

**GAMEON**

*SPORTS. STORYTELLING. CULTURE.*

THE FIRST GLOBAL FESTIVAL + MARKETPLACE  
FOR SPORTS STORYTELLING

[GAMEONFEST.COM](https://gameonfest.com)



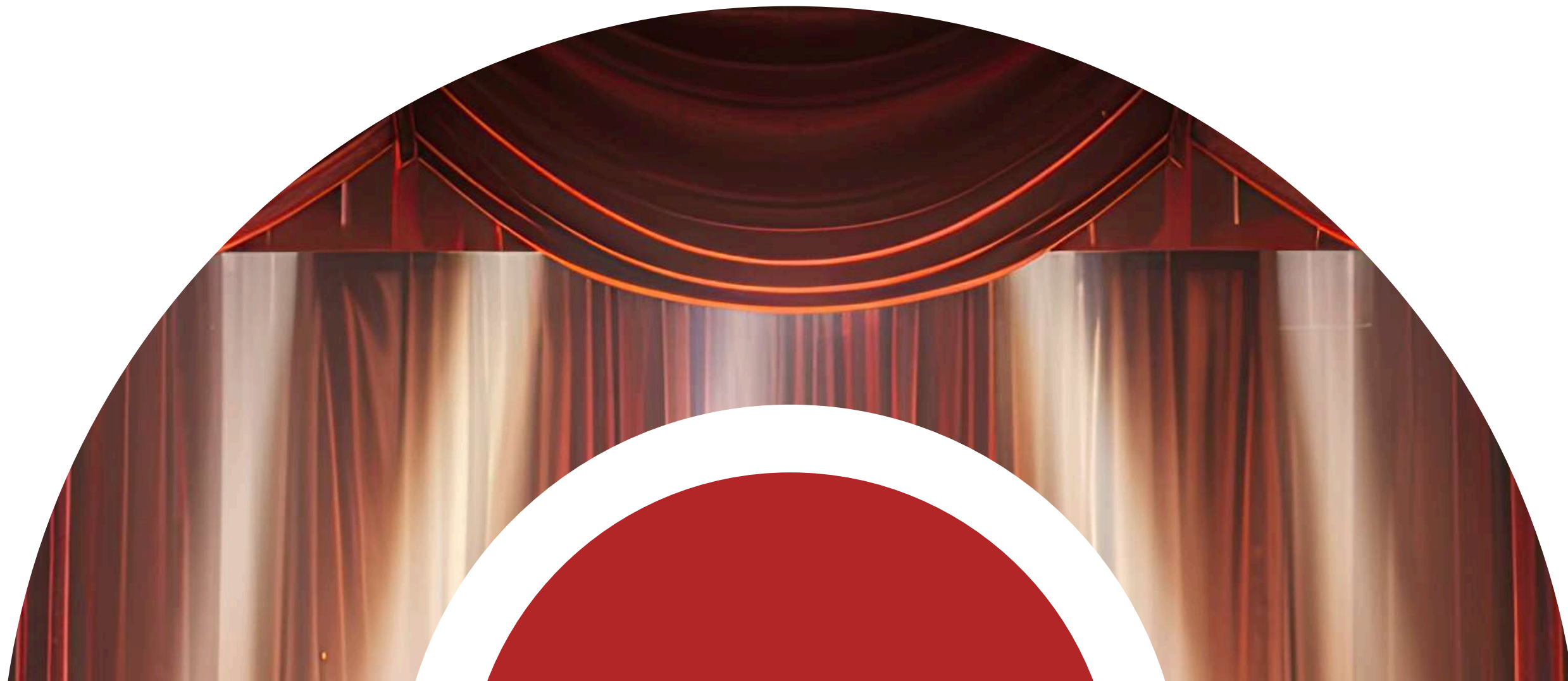
# Sports is the most powerful storytelling engine in the world.

And yet, there is no central marketplace for for brands, creators, and fans to connect around it.

