

# **MEDIUM TO LARGE-SCALE FESTIVALS PROGRAM**

**Guidelines applicable to festivals taking place starting on October 1, 2023**

APPLICABLE AS OF SEPTEMBER 29, 2022

Ce document est également disponible  
en français.

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## Presentation of the Program

Telefilm Canada's ("Telefilm") Medium to Large-Scale Festivals Program (the "Program") provides financial support to long-established medium to large-scale Canadian film festivals that help promote Canadian films and talent and stimulate demand for our multiscreen content.

As a partner of choice, Telefilm is committed to advancing the development of the industry and reaching audiences where they are. Through this Program, Telefilm supports film festivals across the country and remains committed to equity, diversity, and inclusion to foster and support an industry that is representative of all communities in Canada.

These guidelines provide direction on the eligibility criteria and funding conditions under this Program.

## Objectives

The objectives of this Program are to:

- ✓ Support established festivals that help expand awareness of Canadian works among the general public;
- ✓ Fund activities that are aligned with national market needs, while helping to promote Canadian content and talent;
- ✓ Support an equitable<sup>1</sup> and balanced portfolio of festivals in terms of regional representation and diversity of supported festivals' mandates<sup>2</sup> (e.g., festivals whose 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).

Please note that applicants may only submit one application for the same festival, either under the [General Admission Festivals Program](#) or under this Program.

## 1. Applicant Eligibility Criteria

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

- a) have a head office in Canada and operate in Canada;
- b) be a Canadian-controlled organization, as defined in sections 26 to 28 of the [Investment Canada Act](#), working in the film, television or digital media sectors;
- c) be financially sound and demonstrate, to Telefilm's satisfaction, that sound governance measures allowing the film festival to take place are in effect;
- d) have experience and expertise in organizing film festivals of a nature and scope comparable to the one submitted for Telefilm funding.

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<sup>1</sup> Telefilm seeks to achieve resource equity (the distribution of resources across the portfolio in order to close equity gaps) and representation equity (the proportional participation within the portfolio) in its funding decisions.

<sup>2</sup> The mandate should be part of the applicant's overall mandate, charitable mission, and/or vision. This should be applicable regardless of the edition or year of the festival and should apply to all programming and events associated with the festival, not only to specific strands or sections.

## 2. Festival Eligibility Criteria

### 2.1. Basic Eligibility Criteria

To be eligible, festivals must:

- a) be aimed at the general public and showcase films as their main focus. Student or amateur film festivals, screening series as well as festivals whose mandate is to screen and promote television, XR, podcasts and web-based content are not eligible;
- b) take place over a **minimum of 5 consecutive days** in the **same city or regional municipality**;
- c) have had **at least 7 editions** before the one for which funding is requested;
- d) have a **minimum total activity budget of \$300,000**;
- e) have a **maximum total activity budget of \$10M**;
- f) have exhibited a **minimum of 15% of recent Canadian works** in the programming of their previous edition; and
- g) undertake to exhibit a **minimum of 15% of recent Canadian works** in the programming of the edition for which they seek funding from Telefilm.

**Note:** The percentage of **recent Canadian works** is calculated as follows:

- i. It takes into account feature films (75 minutes and more), medium-length films (30 to 74 minutes) and short films (less than 30 minutes)<sup>3</sup> ;
- ii. The majority of these works must be medium- or feature-length films;
- iii. When the festival's programming consists exclusively of short films, this percentage can be met with the short film programming;
- iv. When the festival's programming consists of a combination of feature films, medium-length films and short films, the ratio will be 2:1<sup>4</sup> for medium-length films and 4:1<sup>5</sup> for short films;
- v. If the previous edition's programming contained more than 100 feature length (or feature film-length equivalent) works, Telefilm will consider a minimum threshold of 15 Canadian feature length (or feature film-length equivalent) works to be sufficient.

Telefilm may, in its discretion, accept festivals whose previous or current edition programming include a minimum of **10% of recent Canadian works** and/or has less than a majority of feature-length and medium-length films. Telefilm may, in its discretion, also accept Canadian Works made within the last 5 years in its calculation to meet the minimum 15% of recent Canadian Works. For more details, please see the Essential Information Guide available on the Program's [webpage](#).

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<sup>3</sup> For the purposes of these guidelines, music videos and television works are considered short films.

<sup>4</sup> This means that two medium-length films are equivalent to one feature film.

<sup>5</sup> This means that four short films are equivalent to one feature film.

## **2.2. COVID-19 Pandemic Considerations**

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 applicable.

## **3. Evaluation Process and Criteria**

Applications will be evaluated based on the evaluation criteria outlined below and will be scored using an evaluation grid which will be available on the Program webpage ahead of its opening. External advisors with expertise in the arts and culture, event, marketing/communications or non-profit sector may be consulted in the evaluation of the applications.

### **3.1. Evaluation Criteria**

In evaluating the applications to the Program, Telefilm takes into account the composition and timing of activities supported by the National Promotion funding programs as well as the following criteria:

#### **3.1.1. Promotion of Canadian Content and Talent**

Telefilm takes into consideration the festival's efforts to promote Canadian content and talent, including:

- ✓ the percentage of Canadian works exhibited during the festival's previous edition;
- ✓ the specific actions undertaken in support of the promotion of Canadian content and talent, including visibility and promotional activities for the general public and activities geared towards industry professionals; and
- ✓ the festival's reach and impact at the regional, national and/or international level.

#### **3.1.2. Impactful Audience Development and Engagement**

Telefilm also considers the audience development and engagement of the festivals, including:

- ✓ the level of attendance in the previous edition of the festival;
- ✓ the marketing and promotional activities undertaken;
- ✓ the strategies employed for audience discoverability and marketing;
- ✓ the innovative programming and initiatives that attract or develop new audiences; and
- ✓ the variety of promotion avenues used.

