



**SUMMER  
LEAGUE  
FILM FESTIVAL**

**2025 RECAP**

# UNIQUE PROGRAMMING APPROACH

Traditionally, film festivals serve simply as a venue for filmmakers to debut new work in front of distributor representatives, buying agents and press. Our innovative approach in year 2 is designed around increasing the distribution potential of a film by harnessing the storytelling expertise, infrastructure and talent that serve as a calling card for VSL Properties.

- Nearly a 2:1 ratio of screening to live Q/A
- Q/A panel events hosted by a collection of media talent around the sports and basketball industry.
- Generation of production-quality on-stage interview recordings, media interviews and other valuable promotional content.
- Media bundled and delivered to filmmaking groups following event to aid in further film promotion.

**FilmFreeway Presence:** Festival listed on FilmFreeway, top platform for film festival submissions

**Community Response:** Well-received by filmmakers worldwide

**74 FILMS  
SUBMITTED**

**34 FILMS  
ACCEPTED**

**\*10 COUNTRIES /  
5 CONTINENTS**

**3 DAYS OF  
SCREENINGS**

\*Note: Film Submissions from 10 Countries / 5 continents

## FILM FESTIVAL PARTNERS



unrealistic  
ideas





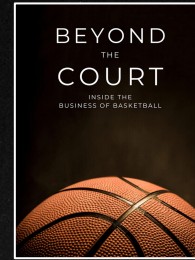
**A MOMENT IN MILAN**  
Directed By: Jared Zwerling



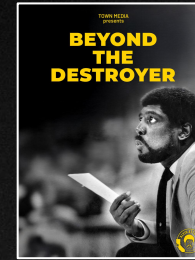
**A TIME TO YELL:  
MORE THAN A STATUE**  
Directed By: Dan Levin &  
Eric Newman



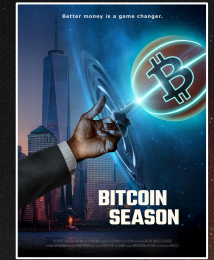
**BASKETBALL STORIES:  
BAY AREA HOOPS**  
Directed By: Michaela  
Gilmer & Jonathan Scott



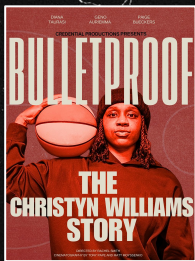
**BEYOND THE COURT**  
Directed By: Doc Williams



**BEYOND THE DESTROYER**  
Directed By: Alvin Attles III



**BITCOIN SEASON**  
Directed By: Mike Nicoll



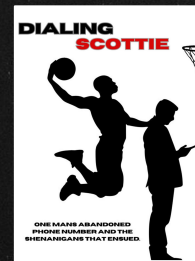
**BULLETPROOF:  
THE CHRISTYN WILLIAMS STORY**  
Directed By: Rachel Smith



**BUST!**  
Directed By: Richie Kamtchoum



**CHINESE DESTINY**  
Directed By: Jared Zwerling



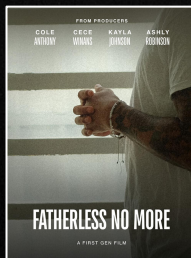
**DIALING SCOTTIE**  
Directed By: Isaac Weinberg &  
Leo Geneser



**DRAŽEN**  
Directed By: Danilo Šerbedžija &  
Ljubo Zdjelarević



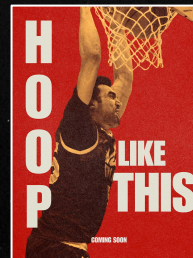
**DREAMS BEYOND BORDERS**  
Directed By: Jared Zwerling



**FATHERLESS NO MORE**  
Directed By: Kayla Johnson



**GROUPIES**  
Directed By: Corey Grant



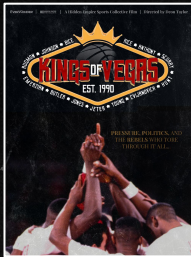
**HOOPS LIKE THIS**  
Directed By: Shubhangi Shekhar



