

PROMOTION PROGRAM - REOPENING FUND

OPEN ACCESS STREAM

GUIDELINES

APPLICABLE AS OF NOVEMBER 3, 2021

Ce document est également disponible
en français.

The [Reopening Fund](#), announced by the Government of Canada on June 28, 2021, will provide \$200 million over two years through existing programs to support Canada's festivals, cultural events, outdoor theatre performances, heritage celebrations, local museums, amateur sport events, and more. It will support organizations and projects that deliver in-person experiences and events that draw visitors to our communities and will complement tourism-related initiatives to be delivered by federal Regional Development Agencies.

Telefilm Canada was mandated to administer \$10 million over two years to support film festivals across the country recover and enhance their online and in-person activities. Such reopening funds will be distributed through Telefilm's Promotion Program.

Canadian festivals will be able to access the Reopening Fund through three (3) different streams:

- **Limited Edition Stream:**
 - ✓ Applicants who have already applied to the Limited Edition Stream for their festivals taking place between May 17, 2021 and December 31, 2021 do not need to apply again in order to receive funding under the Reopening Fund. Telefilm has already communicated directly with all eligible applicants to confirm their need for additional funding and inform them of the amount of additional funding they are eligible for, subject to continued compliance with the Stream criteria.
 - ✓ Reopening funds will be automatically included in the total financial participation provided by Telefilm under this Stream for eligible Applicants who submit their funding application under the Limited Edition Stream for their festivals taking place between January 1, 2022 and June 30, 2022.
- **General Admission Stream:** Applicants who have already applied to the General Admission Stream for their festivals taking place between October 1, 2021 and March 31, 2022 do not need to apply again in order to receive funding under the Reopening Fund. Telefilm has already communicated directly with all eligible applicants to confirm their need for additional funding and inform them of the amount of the top-up they are eligible for, subject to continued compliance with the Stream criteria.
- **Open Access Stream:** Applicants who are not eligible under any of the above-mentioned streams may apply under this Open Access Stream if they meet the eligibility criteria described herein.

These guidelines provide direction on the eligibility criteria and funding conditions under the Open Access Stream (the "**Stream**").

1. Eligibility Criteria for Applicants

Applicants must meet all the following eligibility criteria:

- Be a Canadian-controlled corporation, as determined under sections 26 to 28 of the [Investment Canada Act](#), working in the film, television or digital media sectors;
- Have their head office in Canada and carry out their activities in Canada;
- Key personnel responsible for the activity must be Canadian citizens within the definition of the [Citizenship Act](#) or permanent residents within the definition of the [Immigration and Refugee Protection Act](#); and
- Be in need of funding for business continuity and to safeguard jobs.

2. Eligibility Criteria for Festivals

2.1. Basic Eligibility Criteria

This Stream aims to support film festivals in Canada:

- That are aimed at the **general public**. Student or amateur film festivals as well as festivals whose primary mandate is to screen and promote television and web based content are not eligible.
- That are taking place over **two consecutive days** or longer in the same city.
- That have been held at least once in their current format in the previous year or, if last year's edition was cancelled or held in a different format due to the COVID-19 Pandemic, in the last two (2) years.
- That will be held in-person or in a hybrid format.
- That have not received any other reopening funds from Telefilm under any other stream or program.

Festivals that include a minimum 10% of Canadian Works in their programming and whose previous edition included a minimum of 10% of Canadian Works in their programming may be given priority access.

Note: When the festival's programming consists of a combination of feature films (75 minutes and more), medium-length films (30 to 74 minutes) and short films (less than 30 minutes), the ratio will be 2:1 for medium-length films and 4:1 for short films.

2.2. COVID-19 Pandemic considerations:

- There must be sufficient and reasonable certainty that the festival can be held in an in-person or a hybrid format within the dates indicated on the Stream webpage despite the COVID-19 Pandemic.
- The festival must be held in conformity with any and all municipal, provincial or federal public health measures that are applicable to it, in order to protect the health and safety of its participants, collaborators, employees and other organizers, as the case may be.
- All Applicants are encouraged to consult Public Health Canada's [Risk Mitigation Tool for Gathering and Events Operating During the COVID-19 Pandemic](#) for event planners.

3. Terms of Funding

Funding will be provided to applicants and festivals who meet the eligibility criteria and will be in the form of a non-recoupable contribution of \$5,000. In the case of larger-scale festivals, Telefilm may at its discretion, increase the amount of its financial participation to \$10,000.

Telefilm's financing must be used to cover direct expenses relating to the programming, promotion, delivery and administration of the in-person events during the festival.

It is important to note that funds under this Stream are limited and that not all applicants who meet the eligibility criteria are guaranteed to receive funding. Furthermore, eligibility under this Stream does not guarantee eligibility under the Promotion Program or any of its other streams.

Further, Telefilm will review the applications received on a first-come, first-served basis. However, decision-making will take into account Telefilm's objective to ensure that its overall funding under this Stream is balanced in terms of regional representation, as well as in terms of mandates of festivals supported (for example, by supporting festivals whose

primary mandate is to showcase works of creators who are Indigenous, Black, People of Colour, 2SLGBTQIA+, Persons with Disabilities, Women, Gender-Diverse identities and expressions, or Members of Official Language Minority Communities.

Important: Applicants qualifying for support for the same activities from more than one of the organizations delivering the Reopening Fund are required to seek funding from only one source within the family of participating organizations. Furthermore, costs covered by Telefilm must not be borne by any other entity or program.

4. Application Process

Applications under this Stream must be submitted during the available application period, which will be announced on the Stream [webpage](#).

All applications must be submitted online by sending an email to promotion@telefilm.ca and include the duly completed application form and Eligibility Attestation (Forms available on the Stream [webpage](#)). Please note that incomplete applications will be automatically rejected.

For festivals with a baseline aggregate participation number of 250,000 and above in their 2019 edition, Applicants will be required to provide a written confirmation before the start of the festival that all necessary approvals from all relevant public health authorities have been obtained¹.

5. General Information

Compliance with the guidelines is a prerequisite for funding eligibility but does not guarantee access to Telefilm funding. Telefilm reserves the right to modify its guidelines and application forms as needed. The implementation and interpretation of these guidelines are at Telefilm's sole discretion, and Telefilm ensures that its funding is granted to festivals that respect the Reopening Fund spirit and intent. For any questions regarding the interpretation of these guidelines or the spirit and intent of the Stream or the Reopening Fund, Telefilm's interpretation shall prevail.

All information provided, obtained, created or disclosed in connection with the application is subject to the [Access to Information Act](#) and the [Privacy Act](#).

All Telefilm programs are subject to the availability of funding from government and other sources.

¹ This is an aggregate participation number, featuring the cumulative participant totals of multi-day festivals involving multiple activities in multiple venues under the control of the Applicant. However, this does not pertain to the annual attendance figures of organizations (e.g., galleries, touring companies) that put on multiple events in the course of a year, often in different geographic locations.