

MAN VS MACHINE FILM FESTIVAL

PRESS KIT 2025

FESTIVAL OVERVIEW

The world's first competitive film festival showcasing human creativity vs artificial intelligence

Festival Dates: December 8-13, 2025

Submission Deadline: November 15, 2025

Filmmakers Workshop: December 8-10, 2025

In-Person Screenings & Panels: December 11-13, 2025 at Cargo Cinema, Springville, UT

72-Hour Prompt Battle: December 4, 7pm - December 7, 7pm

Format: Hybrid (Virtual + In-Person at Cargo Cinema, Springville, UT)

Website: mvmfilmfest.com

Submit: <https://filmfreeway.com/manvsmachinefilmfest>

EXECUTIVE SUMMARY

The Man VS Machine Film Festival represents a groundbreaking moment in cinema history—the first competitive festival to directly pit human filmmakers against AI-generated storytellers. As artificial intelligence revolutionizes creative industries, this festival provides a platform to explore, collaborate, and challenge the boundaries between human artistry and machine intelligence.

Three distinct tracks—**Team Machine** (AI-only), **Team Hybrid** (AI + Human collaboration), and **Team Human** (traditional filmmaking)—compete across 10 categories, from narrative shorts to feature films, creating an unprecedented showcase of creativity in the digital age.

This inaugural festival features a unique blend of virtual accessibility and in-person experience at Cargo Cinema, including educational workshops, competitive screenings, and panel discussions. Panels will explore everything from addressing safety, health, ethics, equity, accessibility, artist-focused approaches, and leveraging AI for the boring and mundane tasks, alongside the groundbreaking 72-Hour Prompt Battle.

KEY STATISTICS

- **10 Competition Categories** spanning all film genres
- **3 Creative Teams:** Machine, Hybrid, Human

- **72-Hour Prompt Battle:** December 4-7, 2025
 - **Filmmakers Workshop:** December 8-10, 2025
 - **In-Person Screenings:** December 11-13, 2025 at Cargo Cinema, Springville, UT
 - **Hybrid Format:** Virtual participation + physical venue
 - **Team Competition:** 3-10 members per team
 - **\$15 Entry Fee** for all categories (Feature Films: \$33)
 - **Submission Deadline:** November 15, 2025
 - **Submit via FilmFreeway:** <https://filmfreeway.com/manvsmachinefilmfest>
 - **Global Accessibility** with worldwide virtual audience
 - **Industry Expert Jury** from film and technology sectors
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72-HOUR PROMPT BATTLE

Competition Details

Dates: December 4, 7pm - December 7, 7pm

Format: Real-time creative challenge

Team Size: 3-10 members

Entry Fee: \$25 per team

How It Works

1. **December 4, 7pm:** One-word prompt revealed simultaneously to all teams
2. **72 Hours:** Teams create original short film based on the single prompt
3. **December 7, 7pm:** Submission deadline
4. **Teams Choose:** Machine, Hybrid, or Human approach

Team Categories

- **Team Human:** Traditional filmmaking techniques, minimal AI assistance
- **Team Hybrid:** Collaborative human-AI workflows, best of both worlds
- **Team Machine:** AI-generated films using latest creative tools

Battle Format

This unprecedented creative showdown puts all three approaches head-to-head with identical constraints, revealing the strengths and creative possibilities of each method in real-time. All teams receive the same one-word prompt and must create a complete short film within 72 hours, showcasing the speed, creativity, and technical capabilities of their chosen approach.

