

PROMOTION PROGRAM – OPEN ACCESS STREAM

ESSENTIAL INFORMATION GUIDE

1. Can I apply to this Stream if my film festival or market has never been held before?

No. To be eligible, festivals must have been held at least once in their current format in the last three (3) years.

2. My festival will be held exclusively in a virtual format. Is it eligible for funding under this Stream?

No. Eligible festivals must be held in-person or in a hybrid format. They must hold at least one in-person screening during the days of the festival.

3. If I applied to the General Admission Stream for my festival taking place between July 1, 2022 and June 30, 2023 but was refused for funding, do I need to apply for the Open Access Stream separately to access reopening funds?

No. Festivals that applied for funding through the General Admission Stream but were refused will be automatically considered to receive reopening funds through the Open Access Stream, provided they meet all eligibility criteria of the Stream. No additional application will be required. However, additional documents or details may be requested from the applicants to fulfill the requirements of the Stream. These festivals will receive priority access to funding through this Stream.

4. I received funding earlier this year under the Promotion Program's Limited Edition Stream. Can I apply to this Open Access Stream?

No. If you have received funding under the Limited Edition Stream, you will be contacted by Telefilm to confirm your need and eligibility for additional funding in order to receive a top-up from the Reopening Fund.

5. What is considered a "Film Festival"?

A film festival is a multi-day (at least two consecutive days in the same city or regional municipality) event during which a selection of films (at least five feature films or equivalent) is screened for the general public.

6. What is a “Canadian work”?

A Canadian work is an audiovisual work that has either been 1) certified by the Canadian Audio-visual Certification Office (CAVCO) as a “Canadian film or video production”, 2) recognized as an audiovisual treaty coproduction by the Minister of Heritage or 3) directed and produced by Canadians and its copyright is owned by Canadians. Canadian works can be feature films, medium-length films, short films, television programs and digital productions.

7. How does Telefilm determine if 15% of the works in a festival's previous edition were Canadian?

For priority access to funding under the Open Access Stream, 15% of all works presented during a festival's previous edition must be Canadian. If the previous year's edition was impacted by the COVID-19 Pandemic, Telefilm will take into consideration the last two (2) editions.

To determine the percentage of Canadian works, Telefilm will add up the number of Canadian feature films (i.e., 75 minutes or more) and the equivalent number of medium-length and short films using the following ratios:

- 2 medium-length films are equivalent to 1 feature film;
- 4 short films are equivalent to 1 feature film.

Example:

The programming of the last edition of a festival consisted of:

- 20 feature films of which 10 were Canadian;
- 30 medium-length films of which 20 were Canadian; and
- 58 short films of which 40 were Canadian.

The percentage of Canadian works would be calculated as follows:

Step 1: Convert the number of medium and short films into feature films using the ratios

- **Medium-length films:** the programming included 30 medium-length films of which 20 were Canadian. Using the 2:1 ratio, this means:
 - ✓ 30 medium-length films are equivalent to **15 feature films**;
 - ✓ 20 Canadian medium-length films are equivalent to **10 Canadian feature films**.
- **Short Films:** the programming included 58 short films of which 40 were Canadian. Using the 4:1 ratio, this means:
 - ✓ 58 short films are equivalent to **15 feature films (rounded up)**;
 - ✓ 40 Canadian short films are equivalent to **10 Canadian feature films**.

Step 2: Calculate the total of all works (feature films and feature film equivalents)

- ✓ Number of feature films: 20
- ✓ Number of feature film equivalents (medium-length films converted): 15
- ✓ Number of feature film equivalents (short films converted): 15

Total number of all works: 50

Step 3: Calculate the total of all Canadian works (feature films and feature film equivalents)

- ✓ Number of Canadian feature films: 10
- ✓ Number of Canadian feature film equivalents (medium-length films converted): 10

- ✓ Number of Canadian feature film equivalents (short films converted): 10

Total number of Canadian works: 30

Step 4: Calculate the percentage of Canadian works in the programming

The programming of the previous edition consisted of 50 works of which 30 were Canadian. Thus, the percentage of Canadian works in the previous edition's programming is calculated as follows:

(Number of Canadian works/total number of all works) x 100% = 60%

Total percentage of Canadian works: 60%

8. How does Telefilm establish whether a festival's previous edition screened at least five feature films or equivalent?

To be eligible for the Open Access Stream, five feature films (or equivalent) must have been screened during the festival's previous edition. If the previous year's edition was impacted by the COVID-19 Pandemic, Telefilm will take into consideration the last two (2) editions.

