

PROJECT ODYSSEY

SEASON 3

SPONSOR OVERVIEW

PROJECT ODYSSEY HISTORY

Season 1 (Q3 2024)

- Opened in June 2024 as the **first global AI filmmaking competition**
- Received **1,300+ submissions** from 750+ creators across 45 countries
- Proved AI video's creative potential and generated excitement around AI in storytelling

Season 2 (Q4 2024 – Q1 2025)

- Scaled up to 4,593 submissions (**3.5× growth**) totaling 190 hours of content from 2,043 teams in 87+ countries
- Offered \$78K+ in cash prizes and \$800K+ in AI-tool credits from sponsors
- Allowed for solo creators (72%) and teams alike to hone skills, share tutorials, and build connections across Discord, LinkedIn & Reddit
- Season 2 sponsors reported **large increases in platform trials extending into recurring paid customers** + 1.2 million earned media impressions.

CURRENT STATE (MID-2025)

AI video has moved from *cool experiment* to everyday creative tool:

- **>50% of video marketers now report using AI tools** to create or edit marketing videos.¹
- Video is set to account for **>80% of all internet traffic** by the end of the year.²
- **>80% of business executives say they're excited about video AI tools**, showing top-down support for video innovation.³
- At Cannes Lions 2025, AI-generated/manipulated films were central to multiple shortlisted entries, signaling critical acceptance at the highest creative festivals.⁴

SEASON 3 VISION

“To empower creators to craft stories at scale and connect them directly with the brands who need their talent.”

WHY SPONSOR?

With over **6,000 AI films submitted** across two seasons and **87 countries**, [Project Odyssey](#) has a proven track record of delivering global reach, authentic user-generated content (UGC) creation, and measurable brand impact.

- Directly reach a projected **3,000+ AI filmmakers** across **100+ countries**, ready to try out your product/service to help create their UGC stories.
 - Filmmakers reported spending **~65% more on AI subscription services** (~\$100 per entrant) following Season 2 participation.
- Scout out and connect with top emerging AI filmmakers.
- Harvest dozens of on-brand UGC videos for your marketing.
- Get exclusive access to red-carpet gala, livestreams with creators/thought leaders, and direct partnership opportunities

SEASON 3 VIDEO CATEGORIES

ADVERTISING / MARKETING

Craft a dynamic, brand-centric spot that leverages AI storytelling to showcase a product or service.

+ AD LAB

Brands set a creative brief and AI filmmakers compete to produce on-brief promotional micro-films, generating fresh, targeted UGC.

NARRATIVE / STORYTELLING

Weave characters, conflict, and emotion into a short AI-driven film that tells a memorable story.

MUSIC VIDEO

Sync AI-generated visuals to a track in a creative video that amplifies the song's mood and rhythm.

TRAILER

Produce a suspense-packed, cinematic teaser that hints at a larger narrative, event, or product reveal.

SOCIAL MEDIA / MEME

Create a punchy, share-ready clip or meme tailored for maximum engagement on social feeds.

OPEN SOURCE

Create compelling AI films using only open-source tools and models, showcasing transparency and community-driven innovation.

PROFESSIONAL PRODUCTION*

Deliver a polished, high-end AI film showcasing advanced cinematography and seamless production values.

**will be offered if either Title or Gala sponsorship are funded.*

TARGET TIMELINES

(SUBJECT TO CHANGE WITH NOTICE)



SPONSOR LEVELS (COMPETITION)



Take top billing in the world's biggest AI film festival.

Headlining "Presented by" billing, top-bill logo, judge seat, 12 VIP gala passes, full usage rights.



Shine brightest: your brand, your stage, unlimited creative cuts.

Primary logo, pre-roll trailers, custom award, judge seat, 10 VIP gala passes, one Ad Lab brief.



Strike gold with prime placement in the AI story reel.

Prominent logo, mid-roll & lower-third mentions, winning film rights, 8 gala passes w/VIP seating.



Silver screen meets AI sheen: stand out in every frame.

Secondary logo, social-cut trailer, mid-stream bumpers, 4 gala passes.



Bronze-level buy-in with blockbuster buzz.

Tertiary logo, end-credit placement, social shout-out, 2 gala passes.

