

Essential Information Guide

Marketing Program

APPLICABLE AS OF APRIL 23, 2026
Ce document est également disponible en français

Essential Information Guide

1. I have read the Guidelines and this Essential Information Guide and have a question. Who do I talk to?

The Telefilm team member you should contact will depend on your question. The contact information for each position and region is listed on the Marketing Program webpage.

- Questions about program eligibility and how to apply to the program: Contact Program Agents at coordination@telefilm.ca.
 - Questions about the evaluation and decision-making process: Contact Stéphanie Demers (stephanie.demers@telefilm.ca) for the French market and Brian Mullen (brian.mullen@telefilm.ca) for the English Market.
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2. My project was not financed by Telefilm in production. Is it eligible for support under this Program?

Yes. However, Telefilm prioritizes projects that have been financed for production or postproduction under the [Production Program](#), the [Theatrical Documentary Program](#) or the [Talent to Watch Program](#). Applicants who have not been financed by Telefilm in one of these production programs should reach out a minimum of 6 weeks in advance of the film's release.

3. Who can apply for funding under this program?

Applicants must either be the Canadian distribution or production company of the project for which funding is requested.

Applications submitted by producers that have a Canadian distributor attached must provide a written confirmation from their distributor that they are authorized to apply.

4. Are costs for marketing activities outside of Canada eligible under the Marketing Program?

No. The Marketing Program is intended to support activities within Canada only. For international theatrical releasing campaigns, please consult the [International Promotional Program – Distribution Support](#).

5. What distribution rights must the Canadian distributor hold to be able to apply?

Canadian distributors must hold all the Canadian distribution rights, except for rights which may have been assigned to parties as part of the financing of the project. For example, a broadcast license used in the production financing may include certain broadcasting and SVOD rights. Distribution rights within Canada (for example, Quebec versus rest of Canada) can be split.

6. Is it possible for a producer and a distributor to submit 2 separate applications for the same project?

Yes. For example, a producer could apply early in the production process for longer-leading activities such as an impact campaign or social content development, followed by a request for a traditional marketing campaign from the distributor.

Applications submitted by producers that have a Canadian distributor attached must provide a written confirmation from their distributor that they are authorized to apply. Note that Telefilm may have specific contractual requirements if both the producer and distributor wish to apply for funding for the same project (e.g., obligation for the distributor to reimburse any advance granted by Telefilm to the producer under a previous marketing agreement for the same project).

7. My project has two distributors, one for the Francophone market, and another one for the Anglophone market. Who should submit the application to Telefilm?

If the project has two distributors (not one distributor with a sub-distribution agreement), the distributors can either submit one application each for their respective territories, or one single application with both distributors listed as an applicant and a co-applicant.

8. The guidelines no longer require that a distributor qualify as an “Eligible Distribution Company” to trigger a High Budget Production application under the Production program starting in fiscal 2027-2028. Does this mean that high budget projects no longer need to have a distributor attached?

No. This simply means that the distributor's eligibility to trigger a high budget project will be evaluated in the context of the production application.

For high budget production applications submitted in the upcoming application periods for fiscal 2026-2027, please refer to the 2025-2026 Marketing guidelines for the criteria applicable to qualify as an Eligible Distribution Company.

9. Can the same applicant access funding multiple times for the same project?

Yes. Telefilm's funding can evolve with the trajectory of the film. Applicants may seek support early in the production process for longer-lead activities and later request additional support for a traditional marketing campaign. Please contact Telefilm in advance to confirm whether this approach is appropriate for your project.

10. Will Telefilm require changes to the distribution agreement?

Telefilm will review the distribution agreement and may require modifications to bring the agreement in line with the Canada Feature Film Fund Distribution Terms & Contract Requirements (available on the [Program webpage](#)).

Even if the project was financed by Telefilm at the production stage, it does not necessarily mean that the distribution agreement has been reviewed and approved by Telefilm as this may only be done at the final cost analysis stage. In this case, the distribution agreement is analyzed during the review of the marketing application. An amendment may be required to meet the requirements of the Distribution Terms and Contract Requirements, even if the project has already been released.

11. What documentation must I submit to confirm that my project is intended to be publicly exhibited in Canada?

This will depend on the type of release planned for your project. See the List of required documents for details.

12. Is a theatrical release mandatory for all projects?

While Telefilm's general objective is to fund films primarily aimed at the Canadian theatrical market, a commercial theatrical release is not mandatory to apply to the Marketing program. All projects supported must however include some form of public exhibition, such as community screenings, a public viewing event, a festival presentation, or a platform release to name a few.

Expectations regarding the scope of the release are assessed on a project-by-project basis and are commensurate with Telefilm's level of financing.

Applicants must ensure that their distribution strategy is aligned with the strategy approved in the production application and meets the requirements of the various funding programs and tax credits to which they wish to apply.

13. What type of platform release is eligible under this Program?

Eligible platform releases are SVOD releases on platforms recognized by CAVCO as "[acceptable online services](#)" for the purpose of meeting the "shown in Canada" requirement of the Canadian Film or Video Production Tax Credit program (for example, illico+, Crave, CBC Gem).