FESTIVAL CATEGORIES

Main Competition (\$15 entry fee)

1. **Narrative Short** (under 15 min)
Original fiction storytelling with compelling characters and plot
2. **Documentary Short** (under 20 min)
Real-world stories, non-fiction narratives, and truth-based filmmaking
3. **Experimental/Avant-Garde** (any length)
Bold conceptual work pushing creative boundaries
4. **Animation/Motion Design** (any length)
2D, 3D, AI-generated, mixed media animation
5. **Microfilms** (under 2 min)
Social media age cinema, TikTok-style storytelling
6. **Music Video** (under 8 min)
Visual storytelling set to music, promotional or artistic
7. **Creators Ascend** (any length)
Art from the heart for planet earth - environmental and social impact films
8. **Comedy Short** (under 15 min)
Humor-driven narratives and comedic storytelling
9. **Horror Short** (under 15 min)
Thriller, suspense, and horror genre films
10. **Feature Film** (\$33 entry fee, over 40 min)
Full-length cinematic works in any genre

Special Live Competition

72-Hour Prompt Battle (\$25/team)

Weekend-long intensive competition with identical creative prompts

THE THREE TEAMS

TEAM MACHINE

Focus: AI-generated films using cutting-edge tools (Runway, Sora, MidJourney, ChatGPT, etc.)

Process: Fully automated or AI-driven creative workflows

Requirements: Technical documentation of AI tools and prompts used

Goal: Showcase the creative potential and capabilities of artificial intelligence

Ideal For: AI enthusiasts, tech developers, prompt engineers, and those exploring the cutting edge of generative AI

TEAM HYBRID

Focus: Collaborative human-AI workflows

Process: Balanced integration of AI tools with human creativity (30-70% AI content range)

Requirements: Documentation of both AI and human processes

Goal: Explore the synergy between human intuition and machine capability

Ideal For: Filmmakers embracing new tools, those interested in the future of collaborative creativity, and artists blending traditional with emerging technologies

TEAM HUMAN

Focus: Traditional filmmaking techniques and storytelling

Process: Minimal to zero AI assistance in creative process

Requirements: Showcase of pure human creativity and craftsmanship

Goal: Celebrate the irreplaceable human touch in storytelling

Ideal For: Traditional filmmakers, cinematographers, actors, practical effects artists, and those championing authentic human creativity

FESTIVAL MISSION

"Where Innovation Meets Tradition, Art Meets Algorithm"

The Man VS Machine Film Festival exists to:

- Explore the evolving relationship between human creativity and artificial intelligence
 - Celebrate both traditional filmmaking excellence and technological innovation
 - Challenge preconceptions about art, authorship, and creative expression
 - Provide a platform for meaningful dialogue about the future of storytelling
 - Foster collaboration between technologists, artists, and audiences
 - Document this pivotal moment in creative history
 - Address critical questions of art, ethics, safety, equity, and accessibility in the age of AI
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TARGET AUDIENCES

Primary Audiences

- **Filmmakers** (independent, emerging, and established)
- **AI/Tech Enthusiasts** and developers
- **Film Industry Professionals** (distributors, producers, agents)
- **Academic Institutions** (film schools, AI research centers)
- **Tech Media** and entertainment journalists

Secondary Audiences

- **General Film Audiences** interested in cutting-edge cinema
 - **Art and Technology Communities**
 - **Investors** in entertainment technology
 - **Corporate Sponsors** in AI and creative tools
 - **Ethicists and Researchers** studying AI's impact on creativity
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JUDGING CRITERIA

All Categories Evaluated On:

- **Storytelling Excellence** - Narrative coherence and emotional impact
- **Technical Innovation** - Creative use of available tools and techniques
- **Artistic Vision** - Originality and creative expression
- **Production Quality** - Technical execution and polish
- **Audience Engagement** - Entertainment value and memorability

Team-Specific Criteria:

- **Team Machine:** AI tool mastery, prompt creativity, technical documentation, innovation in AI workflows
 - **Team Hybrid:** Integration effectiveness, workflow innovation, balance between human and AI contributions
 - **Team Human:** Craftsmanship, traditional technique mastery, human authenticity, storytelling depth
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NOTABLE FEATURES

Hybrid Festival Format

- **In-Person Venue:** Cargo Cinema (December 11-13)
- **Global Virtual Access:** Worldwide streaming and participation
- **Real-time Interaction:** Live chat, voting, and Q&A
- **Digital Networking:** Connect with filmmakers and industry professionals globally