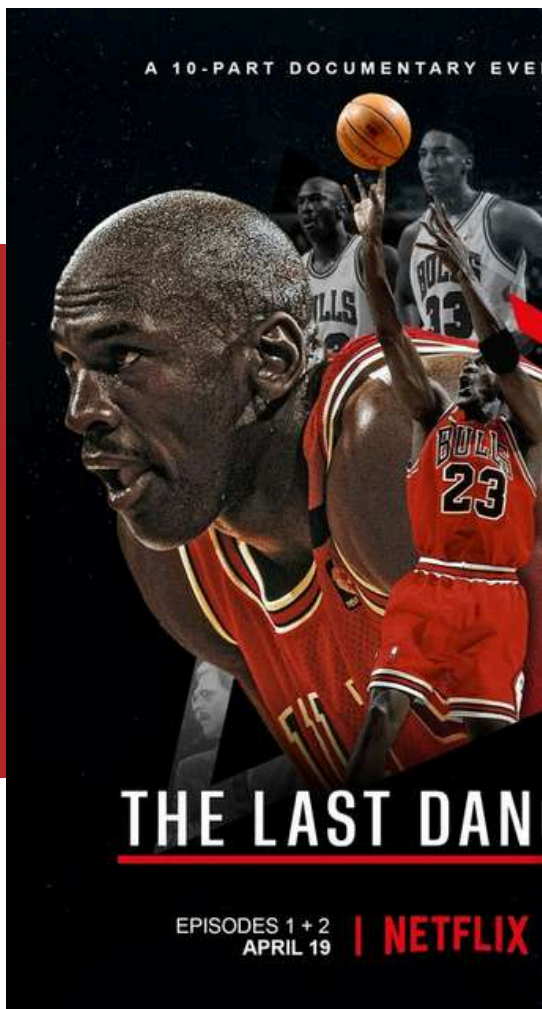
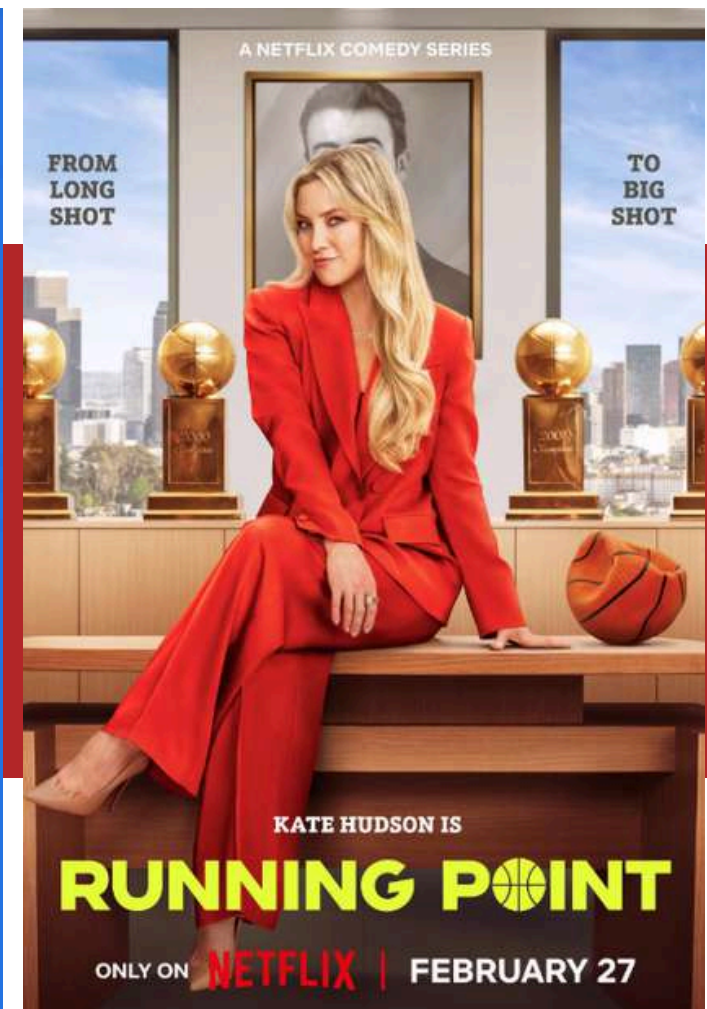
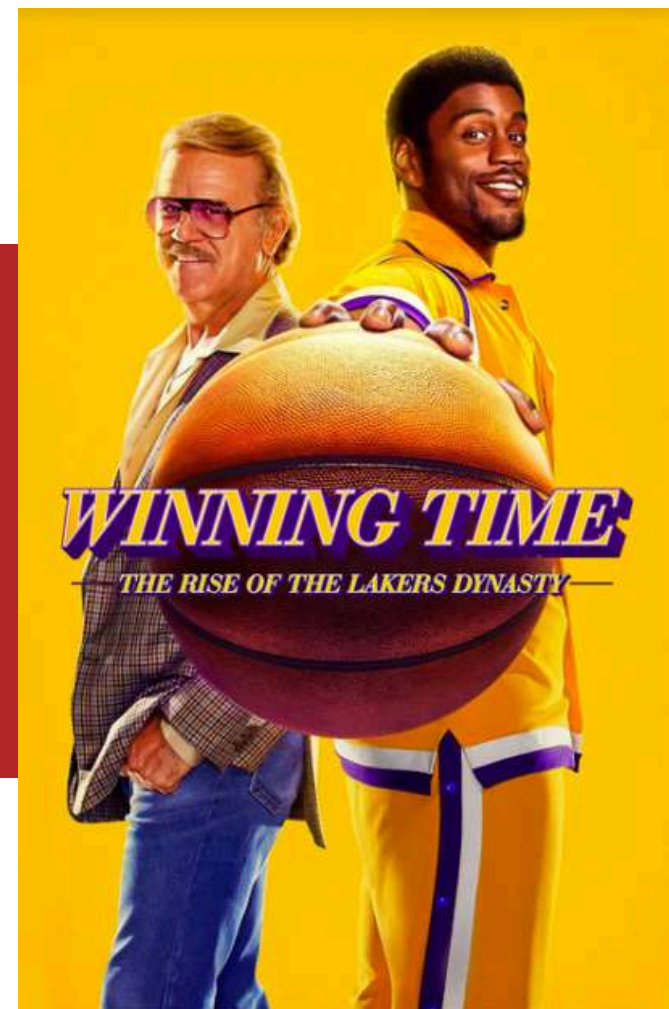
# The Opportunity