14. What is an eligible audience engagement activity?

An audience engagement activity is a targeted initiative designed to connect a film with its intended audience and amplify its theatrical release. These activities, typically presented by distributors, are usually larger in scope and may take place in non-traditional venues or formats.

Audience engagement funding is of an exceptional nature and must be discussed with and approved by Telefilm before applying.

Telefilm generally supports 6 to 7 audience engagement activities per year with funding typically ranging from \$25,000 to \$75,000, depending on the proposed activities. All activities must be intended for the Canadian market.

15. What does Telefilm consider as "Community Screenings" under this Program?

Community Screenings fall outside of the traditional theatrical release. These can be special, focused screenings intended for the film's target audiences, which could be one or more of cultural identity or ethnicity, special interest or themes, geographic location(s), community groups or organizations. Please refer to the budget template available on the [website](#) for eligible costs.

16. What does Telefilm consider as an "Impact Campaign" under this Program?

Impact Campaigns typically involve caused-based or thematic discussion companions alongside the film's public release. These can include a discussion guide/toolkit, special social media campaign, screenings or events, and targeted grassroots activities. Please refer to the budget template available on the [website](#) for eligible costs.

17. Are marketing and promotion costs incurred prior to the application eligible?

Costs incurred prior to confirmation of funding by Telefilm are at the applicant's own risk as they may be deemed ineligible and/or outside the Telefilm-approved marketing plan. Telefilm recommends that applications for commercial theatrical releases be submitted no less than 4 weeks in advance of the proposed release date. When required by Telefilm, test screening costs are eligible when carried out during postproduction prior to delivery, if they have not already been covered by the film's production budget.

18. My film was initially released in the previous fiscal year. Can I apply for funds to support subsequent releases?

Generally, no. Due to volume, Telefilm prioritizes new films opening within that fiscal year. In some circumstances, such as films supported through the Cinema Reignited Digitization initiative, or milestone anniversary re-releases (25th Anniversary, 50th Anniversary, etc), Telefilm may provide financial support should funds be available.

19. My production company is self-distributing my project. What will Telefilm take into consideration in determining the amount of its financial support towards the marketing of this type of project?

Telefilm will take into consideration the needs of the project as demonstrated by the marketing plan, the exhibitor commitment (e.g., the number of screens, the number of cities), the marketing and distribution experience of the applicant and/or service providers, the track record of the film as well as the availability of resources. The applicant must have adequate promotion and marketing expertise attached to adequately support the film's release.

20. My production company is self-distributing my project and contributing financing to the marketing costs. Will it be able to recoup this amount in the same tier as a traditional minimum guarantee?

No. If the application is submitted by the production company, there is no recoupable minimum guarantee (MG).

21. Can I include film festival costs in my Marketing application?

Costs relating to Canadian film festivals can be included providing that they were not previously covered by another funding program or paid for by the hosting film festival.

Applicants can only claim costs for Canadian festivals relating to the film's public performance (such as travel, accommodations, PR/marketing). Please refer to the [detailed budget template](#) for examples of eligible festival costs.

22. My film will be presented at TIFF. Are TIFF release costs recoupable?

Yes. If the project is selected at TIFF **and** was financed in one of Telefilm's production programs, the applicant may recoup up to \$15,000 for the release costs in the first Tier.

For projects that weren't financed in Production, these release costs can be recouped according to the same schedule as all other costs.

TIFF release costs must be clearly identified in the budget submitted to Telefilm, and the applicant must submit the TIFF invitation letter to Telefilm at time of application.

Costs should cover activities relating to the film's public performances. Activities that relate to marketplace or industry initiatives are not eligible.

23. Are costs for TIFF: THE MARKET eligible under the Marketing Program?

No. The Marketing Program is intended for theatrical releasing and consumer-facing activities. As costs associated with TIFF: THE MARKET are sales-focused, they are not eligible. Only TIFF festival costs relating to screenings are eligible. Please refer to the budget template on the [website](#) for costs that can be included.

24. Are all versioning requests eligible?

No. The guidelines set out the criteria that need to be met for versioning requests to be eligible. Note that versioning costs are only eligible if the dubbed or subtitled version of the project is scheduled to be publicly exhibited in Canada and that versioning costs financed at the production or postproduction stage (including closed-captioned versions for the hearing impaired) are not eligible for funding under the Marketing program.

25. Is dubbing done by AI eligible?

While technical assistance tools or software using AI are permitted, dubbing entirely generated through Artificial Intelligence is not eligible. Telefilm only accepts versioning costs carried out in Canada by qualified private-sector companies, using Canadian artists, actors, employees and technicians.

26. What are the applicant's obligations with respect to versioning financed under the Marketing Program?

The applicant must guarantee that the production versioned with the assistance of this program will be made available either to the Canadian producer, or to any distribution or foreign sales company appointed by the Canadian producer. Please contact the Feature Film representative of your region for more information.

27. Can foreign costs be included in the budget?

Yes but prior approval from Telefilm must be obtained for these costs to be eligible. These exceptional costs must be set out in the detailed budget and in the marketing plan submitted with the application, and applicants must be able to demonstrate the lack of available expertise in Canada for the costs claimed.