

FUTURE OF FILM ASSOCIATION OPTIX

Future of Film Association Debuts ‘Vertical Vision Micro Filmmaking Challenge’ for Nevada Filmmakers with \$10,000 in Prizes Presented by OPTIX

The ‘Vertical Vision Micro Filmmaking Challenge’ will push Nevada filmmakers to create a 90-second film in the new frontier of media during the holiday season.



2025 OPTIX Film Series VIP Launch Event - Future Of... Women In Film Panel / Courtesy of OPTIX

FOR IMMEDIATE RELEASE - LAS VEGAS, November 1, 2025 - The Future of Film Association (FOFA) has announced the debut of the ‘Vertical Vision Micro Filmmaking Challenge,’ Nevada’s first competition dedicated to the rise of vertical cinema. Presented by OPTIX and hosted on FilmFreeway, the contest challenges Nevada filmmakers to create original 9:16 vertical films up to 90 seconds - competing for \$10,000 in prizes, including the \$5,000 grand prize “OPTIX Visionary Award.” **The ‘Vertical Vision Micro Filmmaking Challenge’ will take place November 3 - December 1, 2025 with an award ceremony on December 18, 2025 at the Future of Film Association headquarters in Las Vegas, Nevada.**

The ‘Vertical Vision Micro Filmmaking Challenge’ is a first-of-its-kind contest in Nevada celebrating vertical filmmaking - with micro dramas designed for mobile, immersive, and short-form platforms. As the official first film challenge of FOFA and OPTIX, the theme and tagline for the event is “Small Screen, Big Story.” Creators are to submit original 9:16 vertical short films up to 90 seconds in length that pack an emotional punch with visual innovation and cinematic storytelling into the new format - setting the stage for the future of entertainment

The grand prize winner of the first ‘Vertical Vision Micro Filmmaking Challenge’ for the “OPTIX Visionary Award” will receive \$5,000, selected by an esteemed panel of judges who are professionals in the film and media industry including Chris Reis (FOFA Founder), Javier C. Ortiz (FOFA Co-Founder), Adam Paul

(UNLV Assistant Professor and Head of UNLV Filmmaker Vision Lab), Willem van Bergen (BTSLV Founder), and Rachel Smith (FOFA Advisory Committee & Emmy Award-winning TV Host). \$10,000 total will be awarded during this holiday season to Nevada filmmakers in this challenge.

Aside from the grand prize winner, five additional awards will be given at \$1,000 for:

- 'Best Vertical Micro Drama' for best narrative short
- 'Best Cinematography' for the best visual creativity and production value in a 9:16 Aspect Ratio
- 'Best Performance' for acting excellence in a vertical frame
- 'Best Vertical Brand Spot' for the best story-driven vertical advertisement for a product or sponsor
- 'Audience Choice Award' for the audience favorite, fan-voted winner

Submission Guidelines for the 'Vertical Vision Micro Filmmaking Challenge' include:

- Format: 9:16 (Vertical) Aspect Ratio, Up To 90 Seconds Maximum
- Genre: Open – Drama, Comedy, Thriller, Romance, Sci-Fi, Docu-Style, etc.
- Entry Fee: Free For Students (must present ID), \$25 For Professionals via FilmFreeway
- Open To Nevada Residents 18+
- Submissions Open: November 3, 2025 on FilmFreeway
- Submission Deadline: December 1, 2025

FOFA and OPTIX continue to advocate for Nevada to be a Hollywood contender by pushing the boundaries of film and media in the state following their successful 2025 VIP Launch Event at the Sahara, Las Vegas, which featured an exclusive advanced screening of "Waltzing with Brando." Now, FOFA is taking on its next ambitious endeavor with the 'Vertical Vision Micro Filmmaking Challenge,' with founder Chris Reis stating "Las Vegas is where entertainment reinvents itself. Vertical film is the next evolution and OPTIX is leading the charge." Reis aims to promote out-of-the-box filmmaking to celebrate this new medium in an authentic, genuine, and high-quality fashion - mirroring the expectations audiences expect from the horizontal content we know today. With artificial intelligence (AI) filmmaking being prohibited from this filmmaking challenge, FOFA and OPTIX want to break the mold in storytelling for the new frontier with originality in mind. **Hollywood was built on the widescreen. The future fits in your hand.**

Submit your film to the 'Vertical Vision Micro Filmmaking Challenge' on FilmFreeway here:

<https://filmfreeway.com/optixchallenge>

ABOUT FUTURE OF FILM ASSOCIATION

The Future of Film Association is a dynamic platform based in Las Vegas, NV dedicated to shaping the next era of cinema through immersive events, red carpet screenings, and industry networking experiences. As a hub for IP licensing, rights acquisition, and the revitalization of legacy content, the association connects filmmakers, studios, investors and brands to unlock the creative and commercial potential of original and dormant intellectual property. With a focus on cinematic excellence, cutting-edge technology and audience engagement, FOFA produces world-class programming that brings together storytellers, innovators and dealmakers. From high-impact premieres to behind-the-scenes panels and live IP marketplaces as well as film challenges and more, FOFA is building a future where storytelling and ownership converge. For more information, visit www.futureoffilm.org.

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