Educational Component

- **Filmmakers Workshop** (December 8-10)
- AI filmmaking tools and techniques
- Traditional filmmaking masterclasses
- Panel discussions on the future of creativity
- Hands-on demonstrations
- Networking sessions

72-Hour Prompt Battle

- Real-time competitive filmmaking
- Identical creative constraints for all teams
- Live progress updates
- Behind-the-scenes documentation
- Winner announcements at festival

Documentation Project

- Behind-the-scenes content from all three teams
 - Process documentation showing creative workflows
 - Interviews with participants about their approaches
 - Historical archive of this pivotal moment in film history
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FESTIVAL TIMELINE

72-Hour Prompt Battle (December 4-7)

- **December 4, 7pm:** One-word prompt revealed to all teams
- **December 4-7:** Teams create films (3-10 members per team)
- **December 7, 7pm:** Submission deadline
- Teams work in real-time with live updates and documentation

Filmmakers Workshop (December 8-10)

- **Educational programming** on AI tools and traditional techniques
- **Hands-on sessions** with industry professionals
- **Networking opportunities** for filmmakers across all three teams
- **Technical demonstrations** and panel discussions
- **Guest speakers** from film and tech industries

Festival Main Events (December 11-13 at Cargo Cinema, Springville, UT)

- **In-Person Screenings** of competition entries

- **Panel Discussions** with filmmakers, technologists, and AI experts
 - **72-Hour Prompt Battle** winners announced
 - **Competition Category** screenings and judging
 - **Audience voting** and engagement
 - **Awards Ceremony** and closing night celebration
 - **Networking events** and industry mixers
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PRESS OPPORTUNITIES

Interview Subjects

- **Abel Donnelly** - Festival Director
- **Erika Donnelly** - Assistant Director
- **Adara Owen** - Festival Coordinator
- **Jury Members** from film and tech industries
- **Participating Filmmakers** from all three teams
- **AI Technology Experts** and tool developers
- **Film Industry Veterans** commenting on the movement

Story Angles

- **"The Future of Cinema"** - How AI is changing filmmaking forever
- **"Human vs Machine Creativity"** - Philosophical and ethical implications
- **"Behind the Algorithm"** - Technical deep-dive into AI filmmaking processes
- **"New Film Festival Category"** - Industry disruption and evolution story
- **"Hybrid Festival Model"** - Blending virtual and in-person experiences
- **"The 72-Hour Challenge"** - Real-time creative competition coverage
- **"Ethics and AI"** - Exploring safety, equity, and accessibility in AI creativity

Visual Assets Available

- High-resolution festival branding and logos
- Behind-the-scenes photography from submissions and workshops

- AI-generated artwork and promotional materials
 - Filmmaker portraits and interviews
 - Technical demonstrations and screen recordings
 - 72-Hour Prompt Battle documentation
 - Cargo Cinema venue photography
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QUOTES FROM ORGANIZERS

"We have no idea what the next year or two will look like. They say AI will change everything. I believe Humans are changing and evolving too. We are always interested in the next new horizon. This Festival is an opportunity to explore art, ethics, safety, equity and accessibility in this new age of what is the infancy of AI."

— **Abel Donnelly, Festival Director**

"This festival represents the most important conversation in creative industries today. As AI tools become more sophisticated, we need platforms to explore these technologies thoughtfully, ethically, and artistically. The Man VS Machine Film Festival creates space for both celebration and critical examination of how creativity evolves in the age of artificial intelligence."