To determine the number of feature films screened in the previous edition, Telefilm will add up the number of feature films (i.e., 75 minutes or more) and the equivalent number of medium-length and short films using the same ratios than for the calculation of the percentage of Canadian works above, meaning:

- 2 medium-length films are equivalent to 1 feature film
- 4 short films are equivalent to 1 feature film

Example:

The programming of the last edition of a festival consisted of:

- 2 feature films;
- 2 medium-length films; and
- 7 short films.

The total number of feature films and equivalents would be calculated as follows:

Step 1: Convert the number of medium and short films into feature films using the ratios

- ✓ 2 medium-length films are equivalent to **1 feature film (2:1 ratio)**;
- ✓ 7 short films are equivalent to **2 feature films (4:1 ratio, rounded up)**.

Total feature film equivalents: 3

Step 2: Calculate the total of feature films and feature film equivalents

The programming of the last edition of a festival consisted of 2 feature films and 3 feature film equivalents, which totals 5.

Total number of feature films and feature film equivalents: 5

9. Can I apply for funding even if I have not held my festival in the current format before?

Yes. However, you must demonstrate the ability to deliver the current format if the festival was held in a different format previously due to the COVID-19 pandemic. Applicants should include this detail in the application and are encouraged to reach out to a Project Leader to discuss prior to the submission of the application.

10. How does Telefilm define the primary mandate of a festival?

The primary mandate should be part of the applicant's overall mandate, charitable mission, and/or vision that would be applicable regardless of the edition or year of the festival and applies to all programming. This mandate should **apply to all** events associated with the festival and not only to specific strands or sections of the programming.

For example, if the festival **only** showcases and promotes works by Indigenous creators, then the festival's mandate would be considered as focused on showcasing and promoting works of Indigenous creators.

11. What does Telefilm consider as a material change to an activity?

A material change is a change that could have, in Telefilm's opinion, an impact on the applicant's ability to conduct the activity as initially planned. Material changes could include, among other things:

- Changes in key personnel if the new key personnel has less or non-equivalent experience;
- A change in the date of an activity that is now set in a similar period as another similar sized activity in the same region;
- Change in the targeted market;
- Loss of partnership, etc.

12. Who do you consider as "key personnel" for a festival?

Key personnel would include the executive director, festival director, the communications/ marketing director, and the programming director, or their equivalent.

13. When should applications be submitted?

The Stream has two opening periods. Each opening period is of a short duration and targets film festivals taking place on specific dates.

Please check the Stream webpage to verify the applicable period that matches the dates of your festival to ensure that the application is submitted for the correct period.

Applications submitted outside of the applicable opening dates may be deemed ineligible.

14. How should the attendance online (virtual and broadcast) be calculated?

The attendance numbers should be based on confirmed attendance that have watched at least half the film (if this data is available) and not only on tickets redeemed. Each ticket purchased/claimed should account for one individual only and not by household or multiple individuals, unless this information has been specifically gathered by the festival. If there was a broadcast element to the screenings, please ensure that the number estimated is verifiable, reasonable, calculated based on third party information and in-line with the previous edition's attendance, as this figure may be audited by Telefilm Canada should the festival be funded.

15. If my festival meets all the eligibility criteria and I apply on time during the applicable opening period, am I guaranteed to receive funding?

Funds under this Stream are limited and that not all applicants who meet the eligibility criteria are guaranteed to receive funding.

Further, Telefilm will review the applications received during each application period to ensure that its overall funding under this Stream is balanced in terms of regional representation and diversity of supported festivals' mandates (for example, by supporting festivals whose primary mandate is to showcase works of creators who are part of one or more of the following groups: Indigenous, Black, People of Colour, 2SLGBTQIA+, Persons with Disabilities, Women, Gender-Diverse identities and expressions, and/or Members of Official Language Minority Communities).

16. What happens if my activity plans change due to unforeseen circumstances related to COVID-19 after my agreement is executed with Telefilm?

Telefilm recognizes that planned festivals may change after the application is submitted or after the funding agreement has been signed with Telefilm due to extraordinary circumstances related to the COVID-19 Pandemic.

Applicants must immediately provide a written notice of such COVID-19-related changes to Telefilm and Telefilm will work with applicants on a case-by-case basis to review such situations. Should the applicant still wish to hold a revised version of the festival, a contingency plan that includes a revised proposal must be provided to Telefilm as soon as possible.

Please note that any funding provided by Telefilm can only be used to cover direct expenses relating to the programming, promotion, delivery and administration of the festival and cannot be used for the organization's emergency or other working capital related expenses.