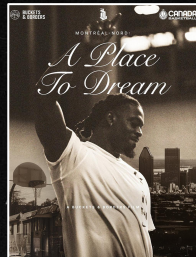
**HOOP PORTRAITS**  
Directed By: Taylor Sharp



**HOOPS OF HERITAGE**  
Directed By: Peter Yinzhi Pan, Kaylea Smith, & Minja Zeljkovic



**KINGS OF VEGAS**  
Directed By:  
Deon Taylor



**MONTREAL NORD:  
A PLACE TO DREAM**  
Directed By:  
Brett Anderson & Riley Sisco



**NATE ROBINSON:  
TO INSPIRE**  
Directed By:  
Antoine Adams



**NO MISTAKES**  
Directed By:  
Graham Ros



**ONE HANDED FIGHTER**  
Directed By:  
Matthew Meredith



**PROS AND CONS**  
Directed By:  
Sam Maller



**REBOUND**  
Directed By:  
Tim Vervoot, Vincent  
Stevens, & Gilles Simonet



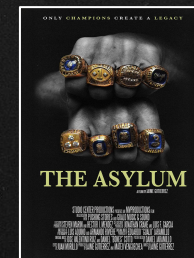
**STREETBALL:  
THE UNTOLD STORIES OF  
BASKETBALL STARS**  
Directed By: Janine Sides



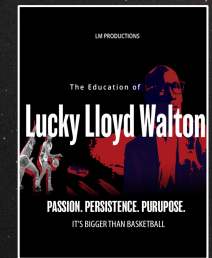
**SURRENDER  
TO THE SOUND**  
Directed By:  
Madede Sabatier



**SWEETWATER**  
Directed By:  
Martin Guigui



**THE ASYLUM**  
Directed By:  
Jaime Gutierrez



**THE EDUCATION OF LUCKY  
LLOYD WALTON**  
Directed By:  
Torrance Smith



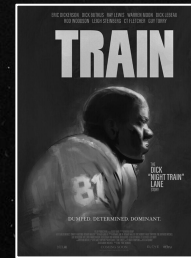
**THE FIRST  
WORLD BASKETBALL DAY**  
Directed By:  
Bristol Studio & Eric Dargan



**THREE POINT REVOLUTION**  
Directed By:  
David Feldon



**TONY ALLEN: THE  
GRINDFATHER**  
Directed By:  
Michael Blevins



**TRAIN: THE DICK "NIGHT  
TRAIN" LANE STORY**  
Directed By:  
Eric Herbert



**WINTER PARK:  
TEN YEARS LATER**  
Directed By:  
Walker Simasek



## **BEST DOCUMENTARY FEATURE**

Awarded to the documentary feature film that provides the most authentic and compelling insight into the world of sports, culture or athlete experience.



## **PRESTIGE AUDIENCE CHOICE AWARD**

Presented to a film in any category which recognizes an outstanding story and it's resounding connection to the growth of modern sports culture.



## **BEST DOCUMENTARY SHORT**

Awarded to the documentary short film that provides a profound glimpse and creative storytelling from the world of sports, culture, or athlete experience.



## **SOCIAL IMPACT AWARD**

Presented to a documentary that, through bold storytelling and cinematic craft, seeks to honor civil rights struggles, amplify marginalized voices, and spark dialogue around justice and equity in sports and around the world.



## **BEST NARRATIVE FEATURE**

Awarded to the narrative feature film that exemplifies excellence in storytelling, direction and production within the sports genre.



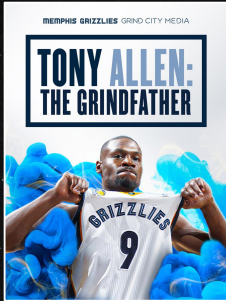
## **GAME CHANGER AWARD**

Awarded to a documentary film that shines a light on the lesser-known corners of basketball history and/or reflects a substantial contribution with lasting impact toward the evolution of modern day basketball.



## **BEST NARRATIVE SHORT**

Awarded to the narrative short film that exemplifies excellence and efficiency in storytelling, direction and production within the sports genre.