Sports and gaming are two of the largest global entertainment categories — a multi-trillion-dollar industry — yet no flagship marketplace brings together creators, brands, platforms, and fans. The ecosystem lacks a central hub to premiere, acquire, and monetize content.

**There is no SXSW for sports and gaming. GAME ON fills the gap.**



# An Explosion of Sports Storytelling



Sports storytelling is expanding rapidly across streaming platforms, studios, television, and athlete-led productions, with brands increasingly funding and participating. What's missing is a central marketplace where creators, rights holders, and fans can connect.

# Gaming & Competitive Media

## What's Happening

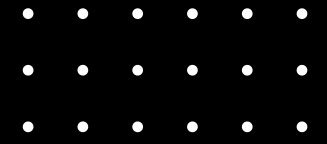
- Esports and live competitions mirror traditional sports formats
- Sports titles (2K, Madden) integrate story-based career journeys where players build and live an athlete's path
- Streaming platforms turn gameplay into creator-led content

## Why It Matters

- Blends storytelling, competition, and live engagement
- Expands sponsorship surface area across new audiences
- Creates new branded content and competition formats



**Gaming lives at the intersection of competition, content, and creators — exactly where GAME ON operates**

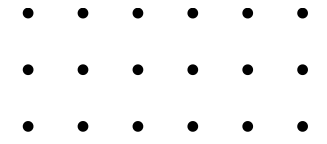


# Why Now

- Massive growth in sports programming
- Streamers aggressively acquiring
- Brands are shifting billions toward live, experiential, and content-driven platforms
- Fans are consuming sports beyond the game
- Gaming and esports are expanding competitive media and audiences
- Few platforms offer integrated brand storytelling + live activation