#### **3.1.3. Effective Community Partnerships**

Telefilm evaluates the number, variety and purpose of community partnerships the applicant has established and their alignment to the strategy and objectives of the festival.

#### **3.1.4. Sound Fiscal and Operational Management and Timely Reporting**

Telefilm also takes into account the sound fiscal and operational management as well as timely reporting. In doing so, Telefilm assesses:

- ✓ the financial situation of the festival and the applicant;
- ✓ the ability for the applicant to deliver the proposed activities of the festival; and
- ✓ the applicant's history in fulfilling its contractual obligations towards Telefilm.

### 3.1.5. Dedication to Meaningful Inclusion and Sustainable Eco-Responsibility Measures

Inclusion considers the active, intentional, and ongoing commitment to reflect and serve a diversity of voices in all facets of the festival. In reviewing the application, Telefilm will evaluate the applicant's dedication to active and inclusive practices in engaging a diversity of voices through their festival as well as the environmental sustainability measures that have been employed by the applicant.

### 3.2. Diversity of Voices

The decision-making process takes into account Telefilm's objective to fund an equitable and balanced portfolio in terms of regional representation and diversity of voices.

As part of fostering a diversity of voices, Telefilm may prioritize festivals whose **mandate** is to **only** showcase and promote the work of creators who belong to communities supported through its Inclusion Initiatives:

- ✓ Indigenous;
- ✓ Black people;
- ✓ People of Colour;
- ✓ 2SLGBTQIA+ individuals;
- ✓ Women;
- ✓ Gender-diverse identities and expressions;
- ✓ Persons with disabilities;
- ✓ Members of Official Language Minority Communities.

## 4. Terms of Funding

### 4.1. Telefilm's Financial Participation

Telefilm's financial participation under this Program will be in the form of a **non-repayable contribution** to cover the applicant's eligible costs as described in the attached appendix.

### 4.2. Amount of Telefilm's Financial Participation

The amount of Telefilm's financial participation is determined based on the number of applications received, as well as the alignment of the festival with the evaluation criteria and Telefilm's portfolio objectives. Telefilm's maximum financial participation amount is the lower of:

- ✓ 10% of the festival's budget; or
- ✓ \$250,000.

Please note that, generally, the average funding under this Program is below the maximums indicated above. Nonetheless, Telefilm may, in its discretion, exceed these maximums depending on the number of applications received, the availability of funds, and the Program objectives.

### 4.3. Access to Funding and Eligible Costs

Telefilm's funding must be used to cover the eligible costs described in the Appendix. Telefilm reserves the right to reduce its funding upon review of final cost reports submitted by applicants. Furthermore, costs covered by Telefilm must not be borne by any other entity or program.

Telefilm's financial participation is contingent on the applicant's continued compliance with the eligibility and evaluation criteria described above, as well as the availability of funds in the Program. It is important to note that funds under this

Program are limited and that not all applicants who meet the eligibility criteria are guaranteed to receive funding.

Further, applicants and activities that have received Telefilm funding under the Promotion Program in past years are not guaranteed to receive funding via this Program or any other program.

## 5. Application Process

Applications under this Program must be submitted during the appropriate application period indicated on the Program's [webpage](#), depending on the scheduled dates of the festival. Please consult the Program's [webpage](#) for the dates of the application periods.

All applications must be submitted online via [Dialogue](#) and include the documents included in the list of required documents available on the Program's [webpage](#). Please note that incomplete applications may be automatically rejected.

Applicants with complementary activities, including film markets<sup>6</sup>, should include the details of these activities within their overall application. The costs of these activities should be included within the overall budget of the festival.

Complementary activities are promotional actions or professional business or skill development activities (e.g., forums, workshops, conferences, professional networking and meetings) that take place only during the dates of the festival on a regular annual basis, even if these complementary activities are branded differently from the festival or slightly change from one edition to the other.

For more information, please consult the Essential Information Guide on Program's [webpage](#) or contact your National Promotion Regional Lead.

## 6. 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 Program's spirit and intent. For any questions regarding the interpretation of these guidelines or the spirit and intent of the Program, 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.

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<sup>6</sup> The main purpose of a film market is to stimulate the sale of Canadian works and facilitate pre-financing of productions and partnerships for potential coproduction projects, through a structured agenda that includes a selection process for participants.

## **APPENDIX**

### **Eligible Costs**

The applicant must comply with the types of eligible costs set out in Telefilm's standard budget/cost report. These costs must be itemized when submitting the financial statements of the funded activities. In-kind costs must equal the in-kind revenues provided in the budget, which will be recognized by Telefilm at 33% of their reported fair market value. Eligible costs include all salaries, professional fees and direct expenses incurred in connection with the funded activities only and, more specifically, costs related to the following items:

- **Programming:** direct costs related to the development and delivery of the funded activities' programming;
- **Communication and Promotion:** direct costs related to the communication and promotion strategy of the funded activities;
- **Production:** direct costs of delivering the funded activities to its targeted audiences;
- **Administration:** direct and reasonable costs related to the various costs of administering the funded activities; it is understood that costs related to the applicant's core business and capital expenditures, such as rent, staff salaries, equipment rentals and other maintenance charges, are only eligible if they are prorated and directly related to the funded activities. **These costs cannot exceed 25% of the activities' total direct costs.**

\*For more information on what costs are considered as direct, please see the Essential Information Guide on the Program's [webpage](#).

Only Canadian expenses will be eligible. However, Telefilm will assess the eligibility of expenses incurred abroad when services of a comparable nature are not available in Canada and are essential to the success of the funded activities.