SPONSORSHIP LEVEL	TITLE	DIAMOND	GOLD	SILVER	BRONZE
AVAILABLE SLOTS	1	4	10	20	∞
LOGO PLACEMENT	Top-bill center of all materials w/PO	Primary logo next to Title on all materials	Primary name + logo placement	Secondary name + logo placement	Tertiary name + logo placement
LAUNCH TRAILER INCLUSION	Logo + “presented by” in opening	Featured individually in opening	Mid-roll sequence	Social cut sequence	End credits
LIVESTREAM BRANDING	Co-host credits + co-branded overlays	Pre-roll bumpers + lower-third	Lower-third + mentions	Right column rotation	Closing of streams screen
LIVESTREAM PARTICIPATION	Rep invited to all streams	Rep invited to single stream	Rep invited to part of stream		
MARKETING RIGHTS	All films	All films	All winning films + your category	All winning films + your tool/service	All films w/your tool/service
SPONSOR AWARDS	Custom category for your tool/service w/grand prize	Custom category for your tool/service w/top 3 winners	Sponsor prize for best use of tool/service		
PRESS RELEASE INCLUSION	All press releases in title/copy	Mentioned in all press releases	Linked through to sponsors' page	Linked through to sponsors' page	Linked through to sponsors' page
SOCIAL MEDIA MENTIONS	IG: Post collab w/title LinkedIn: Tags w/title X: Tags w/title	IG: Post collab LinkedIn: Tags X: Tags	IG: Tags LinkedIn: Tags X: Tags	IG: Tags in comments LinkedIn: Tags X: Tags in comments	IG: Tags in comments LinkedIn: Tags X: Tags in comments
JUDGING (ANY/ALL CATEGORIES)	✓	✓	✓		
CUSTOM “AD LAB” BRIEF	✓	✓	✓		
GALA PASSES (GP) & VIP	12 GP + Red-carpet naming + VIP + panelist	10 GP + VIP + panelist	8 GP + VIP seating	4 GP	2 GP
NEWSLETTER	Logo w/ PO	Logo below PO + title	Logo in gold sponsor section w/links	Logo after email body	Logo after email body
ADDITIONAL MARKETING	Top-bill “presented by” in all materials	Logo presented following Title	Gold sponsors list (logo)	Sponsors list (logo)	Sponsors list (name)

SPONSOR LEVELS (BRAND)



***Put your brand
front-row at the
AI Oscars.***

"Project Odyssey
Season 3 Gala
presented by
[Brand]"



***Power the
show-stopping
finale everyone
talks about.***

"Project Odyssey
Season 3 Award
Show presented
by [Brand]"



***Own the spotlight
in your lane of AI
storytelling.***

"[Theme] Video
Category
presented by
[Brand]"



***Set the challenge,
steal the show.***

"Ad Lab brief
powered by
[Brand]"



***Become the
crowd's champion
in the ultimate fan
vote.***

"People's Choice
[Category]
presented by
[Brand]"

SPONSORSHIP LEVEL	GALE	FINALE	CATEGORY	BRIEF	P. CHOICE
AVAILABLE SLOTS	1	1	6	20	6
PRIMARY BENEFIT	Headline the red-carpet finale with top billing on every asset, VIP access, and a custom post-event impact report/video.	Own the finale live-stream branding, logo on winner announcements, and targeted social/email shout-outs.	Attach your name to an entire competition lane - featuring custom awards and category trailers.	Drive a bespoke creative challenge, harvest on-brand micro-films, and secure the best submissions for your campaigns.	Power the public voting experience with branded vote prompts and live-tally engagement across social channels.
LAUNCH TRAILER INCLUSION	Logo + “gala sponsored by” in opening	Featured individually in opening	Mid-roll sequence	Social cut sequence	End credits
PRESS RELEASE INCLUSION	Mentioned in all press releases “gala sponsored by X”	Mentioned in all press releases “finale powered by X”	Name mentioned in category copy	Linked through to sponsors' page	Linked through to sponsors' page
LIVESTREAM BRANDING	Co-host credits + co-branded overlays	Pre-roll bumpers + lower-third	Lower-third + mentions	Right column rotation	Closing of streams screen
SOCIAL MEDIA MENTIONS	IG: Post collab w/title LinkedIn: Tags w/title X: Tags w/title	IG: Post collab LinkedIn: Tags X: Tags	IG: Tags LinkedIn: Tags X: Tags	IG: Tags in comments LinkedIn: Tags X: Tags in comments	IG: Tags in comments LinkedIn: Tags X: Tags in comments
JUDGING (ANY/ALL CATEGORIES)	✓	✓	✓		
CUSTOM “AD LAB” BRIEF	✓	✓	✓	✓	
GALE PASSES (GP) & VIP	12 GP + Red-carpet naming + VIP + panelist	10 GP + VIP + rep co-host on finale stream	8 GP + VIP seating	4 GP	2 GP
NEWSLETTER	Logo w/ PO in gala section	Logo in finale stream section	Name mentioned in category section	Listed in “Ad Lab” briefs	Name listed in People's Choice section

