



NYU SPORTS FILM FESTIVAL



NYUSFF MISSION

The **NYU Sports Film Festival** is a sports-themed film festival that was created to celebrate and showcase the **intersection of sports and film.**





**TISCH
INSTITUTE**



**NYU
PRODUCTION
LAB**

Co-produced by the NYU Production Lab and the NYU Tisch Institute of Global Sport, the festival will expand for its 6th Annual edition to provide a platform for the best of the best sports content from creators all around the world.

We are seeking partners who share our desire to promote sports storytelling and uplift student voices.

WHAT WE ARE

The biggest *sports* film festival in North America showcasing and elevating international creators.

NYU Sports Film Festival:

- 2025: 150 submissions from 19 different countries, 22 US states
 - Pitch Contest with 10 selected project ideas presented
- 2026: Opening night premiere of new feature-length sports documentary
- Brands: MSG Sports, NFL Films, CBS, ESPN, HBO Sports, WME, Religion of Sports, Point Road Productions
- Speakers: MLB, Amazon, Overtime, FOX Sports, NBC, Olympic Medalists, Sports Emmy Winners, & Creators of *Ted Lasso*, *Hustle*, *King Richard*, etc.
- Annual hour-long TV special broadcast on SNY, home of the Mets

OUR EVENTS

Multi-faceted events helping launch careers in sports film.

More than just screenings:

- Panels with sports media moguls and professional athletes
- Pitch Contest putting the newest stories & ideas in front of the people that make them happen
- Athletics Film Workshops teaching students to create sports content in collaboration with NYU Athletics
- Q&As with celebrity Honorees and selected filmmakers
- Screenings for NYU Tisch's Sports Documentary Course students
- Networking and connection opportunities

BRAND VALUE

Opportunity to activate with a global university
in a new and distinct way.

Associate with NYU's brand and prestige:

- NYU Network (students, alumni, professors from 16 global sites)
 - NYU Tisch ranked #2 in the US by *The Hollywood Reporter* in 2025
 - Record 120k+ NYU applicants in the 2025-2026 admissions cycle
- Our network of sports media fans and creators across NYC and internationally
 - Films submitted from 19 different countries in 2025
 - 5,000+ natural impressions per IG post
 - 6,000 reader Production Lab newsletter
 - Access to all NYU newsletters; tens of thousands more viewers

2026 FESTIVAL SCHEDULE

FRIDAY APRIL 17

Opening Night Feature Film Premiere + Q&A

SATURDAY APRIL 18

Panel + Networking Session w/ Execs

SATURDAY APRIL 18

Pitch Contest

SATURDAY APRIL 18

Programmed Short Films Screening 1

SUNDAY APRIL 19

Sports Doc Student Films Screening

SUNDAY APRIL 19

Programmed Short Films Screening 2

SUNDAY APRIL 19

Closing Awards Ceremony

*Projected schedule; to confirm as festival approaches this spring

WHAT WE OFFER

Global Talent Access

Incredible films coming in from dozens of countries around the world every year

Professional Network

NYC meeting point for creators, distributors, media/sports execs

First Access to New Projects

Top film students in America pitching and sharing the next brightest ideas in sports

Media Exposure

Annual TV special broadcast on SNY with commercial slots, press coverage, and digital campaigns

Unmatched Reach in NYU Network

Reach 53k+ students, 700k+ alumni, and more professors in NYC and worldwide

Gen Z Influence

Engagement with 18-28 year olds in the sports and film sectors in the heart of Manhattan

Note: All sponsor donations are **tax deductible**.

SPONSORSHIP PACKAGES

Title Sponsor – \$15,000+

- Screening, Panel, Pitch Contest, Awards Ceremony, and/or other NYU campus event naming rights
- Minute-long commercial slot on SNY
- Brand visibility on all materials
- Speaking opportunity
- Promo video screened live
- *All other perks included*

Presenting Sponsor – \$10,000

- Award naming rights
- 30-second SNY commercial
- Access to prior years' archives
- Brand inclusion on official lanyards + speaker gifts bags
- *All perks from Supporting Sponsor tier*

Supporting Sponsor – \$5,000

- Step & repeat logo placement
- Social media collaboration
- Networking reception access
- Inclusion in SNY TV Special
- Physical signage
- *All perks from Community Partner tier*

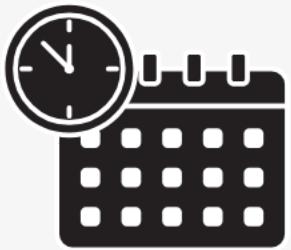
Community Partner – \$2,500

- Social media recognition
- Program recognition
- Website recognition
- Event admission

Partnerships may be **customizable** to meet your goals, with respect to ROI.
Special considerations can be made for multi-year deals.



6TH ANNUAL NYU SPORTS FILM FESTIVAL



April 17-19, 2026

***to be confirmed**



**Iris & B. Gerald Cantor
Film Center
(318 capacity)**

***to be confirmed**

NYU Production Lab



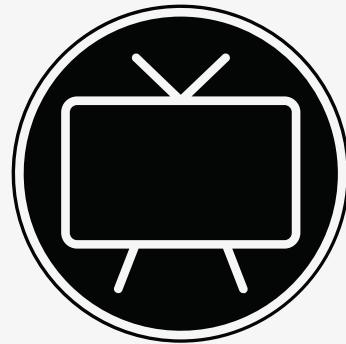
“From *Raging Bull* to *He Got Game* to *The Rider*, NYU filmmakers have brought powerful sports stories to the screen. The NYU Sports Film Festival celebrates that great tradition.”

– John Tintori, director, screenwriter, and Oscar-winning film editor

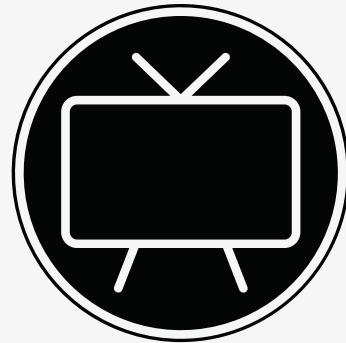




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[2025 NYUSFF Reel](#)



[2025 SNY TV Special](#)

FOR MORE
INFORMATION

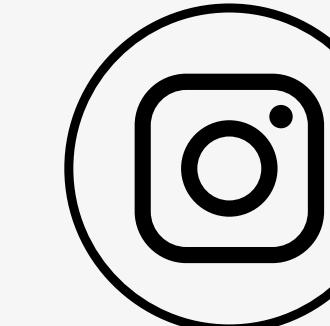


CONTACT

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[NYUSFF Website](#)



[NYUSFF Instagram](#)