**TONY ALLEN: THE GRINDFATHER**  
Directed By:  
Michael Blevins



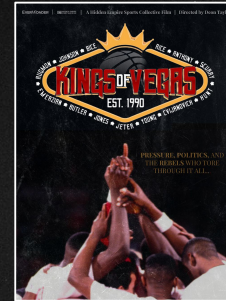
**DIALING SCOTTIE**  
Directed By:  
Isaac Weinberg & Leo Geneser



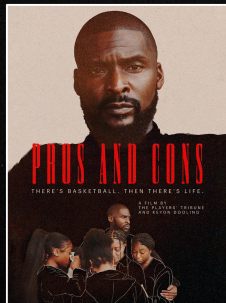
**DRAŽEN**  
Directed By:  
Danilo Šerbedžija & Ljubo Zdjelarević



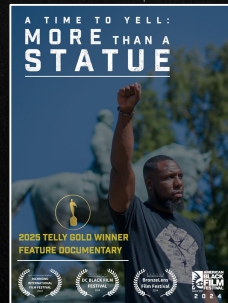
**GROUPIES**  
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**A TIME TO YELL: MORE THAN A STATUE**  
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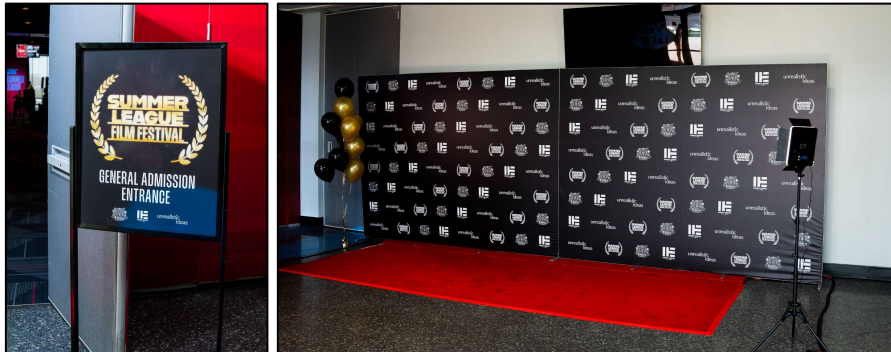
**HOOPS OF HERITAGE**  
Directed By: Peter Vinzhi Pan, Kaylee Smith, & Minja Zeljkovic



**THREE POINT REVOLUTION**  
Directed By:  
David Feldon

## OPERATIONS

- Secured location and dates during NBA Summer League
  - Managed event production, staging and setup
- Provided dedicated staffing to cover all aspects of the event
- Managed daily scheduling and programming
  - Communications with all filmmakers and producers
- Red Carpet setup
- Hosted Ancillary Events each day after final film screenings at Zouk (Resorts World), Filmmaker Reception (SVP) and Wrap Party at Palms Hotel (Hardwood Suite & Ghostbar)

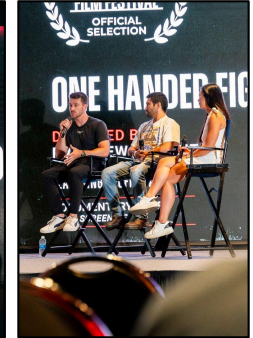


## CREATIVE DEVELOPMENT & PRODUCTION

- Official brand identity
- Produced official promo video including all selected films for social, email and in-arena
- Designed and provided festival laurels and “Official Selection” graphics for each film
- Coordinated “media carwash” after each screening
- Developed materials including:
  - Event Schedule
  - Signage development and installation
  - Step & Repeat showcasing partner logos
  - Branded merchandise including polos, hoodies, pillows & cups

## POST SCREENING Q&A AND INTERVIEWS

- Live Q&A sessions on stage after screenings conducted by Matt Winer, Eric Newman and VSL talent team
- Featured directors, producers, writers and athletes
- Included audience questions and engagement
- Summer League Studio set interviews



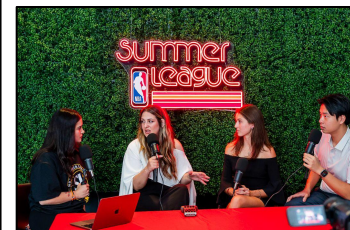
## RED CARPET EXPERIENCE

- Red carpet interviews before screenings
- Coverage from Fox 5 News, KG Certified & VSL Content Team
- Featured filmmakers, talent, and guests
- Red Carpet photo ops
- Rapid fire Q&A at Pop-A-Shot



