

Festival Title: _____ Festival dates: _____
Name of Applicant: _____ Current date: _____

Please provide details on your proposed festival that you are seeking funding for. It is recommended to be concise and to use bullet points for your answers whenever possible. Do note that no extra information provided for the application will be reviewed, and the character limit will be strictly enforced. **Please note that spaces, bullet points and paragraph breaks (after pressing “enter”) count towards the character limit.**

1. Describe the needs or gaps that your festival addresses. (Maximum 350 characters)

Include details on any relevant reports, studies, needs analysis, survey results, etc., that may have been used to determine the needs or gaps.

2. Detail specific steps taken to promote Canadian content and talent for the general public, including visibility and promotional activities. (Maximum 1,000 characters)

Include details on programming focused on Canadian content or talent (e.g., awards/category focused on Canadian cinema, Canadian film opening or closing the festival, general public events including tribute, Q&A, special themes, etc.) and any programming or strategic offerings that cater to the location where the festival is held (e.g., programming content featuring regional filmmakers and locations, strategic offerings that develop film audience in the region, etc.). Provide brief details on the innovative and distinctive nature of the activities, including format, impact and needs served.

3. Detail specific steps taken, if any, to promote Canadian content and talent geared towards industry professionals. (Maximum 750 characters)

Include details on programming focused on Canadian content or talent (e.g., forum, conference, structured 1-on-1 networking meetings, panel discussions, masterclasses, etc.). Provide brief details on the innovative and distinctive nature of the activities, including format, impact and needs served. **If no activities of this nature are offered by the festival, please write "N/A".**

4. Detail initiatives and actions, if any, targeted to developing relationships and creating impact with the international industry and audience. (Maximum 750 characters)

Include details on programming focused on international industry (e.g., coproduction market, programming partnerships, structured coproduction, export, or networking activities, etc.). Provide brief details on the innovative and distinctive nature of the activities, including format, impact and needs served (e.g., sales agents/distributors participation, business deals made, notable networking events). **If no activities of this nature are offered by the festival, please write "N/A".**

5.1. Describe, if applicable, how the current edition will change from how it has been historically presented and/or how it was presented last year. (Maximum 750 characters)

Provide details on new format, partnerships, activities planned and held, etc., including the justification for the changes, and the festival's ability to deliver these changes. Please note that finance-related changes should be answered in the next question.

5.2. Detail, if applicable, the revenue sources targeted to cover the costs expected for any new activities. (Maximum 500 characters)

6. Detail the financial situation of the festival, including the revenue generation strategies and sources of funding sought (and confirmed) outside of Telefilm's funding. (Maximum 500 characters)

Detail strategies deployed to ensure sufficient revenues will be raised, and types of funding that have been sought (e.g., type of private sponsorships, public funding bodies, ticket sales, etc.). If free access is provided for activities, provide details on who this access is provided to and the reasonings behind this offering.

7. Provide specific details outlining any significant changes that are anticipated for the expenses and revenues of the festival from its previous edition, and what steps are being taken to manage these changes. (Maximum 500 characters)

Include details on any expected loss in revenues or expected increase in expenses and what actions are being taken to mitigate its impact.

8. What internal accounting controls are in place to manage the financial health of the festival and organization? (Maximum 500 characters)

Internal accounting controls are the various procedures and methods the organization uses to manage the accounting and financials of the organization. Please provide details on the segregation of duties (on duties such as authorization to record and approve financial transactions, handling of cash receipts and deposits, writing and signing checks, etc.), the monitoring mechanisms in place (such as who handles the implementation and updating of the controls), and frequency and depth of review of the controls.

9. Provide specific details on the delegation of power and decision-making process within the organization. (Maximum 500 characters)

Include details on how decisions are made and managed within the organization. Focus on what types of decisions are made at which level of leadership in the festival and organization (including at the board of directors level, Executive Director or equivalent level, department head level / lead key personnel, etc.) and how the process is generally applied (such as on financial decisions, programming selection, production/event decisions, etc.).

10. Summarize the relevant experience of the key festival personnel (Executive Director and Artistic Director) in the audiovisual industry or experience specific to their role. (Maximum 250 characters per person)

Include details on their experience in similar roles in other events or festivals.

Executive Director (or equivalent)

Artistic Director (or equivalent)

11. What contingency plans are in place for key personnel changes? (Maximum 500 characters)

Include details on how the change would be managed in the cases of key personnel departures, temporary absences, etc., and what measures are in place to limit the impact on the festival and organization.

12. Briefly describe how the festival demonstrates its leadership in reflecting and serving a diversity of voices and reaching these communities. Detail specific initiatives/activities and the communities targeted, community partnerships developed, and professionals hired from these groups to lead these initiatives/activities. (Maximum 1,000 characters)

Please refer to the Guidelines on the Program webpage for the list of communities supported through Telefilm's Inclusion Initiatives.

This should include (if applicable):

- Programming content led by and for under-served audience groups that feature a main storyline, theme or narrative that is about communities supported by Telefilm's Inclusion Initiatives or centered around a lead character, contributor, presenter, or voice artist from a community supported by Telefilm's Inclusion Initiatives.; and/or
- Paid employment and training (e.g., internships) positions at the festival aimed specifically and filled by individuals from under-represented groups. This can include management, staff, and volunteers.

13. What accessibility measures have been put in place for persons with disabilities? (Maximum 500 characters)

Highlight measures that go above statutory requirements or obligations (e.g., website design, ASL availability at Q&As and panels, content warnings, creative approaches to marketing, etc.). **If no measures are offered by the festival, please write "N/A".**

14. Provide details on your environmental sustainability measures that the festival is undertaking. (Maximum 500 characters)

Highlight measures that go above statutory requirements or obligations. **If no measures are offered by the festival, please write "N/A".**

15. Provide details on the data collection policies that your organization employs, if applicable.

(Maximum 500 characters)

Include details on what type of data is collected by the festival, and how it is collected (e.g., representation within film programming, representation within industry activities including participants and panelists, audience, etc.).

16. Provide an estimate of the cost of the complementary activities, including film markets, organized by the festival, that are integral to the success of your festival. Each complementary activity should have a separate estimate.

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. These also include film markets, where the main purpose 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.

Examples of activities that should be included in the following list (if presented by the festival): conferences with at least one full day of programming; film markets/forums; all panels presented as a set; all workshops presented as a set; etc.

Complementary Activity Name	Estimated Revenues of the Activity	Estimated Cost of the Activity