

FOR IMMEDIATE RELEASE

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Project Odyssey Season 3 Premieres August 29 - 3,000+ Creators, 100+ Countries & a Las Vegas Gala Finale

SAN FRANCISCO, CA – Project Odyssey, the world's largest AI filmmaking competition, opens submissions August 29, 2025, for Season 3 - projected to feature over 10,000 AI-generated films from more than 3,000 creators across 100+ countries - before culminating in a hybrid red-carpet gala and livestream in mid-November.

"AI video has moved from niche experiment to mainstream creative force," said Cale Frombach, Executive Director. "Project Odyssey is more than a contest - it's a global showcase of how AI is rewriting the rules of storytelling and a huge opportunity for brands to tap into genuine creativity at scale."

Building on Season 2's success - 4,593 film submissions from 2,043 teams in 87 countries - Season 3 aims to double participation, generate 300+ hours of original video, and surpass 2 million global impressions.

Season 3 Key Dates

- **Submissions Open:** August 29, 2025
 - **Submissions Close:** October 3, 2025
 - **Final Gala & Winners Announced:** Mid-November 2025 (Las Vegas, NV; hybrid event)
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Sponsor Opportunities & Benefits

Gala Sponsor

- Naming rights for the awards gala
- On-stage showcase video + speaking opportunities
- VIP gifting suite & gala passes

Finale Sponsor

- Prominent branding throughout finale/gala
- Integrated livestream finale participation/promotion

- Direct creator engagement with finalists

Diamond/Gold/Silver/Bronze Sponsors

- Promotion of model/service/app promotion to thousands of AI filmmakers
- Opportunity to engage in competition marketing and live streams
- Chances to connect with other industry experts and creators

Category Sponsor

- Targeted brand exposure in defined competition categories (e.g., Music Videos)
- Direct involvement in judging and award presentations

Ad Lab Brief Sponsor

- Provide creative briefs for AI-generated promotional content
- Engage creators in innovative storytelling

People's Choice Sponsor

- Exclusive branding on public voting platforms
- Co-marketing in audience-driven campaigns

Why Sponsor Season 3?

- **Global Creator Reach:** Engage 3,000+ filmmakers across 100+ countries, embedding your product in their creative process.
- **Thought Leadership:** Position your brand at the forefront of AI-driven storytelling and creativity.
- **Authentic UGC:** Leverage “Ad Lab” briefs to generate genuine, passion-driven micro-films that outperform polished ads.
- **Talent Scouting:** Scout, connect, and recruit emerging filmmakers for internships, freelance gigs, or long-term partnerships.
- **Expert Insights:** Speak on gala panels, join weekly livestreams, and collaborate with Cale Frombach and industry experts.

Press & Media Engagement

- **Embargoed Press Kits & Trailers:** Available upon request ahead of August 29 launch for media planning.

- **Exclusive Interviews:** With Executive Director Cale Frombach and Season 2 winners.
 - **Behind-the-Scenes Access:** Join our press list for continuous updates, insider insights, and gala coverage.
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About Project Odyssey

Founded in 2024, Project Odyssey is the world's premier AI filmmaking competition. Seasons 1 & 2 attracted over 6,000 films and 2,000+ teams from 87 countries. Season 3 scales up with a target of 10,000+ film submissions, a global livestream, and an in-person gala in Las Vegas.

Media Contact

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