**Athlete-driven content is on the rise, including films, series, podcasts, and production companies.**



# A Fragmented Ecosystem

## Film Festivals (Sundance, Tribeca)

- Limited brand integration beyond sponsorship

## Sports Conferences (MIT Sloan, Sportico)

- Minimal consumer engagement or storytelling

## Fan Events (Fanatics Fest, Comic-Con)

- Strong engagement, limited premium content integration

## Gaming & Esports Events

- Large audiences, fragmented brand storytelling opportunities



**No platform fully serves brands across content, fans, and live activation**



# The Solution: GAME ON

## Festival

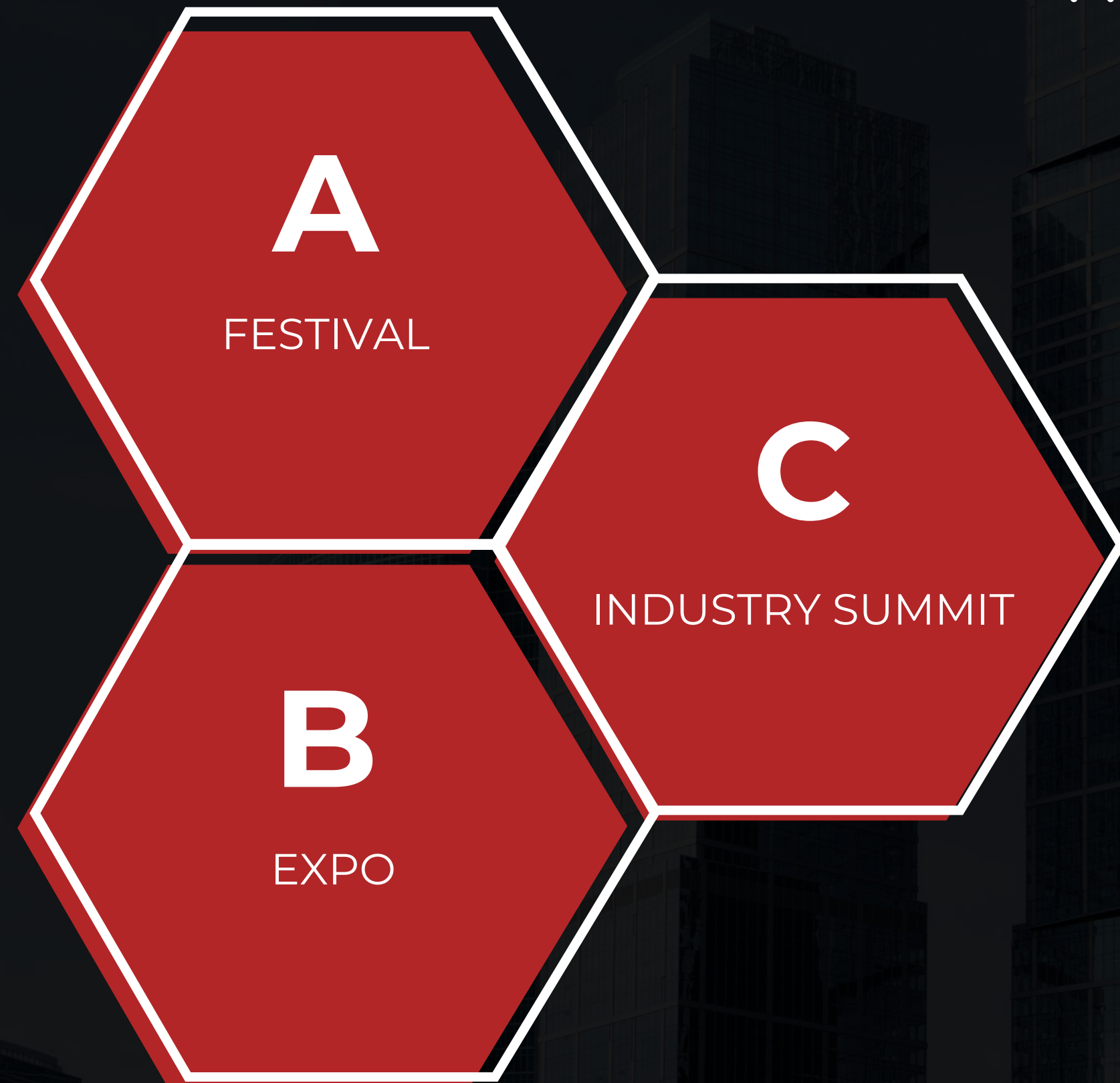
- Premieres of film, series, and original sports content
- Athlete and creator-led storytelling experiences
- Branded content integrations and launch moments
- 