NEWSLETTER CONCEPT MOCKUP

Header

- Project Odyssey x **Title Sponsor** banner

Under Content Teaser

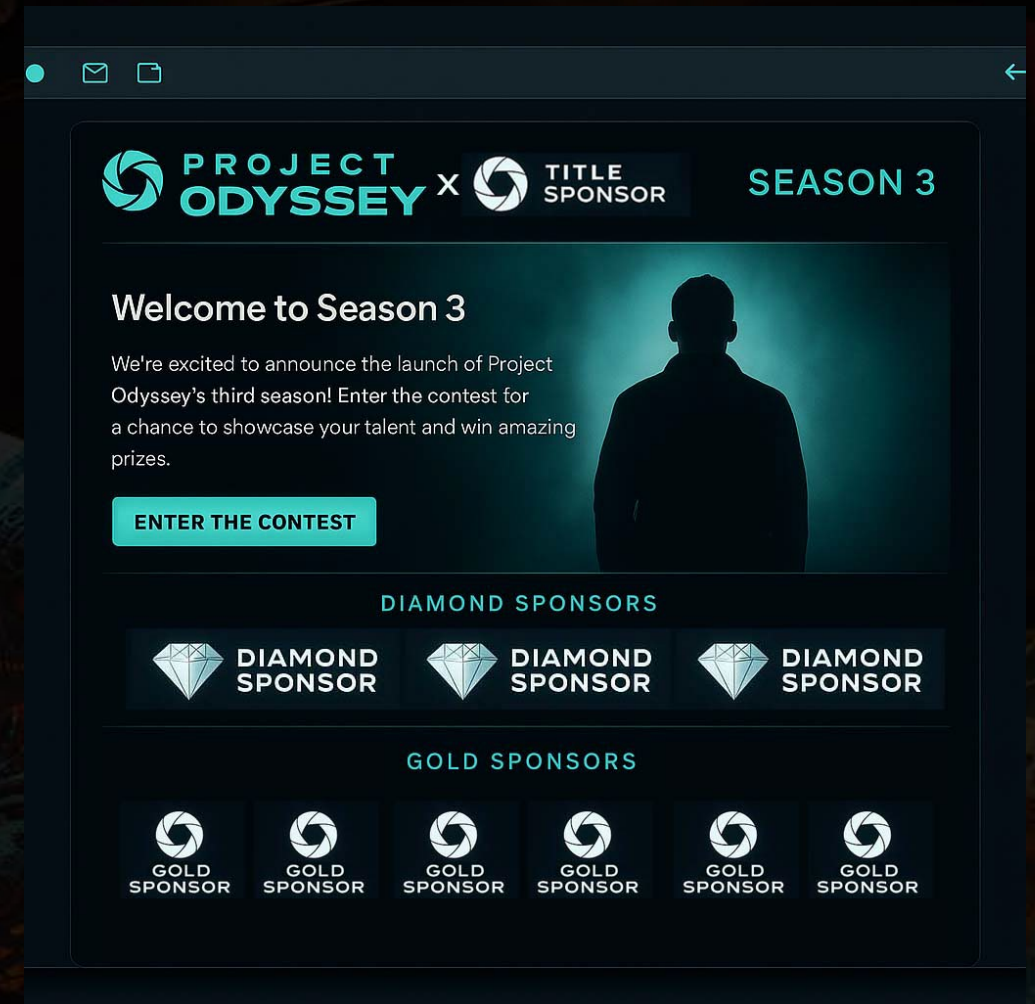
- **Diamond** Sponsor logos
- **Gold** Sponsor logos

In Body Content

- Brand Sponsor logos/mentions in corresponding sections

Under Body Content

- Silver/**Bronze** Sponsor logos



LIVESTREAM CONCEPT MOCKUP

Top

- Project Odyssey x **Title Sponsor**

Bottom

- **Diamond** Sponsor focus area
- **Gold** Sponsor / Brand promo rotation

Right

- Silver / Brand promo rotation



EARLY BIRD BONUS

COMMIT BY AUGUST 18 AND GET:

- **5% discount on sponsorship level!**
- Extra gala passes (+ VIP for higher tiers)
 - VIP upgrades for lower tiers
- Early access to any embargoed press/media kits for season planning

CONTACT

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