

SPORTS MOVIE PROJECT

Project Description

Think about all the sports movies, good or bad, that have graced the big screen over the years. From classics like (*Raging Bull*, *The Natural*, *Field of Dreams*, *Rocky*, *Jerry Maguire*) and comedies (*Happy Gilmore*, *Longest Yard*, *Caddyshack*, *Blades of Glory*) to inspirational (*Rudy*, *Brian's Song*, *Hoosiers*) and box office bombs (*The Fan*, *Rollerball*, *Any Given Sunday*), Hollywood's fascination with the sports world doesn't appear to be diminishing. The fact that sports movies typically succeed at the box office certainly doesn't hurt the trend.

You are to assume the role of aspiring film director. Come up with an idea for a sports film and pitch the producer. Your goal is to direct the film, but you have also written the script so you can use that to your advantage as well.

Project Details

Here are some factors you need to consider when preparing for your pitch to the producer:

STORYLINE

- What is the name of your movie?
- Is this a film focused on a team or individual athlete (Remember the Titans vs. Ali or Invincible)
- Will your film have a moral?
- Is your film intended to be a tearjerker?

GENRE

- Comedy? Drama?
- Who will the movie appeal to?
- What is the film's rating?

MARKETING

- Who will be the starring actor/actress? Supporting actors/actresses? Or is this an animated/digital film? If so, who will provide the voices?
- What is the tagline for your movie?
- Movie release date?
- Will any cross-promotions be in place that might help the film succeed?

Presentation

You will need to put on a 2-3 minute presentation in front of class. You will be pitching the new film idea to a movie producer (class) so give this your best sales pitch. Remember, sports movies usually do well at the box office AND in DVD sales so be sure to include that in your presentation. To enhance the potential appeal of your movie, be sure to include visual aids, PowerPoints etc. in your presentation. All of the information you've identified above is relevant from a marketing perspective so make sure you communicate why you made these decisions.