## Industry Summit

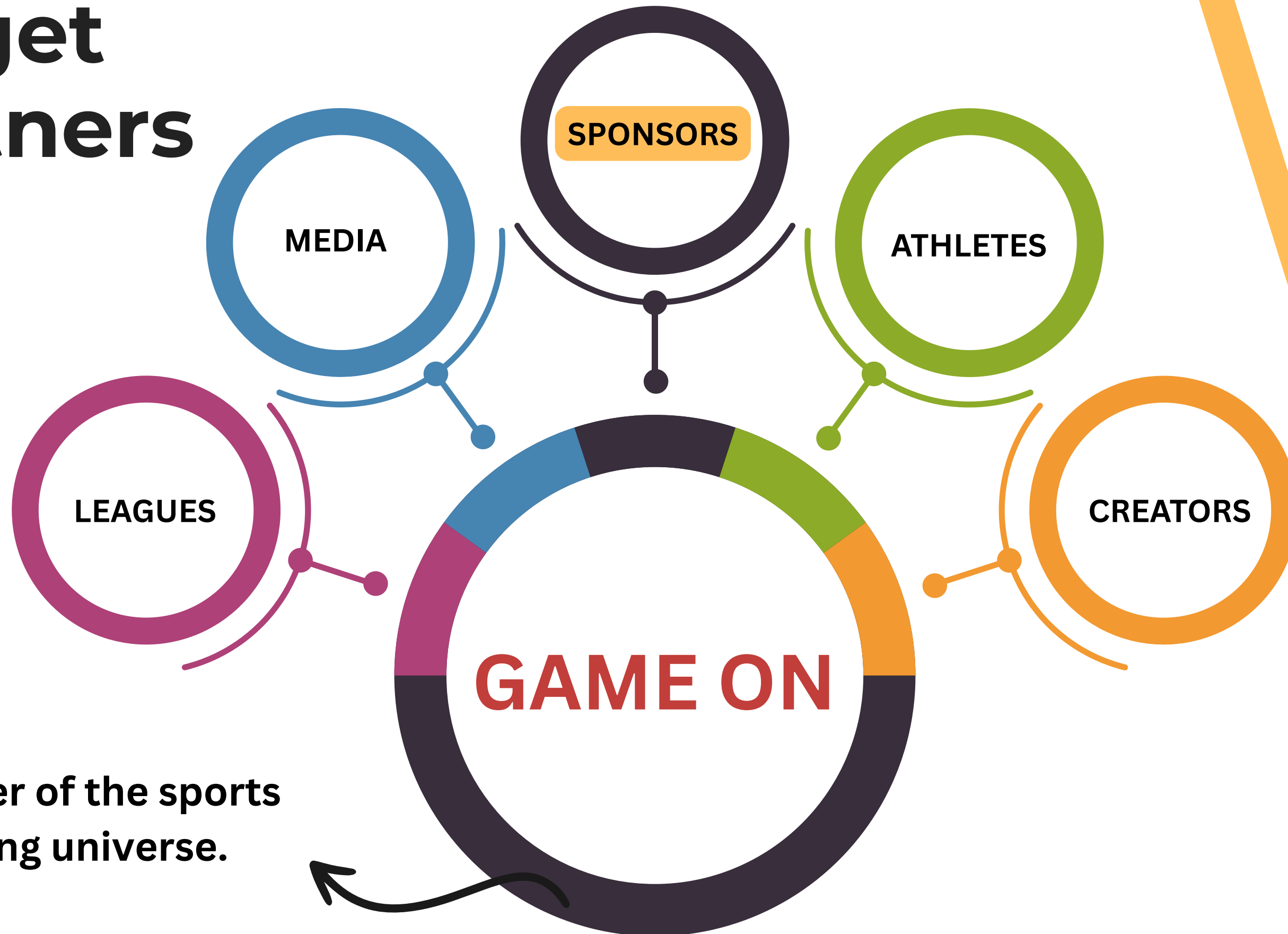
- Panels, live shows, and thought leadership
- Connections across leagues, media, and creators
- Partnership and deal-making opportunities

## Expo

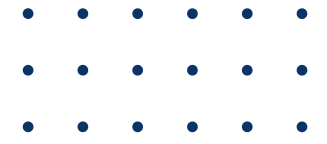
- Immersive brand activations and fan experiences
- Showcases of merchandise, equipment, and tech
- Interactive demos across sports and gaming



# Target Partners



The center of the sports storytelling universe.



