

PROMOTION PROGRAM - REOPENING FUND

OPEN ACCESS STREAM

GUIDELINES

APPLICABLE AS OF APRIL 26, 2022

Ce document est également disponible en français.

Presentation of the Reopening Fund

The [Reopening Fund](#), announced by the Government of Canada on June 28, 2021, supports organizations and projects that deliver in-person experiences and events. Telefilm Canada (“**Telefilm**”) 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.

Canadian festivals can access the Reopening Fund through three (3) different streams of the Promotion Program:

- **Limited Edition Stream:**
 - ✓ Applicants who have already applied to the Limited Edition Stream for their festivals taking place between July 1, 2022, and August 31, 2022, do not need to apply again in order to receive funding under the Reopening Fund. Telefilm will communicate 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 receive funding for their festivals taking place between September 1, 2022, and June 30, 2023.
- **General Admission Stream:** Reopening funds will be automatically included in the total financial participation provided by Telefilm under this stream for eligible Applicants who receive funding for their festivals taking place between July 1, 2022, and June 30, 2023.
- **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

To be eligible, the applicant must meet all the following criteria:

- have a head office in Canada and operate in Canada;
- be a Canadian-controlled corporation, as defined in sections 26 to 28 of the [Investment Canada Act](#), working in the film, television or digital media sectors; 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, screening series as well as festivals whose primary mandate is to screen and promote television and web-based content are not eligible;
- that will be taking place over **two consecutive days** or longer in the **same city or regional municipality** between **July 1, 2022, and June 30, 2023**;

- that have been held **at least once** in their current format in the last three (3) year **or** can demonstrate ability to deliver current format;
- whose previous edition programming included a minimum of five feature films (or equivalent);
- who undertakes to include in their programming of the edition for which they seek funding from Telefilm a minimum of five feature films (or equivalent);
- that will be held in-person or in a hybrid format; and
- that have not received any other reopening funds from Telefilm under any other stream or program for the edition for which they seek funding from Telefilm.

Festivals which include a minimum 15% of Canadian Works in their previous and upcoming edition programming will 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.

Festivals that applied for funding through the General Admission Stream but were refused will be automatically considered to receive Reopening Funds through this Stream, provided they meet all its eligibility criteria. No additional application will be required. However, additional documents or details may be requested from the applicants to fulfill the requirements of this Stream.

2.2. COVID-19 Pandemic considerations:

All festivals must be held in conformity with any and all municipal, provincial or federal public health measures that are applicable to them, in order to protect the health and safety of their 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](#).

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 \$7,500. In the case of larger-scale festivals, Telefilm may at its discretion, increase the amount of its financial participation to \$15,000.

Please note that the funds provided under this Stream may be higher or lesser than the amounts indicated above, depending on the number of applications received and the availability of funds.

Access to funding under this Stream will be provided in priority as follows, subject to availability of funds:

1. Festivals that applied for funding through the General Admission Stream but were refused, on a first-come first-serve basis;
2. Festivals that apply directly to this Stream and which include a minimum 15% of Canadian Works in their previous and upcoming edition programming;
3. All other eligible festivals.

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, the decision-making process will take into account Telefilm's objective to fund a balanced portfolio in terms of regional representation and diversity of supported festivals' mandates (e.g., festivals whose primary mandate is to only showcase and promote the work of creators who belong to 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).

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 appropriate application period indicated on the Stream [webpage](#), based on the dates during which the festival is held. Please consult the Stream [webpage](#) for the dates of the application periods.

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