

Sportfilm Festival

International Festival of Sports Films 2012

The Sports-Film organizers' vision is to establish world-renowned tradition of film festivals dedicated to sports – a combination of art, passion, entertainment and excitement. We strive to raise the sports awareness of the general public as well as to create a platform for sport movie-makers

Background

"The World of Sports" – there is no better term to define the complex world of athletes, coaches, owners, leaders, politics, business and finance, media, technology, police and law-enforcement, gambling, love, hate, packs of money, and, of course, millions of spectators in the stadiums and on every possible type of screen: movie theaters, TV, computers, tablets and smart-phones. Academy-award winning dramas centered around the sports, like "Raging Bull" starring Robert De-Niro and immortal "Rocky" with Silvestre Stallone are probably two of the best known examples. Numerous comedies, starring sports superstars like Michael Jordan and Shaquille O'Neal and others pulled millions of viewers to the movie theaters around the globe. Documentary features, exciting love stories and thrillers. There is no enough space to describe them all. Live broadcasts from locations around the globe fill the waves of ether around the clock on a myriad of channels. The poor and the rich watch the same events, support the same teams, and feel the height of victory and the despair of the loss – the largest social network of them all.

The Sports-Film Festival, Summer 2012

The International Festival will be a record event in sports and culture and will be held under the auspices of the Haifa cinematheque. In the recent years Haifa cinematheque, developed expertise and proven experience in producing sporting events in general and in particular extreme sports like Storm Rider competition and more.

The Organizing Committee will spare no effort to present the best of the best of the features about sports from Israel and the whole world.

We will invite the directors and producers from all around the world and create a special format for the films made by the young artists. More than 30 films are scheduled to be shown and we expect more than 10,000 visitors to the various venues of the festival.

One of the ideas is to build a beach-volleyball court near the Cinematec venue, opened to the public under the auspices of Israeli Volleyball Association.



The Festival's Goals and Objectives:

- 1.** Create the center-stage in Israel for various creators – local and global
- 2.** Raise the awareness of sport activities in the general public
- 3.** Establish international festival by joining global formats, inviting creators with their features, inviting special guests from around the world who are able to raise the level of media and public interest in the festival.
- 4.** Invite decision-makers and create the platform for public discussion on important issues of sports (like anti-doping, anti-violence, anti-racism and others) and follow up on the results of the discussion year over year.
- 5.** Create competition categories with prizes to support film-makers for the silver-screen and for the TV on the subjects around the sports – graduates and students of cinema colleges, as well as high-school film and media majors. In addition to encourage the Film Authority to give the stage to the sports film makers.
- 6.** Invite the prominent cinema and TV industry individuals to facilitate meeting and open discussion with producers, directors and script-writers to encourage the cooperation and co-production of sports features.
- 7.** Establish the data-base of translated sport features from around the world for the use of NGO's all year around to promote the fair play and sportsmanship in the general public.

Guidelines

In order to reach the above goals and to establish the integrity of the festival, we have to create guidelines for the organizers and all others who are assisting us:

- 1.** Partnerships – we will accept as partners any organization and individual active in promoting the world of sports – relevant government institutions, funds, municipal bodies and commercial companies
- 2.** Commercial companies will receive the promotion relative to their investment, to present and advertise their products and services in the manner that will be clear to everybody. However we will limit the exposure of promotional activity in order not to harm the festival goals and convert the festival into marking fair.

For additional information,
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