# The Audience

- High-value decision-makers, creators, and fans
- Brand-engaged consumers with strong purchase influence
- Digital-first audience with social reach
- Live + digital platform extending engagement beyond the event



## Attendees include:

### Fans & Consumers

- Sports and gaming audiences
- Gen Z & Millennial experiential consumers
- Content-driven fans across film, streaming, and digital

### Industry & Creators

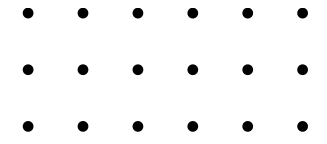
- Leagues, teams, and media platforms
- Producers, athletes, and creators
- Studios, networks, and distributors

### Brands & Marketers

- Global and emerging brands
- Experiential and content-driven marketers
- Partners seeking live + digital reach



**Nearly 2 in 3 sports fans spend money on live sports experiences each year.**



# The Experience



- Opening night film premiere
- Sport screenings & panels
- Gaming content showcases

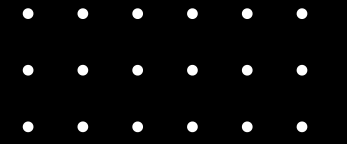


- Immersive brand activations
- Industry networking
- Gaming demos and activations



- Sponsored Athlete appearances
- Awards and closing party
- Esports live competitions

**A MULTI-DAY PLATFORM FOR BRAND STORYTELLING,  
ACTIVATION, AND CONTENT CREATION**



# Why Partner with GAME ON

A NEW PLATFORM FOR BRAND STORYTELLING

- Reach a high-value audience across sports, gaming, and media
- Integrate into premium content and live experiences
- Align with athletes, creators, and cultural moments
- Activate across live, digital, and social platforms
- Own a position in a category-defining event

