North Texas Film Alliance, Inc. Opens Enrollment for Fall/Winter Cohort Program for Filmmakers & Technologists

DFW-based industry hub launches multi-track program via new sponsorship marketplace for brand partners to power the region's next generation of storytellers.



DALLAS, TX, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- The North Texas Film Alliance, Inc. today announced open enrollment for its Fall/Winter Cohort Program, a 12-week, project-based development track for emerging filmmakers, animators, game developers, and app-development technologists . Applications are open to members who create a free NTFA profile, with a curated cohort selected across all four disciplines .

The program spans four tracks: Film, Animation, Gaming & App Development, letting participants build a discipline-specific project alongside a peer group of fellow creatives . Each track follows a three-phase progression, Standard, Plus, and Premium, with advancement determined on a merit basis: participants complete a project brief to exit Phase One and produce a working prototype or rough cut to exit Phase Two . Over 12 weeks, members take part in workshops and one-on-one mentorship with industry professionals, developing projects from concept through post-production. The program culminates in a public screening at Alamo Drafthouse, where the top project across all tracks receives festival submission support curated and submitted by NTFA on the member's behalf.

"This cohort is built for creatives who want more than a workshop -- they want a real production pipeline, real mentorship, and a real showcase," says Devon Lee, cohort representative.

Alongside open enrollment, NTFA is inviting brand partner support through its newly launched

Sponsorship Marketplace, connecting sponsors directly with filmmakers through customizable packages, bid submissions, and blockchain-verified partnership agreements . Early partners include the University of North Texas' Media Arts program, a key talent pipeline for cohort placements; Stage 32, a distribution and certification partner; Aperturent, an equipment sponsor providing camera and lighting gear; and Topaz Labs, a technology partner supplying AI-powered post-production tools.

NTFA's sponsorship structure scales with a brand's goals and budget, spanning tiered packages that include marketing and visibility placements, product and integration opportunities within cohort projects and workshops, on-the-ground activations at cohort events, and sponsor reporting and analytics. Brands may also work with NTFA's Partnerships team to build fully custom activations.

The Fall/Winter Cohort Program is the latest initiative from NTFA Founder & CEO Brian Whitlock, a Dallas-Fort Worth-based filmmaker, director, producer, writer, actor, and multimedia entrepreneur with more than two decades of corporate experience in sales, business development, training, and technology. Whitlock is also founder and CEO of Brian Reveals Media, LLC, a multimedia production company he launched in 2021, and is preparing to relaunch The Dynamite Network, a multicultural streaming platform.

Whitlock founded NTFA to build an ecosystem where filmmakers and media professionals in North Texas could access community, mentorship, and scalable industry partnerships in one place . His filmmaking resume includes five-time participation in film festivals for his projects "My Alter Ego" and "Steal the Movie," giving him first hand insight into the gaps independent creators face when moving a project from idea to audience .

That dual perspective, as both a working creative and a business builder, has positioned Whitlock as a recognized voice on the evolving intersection of film, technology, and regional economic development. He has spoken publicly about how incentive programs, including Texas's Moving Image Industry Incentive Program, are reshaping where studios choose to locate, and has pointed to North Texas industrial real estate as an emerging asset class tied to growing incentive funding. Under his leadership, NTFA has forged education partnerships, including bringing Stage 32's certification programs to North Texas's creative workforce .

Whitlock has framed his motivation as rooted in a belief that entertainment is undergoing fundamental structural change, one where filmmakers, animators, game designers, and app developers must increasingly operate across disciplines rather than in isolation. Rather than treating that shift as a threat, he has positioned NTFA as a place where creatives adopt new tools, from AI-powered post-production to blockchain-verified sponsorship deals, while protecting the integrity of storytelling. That reflects his ambition to be a driving force for how North Texas creatives build sustainable, innovation-forward careers.

Filmmakers, animators, game developers, and technologists interested in applying can create a

free profile at www.northtexasfilmalliance.com/cohort. Brands interested in sponsoring can explore packages at www.northtexasfilmalliance.com/sponsorship.

North Texas Film Alliance, Inc. is a community-driven organization advancing the film, television, and digital media industry throughout North Texas, empowering filmmakers and creative entrepreneurs through strategic partnerships, a streaming platform, workshops, and networking events across the DFW area.

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