which is why the founding round is happening this fall.

PARTNER MEMBERS

Founding partners become members of the house, with standing that carries into every year Terra House runs.

A HAND ON THE PROGRAM

Dinners, nights, and rooms are being designed now. Founders shape them.

CATEGORY EXCLUSIVITY

First position in your category, held, with first refusal in the years that follow.

THE RATE, LOCKED

Founding terms carry into 2028, when this will be harder and more expensive to enter.

THE GUEST LIST

Tell us who should be at your table and we will build toward it.

INTRODUCTIONS

Warm ones, made in person, during the 10 days.

ENTRY AND ALLOTMENTS

Every partner receives an allotment of entry and tickets to give to the clients, members, and friends you want in the room.

THE GOAL AND WHAT GOOD LOOKS LIKE

A limited number of partners come in. We are choosing them for what they bring as much as for what they contribute. The partners who get the most out of this arrive with something to say: their people, their content, their stakeholders, a night worth hosting. We are looking for the ones who will want to come back.

ANCHOR PARTNER

MAJOR PARTNER

SUPPORTING PARTNER

COMMUNITY PARTNER

Partnership contribution to be discussed with the Terra House team and will follow Sundance Film Festival guidelines.

ANCHOR PARTNER

THREE TO FOUR AVAILABLE

Co-presenting placement across the 10 days, alongside Terra House, Mad Agriculture, and B Lab

A full night of the program to host, designed with us

A co-created brand activation

Category exclusivity, held, with first refusal for 2028

25 all-access entries, plus a ticket allotment for your clients, members, and guests

Guest list: tell us who should be at your table and we build toward it

Warm introductions, made in person, through the 10 days

Your rate locked for 2028

MAJOR PARTNER

A night at the long table, or a dinner of your own

Product inclusion

Named across the programming you touch

15 all-access entries, plus a ticket allotment

Category consideration and input on the guest list

Warm introductions through the 10 days

Your rate locked for 2028

SUPPORTING PARTNER

A seat at one of the dinners

8 all-access entries, plus
tickets to the music

Warm introductions through
the 10 days

COMMUNITY PARTNER

A standing invitation across the 10 days

BE PART OF THE PREMIER IMPACT AND EXPERIENCE HUB FOR THE 2027 SUNDANCE FILM FESTIVAL IN BOULDER, COLORADO

Founding partner conversations are open now.

Partnership contribution to be discussed with the Terra House team and will follow Sundance Film Festival guidelines.

AN OFFICIAL PARTNER OF THE 2027 SUNDANCE FILM FESTIVAL

WRITE TO US

hello@terrahouse.art

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