



THE ATHLEAP SPORTS STORYTELLING PARTNERSHIP

# Cinematic storytelling for the moments shaping your program.

Season-long content partnerships for elite athletic programs  
— the athletes, teams, and stories behind the scores.

THE OPPORTUNITY

Your athletes are  
creating meaningful  
stories *every season.*

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Championship runs.

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*Comebacks.*

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College commitments.

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*Breakout seasons.*

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Final home games.

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*Coaches building programs.*

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Most athletic departments document the result. *We document the story.*

WHAT WE DO

We become your sports  
*storytelling partner.*

The Athleap identifies the strongest stories happening inside your athletic program and turns them into cinematic, social-first films.

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01

**Athlete Profiles**

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03

**Coach Features**

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05

**Commitment &  
Milestone Stories**

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02

**Team Stories**

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04

**Behind-the-Scenes  
Access**

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06

**Season-Defining  
Moments**

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*You provide the access. We find and tell the story.*

THE VALUE

# One story. *Multiple* *uses* across your school.

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**ATHLETICS**

Build the identity and visibility of your athletic program.

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**ADMISSIONS**

Show prospective families what the student-athlete experience feels like.

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**ADVANCEMENT**

Give alumni and donors meaningful stories to connect with.

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**SOCIAL MEDIA**

Create high-quality content athletes, families, and communities want to share.

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This is not simply sports content. *It is school brand storytelling through athletics.*

WHAT A SEASON CAN LOOK LIKE

# A season of *stories*. Not random videos.

01

## The Comeback

A cinematic athlete story following a player returning from injury.

02

## The Standard

A coach profile exploring the culture and expectations behind the program.

03

## Game Day

High-production social storytelling from a major rivalry, tournament, or championship game.

04

## The Next Level

A college commitment story centered on the athlete's journey.

05

## The Season Film

A cinematic piece capturing the defining story of the season.



*“The most powerful stories in sports are often already happening. They simply need someone who knows how to recognize them and tell them well.”*

## MEET THE STORYTELLER

# K. Nicole Mills

**Producer. Founder. Sports Media Storyteller.**

K. Nicole Mills is a producer and founder with 15 years of experience at the intersection of film, television, and sports media. She is the founder of The Athleap Studios, a production company telling premium stories about women in sports.

She began her career in investment banking at Deutsche Bank before pivoting into entertainment through the NBC Page Program. Selected for the Universal Pictures Apprentice Program, she joined NBCUniversal's alternative programming and development team. She went on to work with writer, producer, and director Malcolm D. Lee on projects including *The Best Man: The Final Chapters*, *Space Jam: A New Legacy*, *Harlem*, *Wu-Tang: An American Saga*, and several NBCUniversal pilots. After serving as Manager of Production Talent and Partnerships at NBCUniversal, she joined Malcolm D. Lee's production company as Head of Digital Content.

Her documentary work includes producing multiple episodes of ESPN's *30 for 30* and producing the award-winning short documentary *A Race in the Sun*, about the first African American woman to become a professional cyclist. She was recently commissioned by PBS to produce and direct a project anchoring the network's LA28 Olympics campaign. She is also a 2026 Goldman Sachs Black in Business Scholar, and a credentialed partner of the WNBA.

## WHY THE ATHLEAP

We do not simply film games.  
*We know how to find the story.*

### **Documentary Storytelling**

We identify the human story behind the athlete, team, or moment.

### **Professional Sports Experience**

Our work is informed by direct experience covering professional women's basketball.

### **High-End Production**

Cinematic visuals and professional editing designed for today's digital platforms.

### **A Story-First Approach**

Every piece begins with one question.

*Why should someone care?*

The result is content built to create connection, not simply fill a social media calendar.

## THE PARTNERSHIP

A dedicated storytelling partner  
for your athletic program.

### FLAGSHIP SPORT PARTNERSHIP

Season-long storytelling focused on one priority athletic program.

### ATHLETICS DEPARTMENT PARTNERSHIP

Ongoing storytelling across priority teams, athletes, coaches, and major program moments.

*Let's tell the stories already happening inside your program.*

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