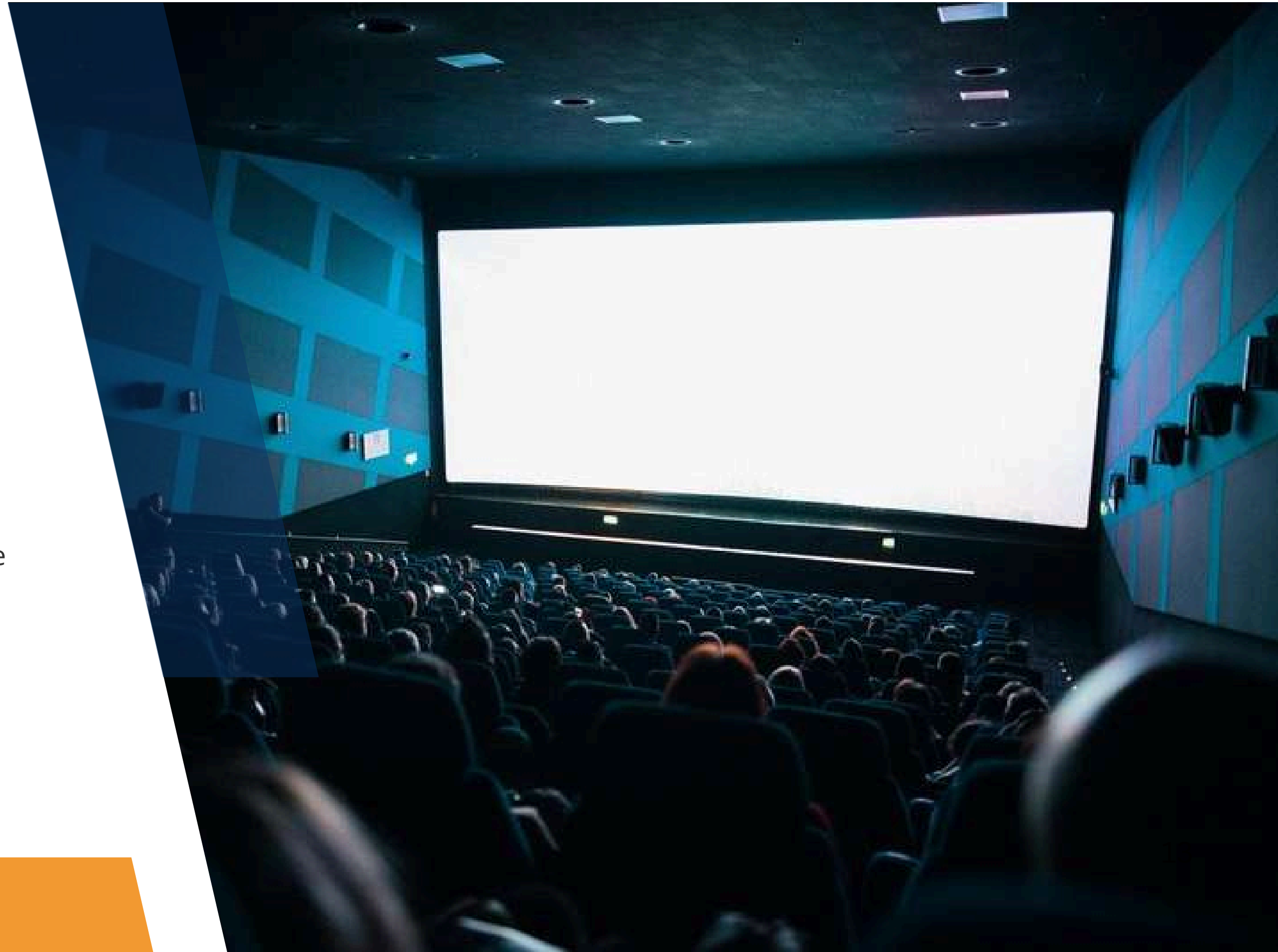


**85% of consumers are more likely to purchase after a live brand experience**

# How Brands Show Up

## INTEGRATION ACROSS PLATFORMS

- **Content** — Branded films, series, and storytelling moments
- **Experience** — Immersive activations and fan engagement
- **Talent** — Athlete and creator partnerships
- **Gaming** — Esports competitions and interactive demos
- **Distribution** — Social, streaming, and digital amplification



1

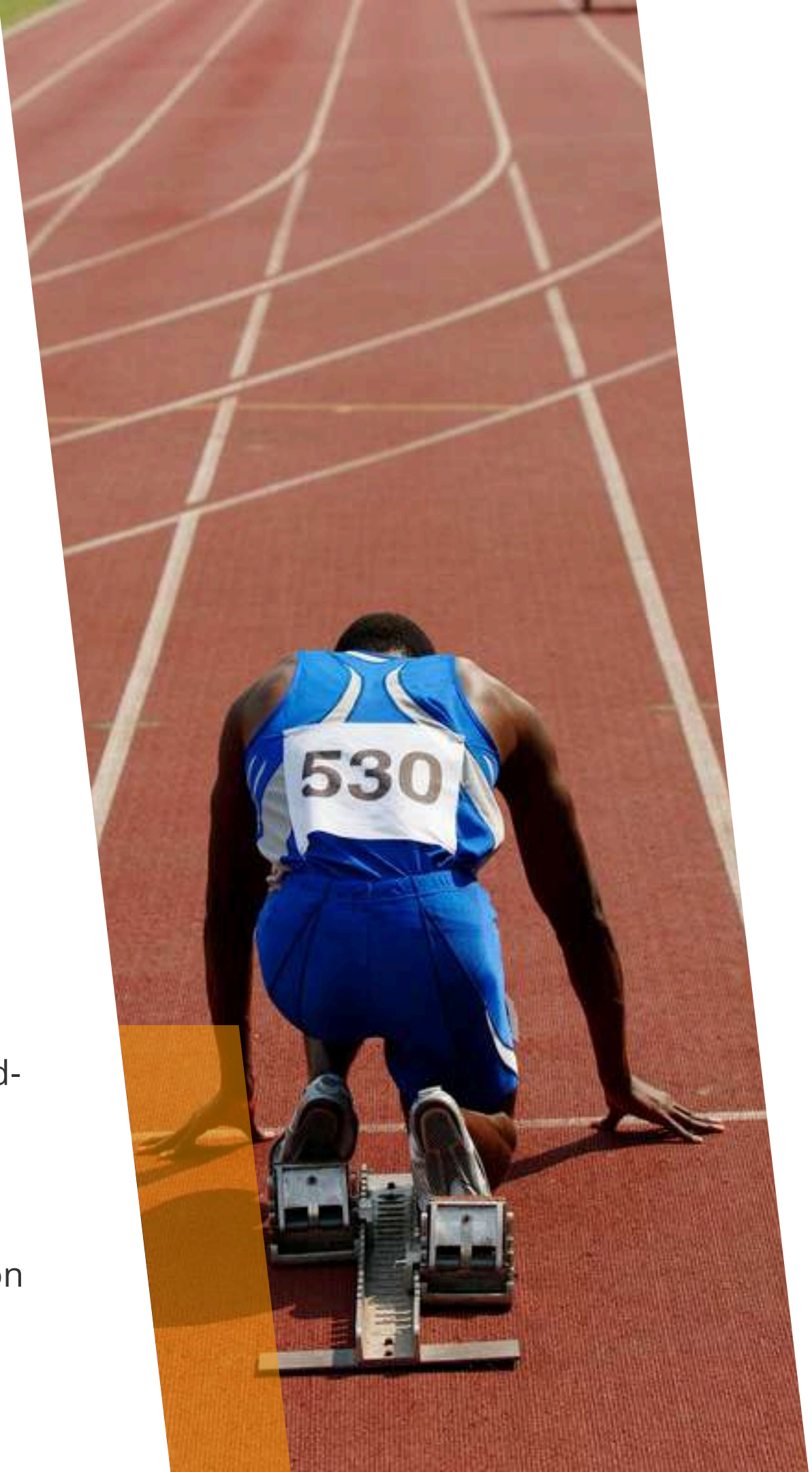
## Presenting (One)