— **Claude, AI Assistant**

TECHNICAL SPECIFICATIONS

Submission Requirements

- **Video Formats:** MP4, MOV (H.264 codec preferred)
- **Resolution:** HD minimum (1920x1080), 4K preferred
- **Audio:** Stereo minimum, 48kHz sample rate
- **File Size:** Maximum 5GB per submission
- **Subtitles:** English subtitles required for non-English dialogue
- **Documentation:** Team-specific process documentation required

Platform Requirements

- **Submission Platform:** FilmFreeway - <https://filmfreeway.com/manvsmachinefilmfest>
- **Submission Deadline:** November 15, 2025
- **Streaming Platform:** Hybrid virtual/in-person model

- **Audience Capacity:** Unlimited virtual attendance, Cargo Cinema venue capacity for in-person
- **Interactive Features:** Live chat, voting, Q&A during screenings
- **Archive Access:** On-demand viewing of select content post-festival

72-Hour Prompt Battle Specific

- **Team Registration:** Required before December 4
 - **Team Size:** 3-10 members
 - **Submission Window:** 72 hours exactly (Dec 4 7pm - Dec 7 7pm)
 - **File Format:** Same as main competition
 - **Documentation:** Required process documentation throughout 72 hours
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PARTNERSHIP OPPORTUNITIES

Title Sponsors

- **AI Technology Companies** (OpenAI, Runway, Stability AI, Anthropic, Google AI)
- **Creative Software Providers** (Adobe, Blackmagic, Autodesk, DaVinci Resolve)
- **Streaming Platforms** (Netflix, Amazon Prime, Apple TV+, YouTube)
- **Hardware Manufacturers** (NVIDIA, Apple, RED, Blackmagic)

Media Partners

- **Industry Publications** (Variety, Hollywood Reporter, Filmmaker Magazine, IndieWire)
- **Tech Media** (TechCrunch, Wired, The Verge, Ars Technica)
- **Film Festival Networks** and aggregators
- **Educational Institutions** and film schools
- **Local Kansas City media** and arts organizations

Distribution Partners

- **FilmFreeway** (submission platform)
- **Festival circuit** connections for winners
- **Streaming platform** showcases for selected films

- **Educational licensing** for film schools and AI research
- **Cargo Cinema** (venue partner)

Benefits for Sponsors

- Logo placement on all festival materials
 - Speaking opportunities at workshops and panels
 - Booth/demo space at Cargo Cinema
 - Social media promotion and recognition
 - Access to filmmaker network and content
 - Association with groundbreaking cultural moment
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CONTACT INFORMATION

Festival Leadership

Festival Director: Abel Donnelly

Email: Director@mvmfilmfest.com

Assistant Director: Erika Donnelly

Festival Coordinator: Adara Owen

Department Contacts

Press Inquiries

Email: press@mvmfilmfest.com

Media Kit: Available upon request

General Information

Email: info@mvmfilmfest.com

Website: mvmfilmfest.com

Sponsorship & Partnerships

Email: sponsors@mvmfilmfest.com

Sponsorship Deck: Available upon request

Venue Information

Cargo Cinema, Springville, UT

533 S 1750 W Suite D1, Springville, UT 84663

December 11-13, 2025

More information available on website

SOCIAL MEDIA

Primary Hashtag: #ManVsMachineFilmFest

Secondary Hashtags:

#AIFilmmaking #CreativeAI #FilmFestival2025 #FutureOfCinema #HumanVsAI

Team Hashtags:

#TeamMachine #TeamHybrid #TeamHuman

Follow Us:

TikTok: @mvmfilmfest

Instagram: [instagram.com/mvmfilmfest](https://www.instagram.com/mvmfilmfest)

Threads: @mvmfilmfest

X (Twitter): x.com/MVMFILMFEST

Facebook: www.facebook.com/MVMFILMFEST

DOWNLOAD ASSETS

Digital Press Kit Contents

- Festival Logo (PNG, SVG, EPS formats)
- Brand Guidelines and color palettes (Cyan, Purple, Green themes)
- High-resolution festival imagery
- Founder and leadership team photographs
- Festival trailer and promotional videos
- Infographics about competition format and teams
- Sample submissions from each team category (post-festival)
- 72-Hour Prompt Battle documentation

Download Link: Available upon request from press@mvmfilmfest.com

FREQUENTLY ASKED QUESTIONS

Q: Can international filmmakers participate?