## PRESS COVERAGE

- [Summer League Film Festival, Backed by Mark Wahlberg and Kevin Garnett's Studios, Unveils Winners](#)
- [AP News: NBA stars to turn filmmakers at Summer League fest with Kevin Garnett, Mark Wahlberg and Deon Taylor](#)
- [AP News: Hollywood meets NBA hardwood: A look inside the rise of the Summer League Film Festival](#)
- [The Athletic: NBA Summer League brings hoops, and Kevin Garnett assists with film festival](#)
- [News3LV: Organizer shares how collaborative Summer League Film Festival came together in Las Vegas](#)



## WEBSITE

- Film Freeway utilized as main website for film submissions
- Event Landing page for all general details: <https://vegassummerleagueevents.com/film-festival/>
  - Event scheduling
  - Listed all 34 films in Festival with screening start time and a ticket link to the corresponding day of Summer League.
  - Each film had a dedicated bespoke page with trailers, stills, film description, duration, and cast & credits.

## SOCIAL MEDIA

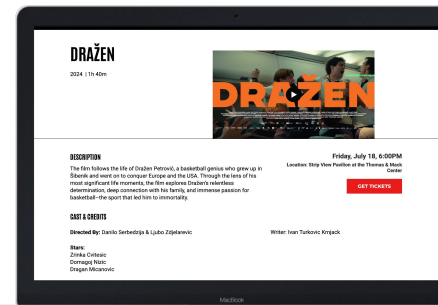
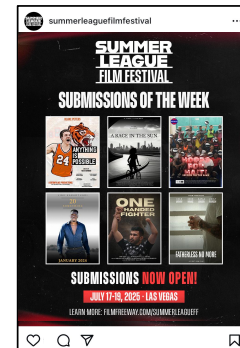
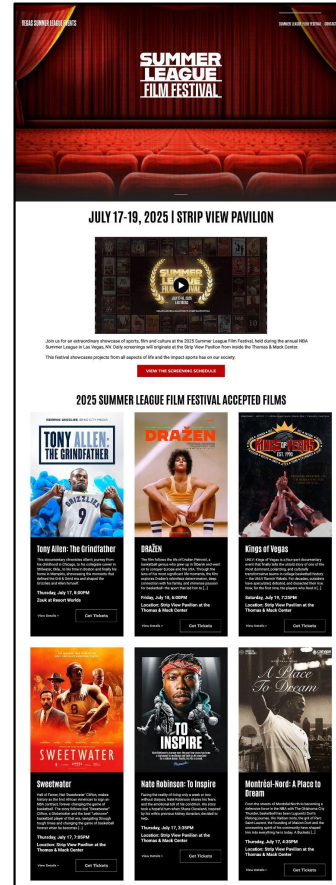
- Designed “Official Selection” graphics, including festival laurels and individualized “Official Selection” flyers
- Coordinated with SLFF partners, filmmakers, and media to announce selections across social media
- Photos, graphics and video content shared throughout event

## IN ARENA PROMO

- In-arena script reads and curated promo videos on jumbotron in both Thomas & Mack Center and Pavilion arenas
- Concourse digital signage presence

## EMAIL NEWSLETTER

- Branded email newsletters promoting festival schedule and films
- Targeted NBA Summer League audience via official email list
- Included clickable links for RSVPs and film details





[David Feldon Studio Interview \(Three Point Revolution\)](#)



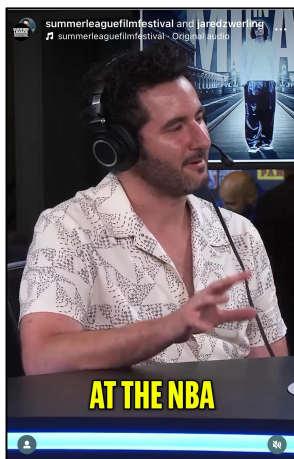
[Hoops Of Heritage Studio B Interview](#)



[The Asylum Red Carpet Interview](#)