- Title partnership (“GAME ON, presented by [Brand]”)
- Category leadership at the platform level
- Top-tier visibility across all event touchpoints
- Integration across content, programming, and distribution
- Priority renewal opportunity

2

## Founding (Limited)

- Category leadership within a defined vertical
- Co-creation of programming and brand-led experiences
- Premium visibility across key event touchpoints
- Integration into content and distribution
- Priority renewal opportunity



# Founding & Presenting Partner Opportunity

OWN OR LEAD YOUR CATEGORY  
— FROM DAY ONE

# Why Brands Win with GAME ON

1

## Untapped Platform

A new space where brands can own the intersection of sports, gaming, and storytelling

3

## Built-in Amplification

Leagues, athletes, and creators extend brand reach beyond the event

2

## Proven Engagement

Live experiences and content drive deeper, more meaningful audience connection

4

## Proven Team

Experienced operators with a track record of delivering for major brand partners

# The Co-Founders



## Brandon Millett

CEO/Founder

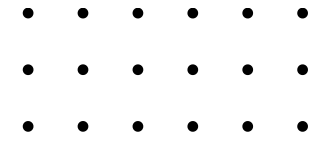
Entrepreneur and producer; co-founded the GI Film Festival—hailed by Bloomberg as “Sundance for the Troops”—building the first global platform for military storytelling. Secured major sponsors including Discovery, Disney, Paramount, Bank of America, USAA, and Target. The festival expanded nationally and was acquired by PBS.



## Laura Law

COO/Founder

Operations executive and Army Veteran; co-founded and led operations for the GI Film Festival, overseeing staff, contractors, volunteers, and large-scale event production. Leadership roles at the USO and Stars and Stripes, managing global teams and complex media operations. West Point graduate and proven builder of mission-driven organizations.



# About the GI Film Festival

The GI Film Festival became a nationally recognized event, attracting top talent, major media companies, and leading brands. Built from the ground up into a premier storytelling platform, the festival expanded nationally and was ultimately acquired by PBS. Partnered with leading brands including Disney, MGM, Discovery, Target, Walgreens, American Airlines, and USAA.



“THE WORLD’S GO-TO FESTIVAL FOR MILITARY-THEMED MOVIES.”

*Actor and Military Philanthropist Gary Sinise*

# Founding Advisors



**Carlton Fleming**  
Founding Advisor

Carlton Fleming is a former professional baseball player and capital markets executive with senior leadership experience at Merrill Lynch and Accenture. Mr. Fleming has been active as an advisor within the sports and entertainment industry, providing strategic support to a variety of events, professional sports teams, leagues, and media organizations.



**James Rosenstock**  
Founding Advisor

James Rosenstock is a senior media and technology executive with deep global financial, operational and strategic experience. Mr. Rosenstock has been CFO of 3 privately held tech companies (incl. PlayOn Sports, the leading high-school sports tech company) and has held senior leadership positions at Discovery, Sony, and WWE. He has also served in leadership roles for the Special Olympics.

# Become a Founding Partner

703-582-8001



BrandonM@gameonfest.com



Gameonfest.com



**GAMEON**

**SPORTS. STORYTELLING. CULTURE.**

**NOW SECURING FOUNDING PARTNERS**

**WE LOOK FORWARD TO HEARING FROM YOU.**