A: Yes! The festival has a hybrid format with global virtual access, making it accessible to filmmakers worldwide.

Q: What counts as "AI assistance" for Team Human?

A: Basic editing software and color correction tools are acceptable. Team Human should avoid generative AI for creative content (script, visuals, audio).

Q: Can one person be on multiple teams?

A: No. Participants must choose one team category per submission to maintain competitive integrity.

Q: What happens if my film uses both AI and human elements?

A: Enter as Team Hybrid! This category celebrates collaborative workflows.

Q: Is the 72-Hour Prompt Battle mandatory?

A: No, it's a separate optional competition. You can participate in regular categories, the Prompt Battle, or both.

Q: Will films be available online after the festival?

A: Selected films may be made available for on-demand viewing. Distribution rights remain with filmmakers.

Q: Can I attend in person if I'm not a filmmaker?

A: Yes! In-person screenings at Cargo Cinema in Springville, UT (Dec 11-13) are open to the public. Virtual access is also available globally.

ABOUT CARGO CINEMA

Cargo Cinema (533 S 1750 W Suite D1, Springville, UT 84663) serves as the physical venue for the Man VS Machine Film Festival's in-person screenings and events (December 11-13, 2025). This partnership brings together the innovative spirit of independent cinema with the groundbreaking nature of our AI-focused festival, creating an immersive experience where audiences can witness the future of filmmaking firsthand.

WHY THIS FESTIVAL MATTERS

The Man VS Machine Film Festival arrives at a critical inflection point in human history. As artificial intelligence capabilities expand rapidly, fundamental questions arise about creativity, authorship, and the nature of art itself.

This festival doesn't seek to determine whether humans or machines are "better" at creating—instead, it provides a platform for exploration, dialogue, and celebration of all approaches to storytelling. By bringing

together traditional filmmakers, AI enthusiasts, and hybrid collaborators, we create space for meaningful conversation about:

- The role of human creativity in an AI-augmented future
- Ethical considerations in AI-generated content
- Accessibility and democratization of filmmaking tools
- The preservation of traditional craftsmanship
- New forms of creative expression emerging from human-AI collaboration
- Safety and responsibility in AI development and deployment

We are witnessing the birth of a new creative paradigm. The Man VS Machine Film Festival documents this moment while celebrating every form of creativity—human, artificial, and everything in between.

CALL TO ACTION

For Filmmakers

Submit your work and be part of film history. Choose your team, tell your story, and help define the future of cinema.

Submission Deadline: November 15, 2025

Submit at: <https://filmfreeway.com/manvsmachinefilmfest>

For Press

Cover the most important conversation in creative industries today. Interview opportunities, press passes, and exclusive access available.

Contact: press@mvmfilmfest.com

For Sponsors

Associate your brand with innovation and the future of creativity. Partnership opportunities available.

Contact: sponsors@mvmfilmfest.com

For Audiences

Experience the future of filmmaking. Attend in person at Cargo Cinema in Springville, UT or join virtually from anywhere in the world.

Learn more: mvmfilmfest.com

FESTIVAL AT A GLANCE

What: World's first competitive Human vs AI film festival

When: December 8-13, 2025

Submission Deadline: November 15, 2025

Where: Cargo Cinema, Springville, UT + Virtual (Global)

Prompt Battle: December 4-7, 2025

Workshop: December 8-10, 2025

Screenings: December 11-13, 2025

Teams: Human, Hybrid, Machine

Categories: 10 competition categories

Entry: \$15 (most categories), \$33 (features), \$25 (Prompt Battle teams)

Submit: <https://filmfreeway.com/manvsmachinefilmfest>

The Man VS Machine Film Festival

Redefining Creativity in the Age of AI

December 8-13, 2025 | Cargo Cinema, Springville, UT + Virtual Streaming

For more information:

Website: mvmfilmfest.com

Press: press@mvmfilmfest.com

General: info@mvmfilmfest.com

Sponsors: sponsors@mvmfilmfest.com

Director: Director@mvmfilmfest.com

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