[Rachel Smith Interview \(The Christyn Williams Story\)](#)



[Jared Zwerling Studio Interview \(A Moment in Milan & Chinese Destiny\)](#)



[Pop-A-Q&A \(Hoops of Heritage\)](#)



[Winter Park Red Carpet Interview](#)

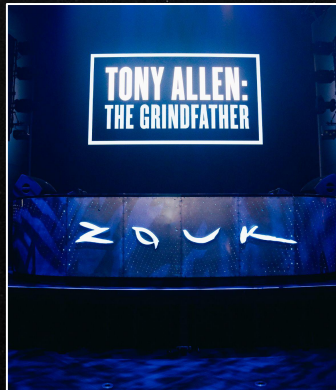


[One Handed Fighter Studio Interview](#)



## TONY ALLEN: THE GRINDFATHER PREMIERE AT ZOUK (JULY 17)

Full screening and reception held at Zouk in Resorts World featuring Tony Allen, Michael Blevins (director), Kevin Garnett and VIP guests.





## FILMMAKER RECEPTION (JULY 18)

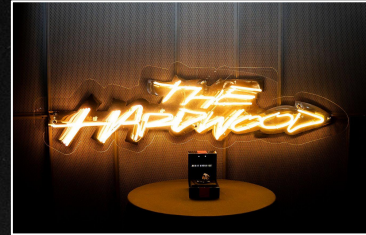
Filmmaker Reception held at Strip View Pavilion following the premiere of "Dražen."





## WRAP PARTY AT PALMS' HARDWOOD SUITE & GHOST BAR (JULY 19)

Official wrap up party honoring "The Kings of Vegas" documentary.



# WHAT PEOPLE ARE SAYING

"you guys take great care of the filmmakers, and i appreciate being a part of the family. the growth of the festival is awesome to behold."

- MIKE NICOLL, *BITCOIN SEASON*

"THANK YOU AGAIN FOR A WONDERFUL WEEKEND. IT WAS AN AMAZING EXPERIENCE TO SCREEN OUR SNEAK PEEK, WATCH SOME FILMS, AND TO MEET ALL THE FILMMAKERS PRESENT. WE ARE VERY GRATEFUL FOR ALL OF YOUR SUPPORT."

- HOOP LIKE THIS GROUP

"you created an incredible, immersive experience and ran a huge, impressive program. thank you for the love you showed the film and filmmakers. for only your second year, you've set a high bar for sports film festivals. my girlfriend attended in my place and sent me courtside photos from the games—your hospitality was next level."

- *the asylum group*

"huge thanks for setting up the dražen for the summer league film festival and for inviting us to be part of it and the whole summer league as your guests. it truly meant a lot to us to share the film in such a special setting filled with basketball emotions. one of the highlights for us was getting to talk with so many people about the film — everyone we spoke to was incredibly supportive, which means a great deal. we know this is just the beginning for the festival, but even now it already has a great story and clear direction. you've started something truly meaningful, and we're confident it will only grow stronger and more influential in the years ahead...thanks again for the warm welcome and for making us feel part of this journey from the very start."

- DRAŽEN GROUP

"THANKS AGAIN FOR THE HOSPITALITY. THE FILM FESTIVAL WAS OUTSTANDING."

- AL ATTLES III,  
*BEYOND THE DESTROYER*

"A note of gratitude to everyone involved in the fest. it was an inspiring creative experience and super cool sharing time with you, bumping into friends and making great new acquaintances... bravo to all of you for making it memorable and culturally impactful for all who attended."

- SWEETWATER GROUP

"NOW THAT I'M BACK IN BRAZIL AND SETTLING INTO MY ROUTINE, I JUST WANTED TO SAY A BIG THANK YOU FOR THE INCREDIBLE EXPERIENCE AT THE SUMMER LEAGUE FILM FESTIVAL. YOU CREATED SOMETHING TRULY SPECIAL. AS I GET BACK TO EVERYDAY LIFE, I ALREADY FIND MYSELF MISSING THOSE AMAZING DAYS OF FILM AND BASKETBALL. IT WAS SUCH A JOY TO BE PART OF IT ALL."

- THREE POINT REVOLUTION GROUP



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