

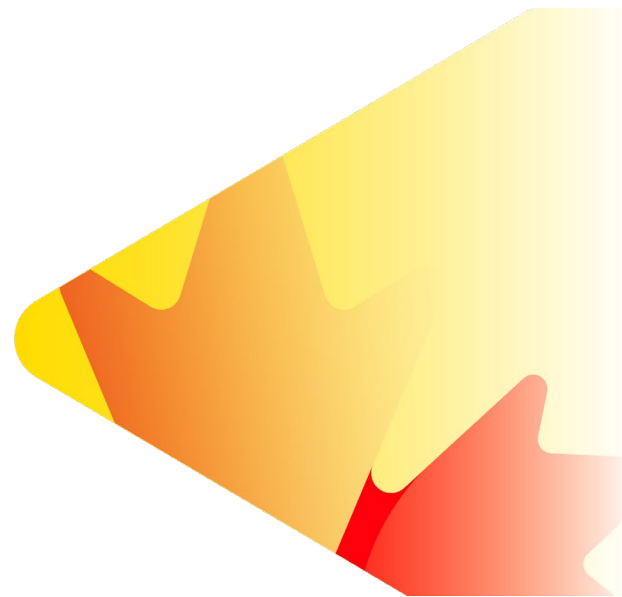
MEDIUM TO LARGE-SCALE FESTIVALS PROGRAM

Preview of the Application Form & Guide

For Festivals starting between October 1, 2023, and September 30, 2024

Please note that this is not an official application form and you must apply using the application form in Dialogue. An upload of this document will not be accepted.

Please ensure that your Dialogue account and Organization have been created and are in good standing as it will be required in order to submit an application. This can be created [here](#) on Telefilm Canada's website.



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Applicant

1. **Select Applicant Company (the Applicant)**
Please note this will need to be created before the application can be submitted if the applicant company has changed. Contact enr@telefilm.ca for any questions on this.
2. **Basic questions about the Applicant to confirm eligibility of application**
3. **Correspondence language**
Option of English or French.
4. **Questions on the Applicant's board of directors and festival leadership team as it pertains to gender parity and inclusion of individuals from underrepresented groups**

Contacts

Please provide Pronouns, Name (last name, first name), Email and Phone Number.

5. **Contact for all correspondence**
6. **Contract signatory**

Festival

7. **Title**
Please provide the year and title of the festival. The title should match the previous application(s) submitted to Telefilm (if any). For example, if the festival will be held in 2024, it should be "2024 [Festival Name]."
8. **Edition**
The edition of the festival – for example, if it is the 8th edition of the festival, it should be "8".
9. **Basic questions about the festival to confirm eligibility of application**
10. **Description**
Maximum 500 characters.

Please describe briefly the key elements that make the festival distinct or unique, target audience(s), venue(s) and how your festival enhances the awareness and promotion of Canadian films and talent. If complementary activities, including film markets, are also part of the application, the description should include brief details on these activities as well.
11. **Requested Amount**
Telefilm's maximum financial contribution is the lower of **a)** 10% of the festival's budget (with in-kind sponsorship/expenses adjusted to 33% of its fair market value, as indicated in the section Budget below under "Total Adjusted Expenses"); or **b)** \$250,000. Please ensure the amount requested is within the allowable range.
12. **Start Date of All Festival Activities**
Start date of the festival must be between the applicable dates for the intake as listed on the Program [webpage](#).
13. **End Date of All Festival Activities**
Please note that this date does not need to be within the application intake dates.
14. **Intended Format for the Activity**
Format of the festival as expected at application stage. If a mixture of in-person, virtual and/or broadcasted film screenings are planned, select "Hybrid". If "Hybrid" is selected, please provide the estimated percentage of each format that the festival expects to present their activities in.

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15. Region in which the festival is presented

Region that the festival will be held in. Options between: Atlantic Provinces; Northwest Territories, Nunavut, and Yukon; Ontario; Quebec; or The Prairies and Western Provinces.

16. Province or territory in which the festival is presented

17. City or Cities in which the festival is presented

18. Provide the mandate of the festival.

Maximum 255 characters

The 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. This mandate should apply to **all** programming and events associated with the festival.

19. Question on the underrepresented groups targeted in the mandate of the festival

If the mandate of the festival, as described at question 18 above, is specifically targeted to one or more underrepresented groups, please select "yes" and then the targeted group(s) in the dropdown menu.

For example, if the festival **only** showcases and promotes works by Indigenous filmmakers, you should select "yes", and choose the "Indigenous" group in the dropdown menu. Multiple selection is possible if the festival's mandate concerns more than one underrepresented group.

20. Intended percentage (%) of recent Canadian Works the festival will aim to screen

Please note that Telefilm only considers recent works, that is, generally speaking, films that have been completed and distributed in the last two calendar years.

Complementary Activities

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.

21. Types of industry activities that the festival will present

Multiple selection is possible. If "Other" is selected, please provide a short description of the activities.

22. Start Date of All Complementary Activities

Choose the earliest start date of all complementary activities, which must be between the applicable dates for the intake listed on the Program [webpage](#).

23. End Date of All Complementary Activities

Choose the latest end date of all complementary activities. Please note that this date does not need to be within the application intake dates.

Marketing and Promotion

24. Promotion avenues the festival will utilize

Multiple selection is possible. If "Other" is selected, please provide a short description.

Financial Structure

Please provide a summary of the financial structure across the categories of Government Subsidies/Contributions; Private Monetary Sponsors; Earned Revenue; Donations; Other Revenues; and Private In-Kind Sponsors. These amounts should match the budget provided as a separate upload in the required template. The budget must be provided in the most up-to-date template provided on the Program [webpage](#).

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Please note the following:

- Telefilm considers in-kind (non-pecuniary) sponsorships as those that have an exchange of goods or services that can be easily valued at their reported fair market value (e.g., in-kind sponsorship from a press publication for ad space). Please provide the estimated fair market value at 100%. In-Kind Sponsorship amount must equal to the total In-Kind Expenses provided in the budget section.
- Telefilm recognizes in-kind (non-pecuniary) sponsorships at thirty-three percent (33%) of their reported fair market value.

See the Essential Information Guide on the Program [webpage](#) for more details.

Budget

Please provide a summary of the budget across the categories of Programming, Communications and Promotion, Production and Administration. These amounts should match the budget provided as a separate upload in the required template. The budget must be provided in the most up-to-date template provided on the Program [webpage](#).

Please note the following:

- Direct costs are the total budget minus administrative costs.
- Administration costs must be no more than 25% of direct costs.
- Telefilm recognizes in-kind (non-pecuniary) expenses at thirty-three percent (33%) of their reported fair market value. The Total Adjusted Expenses is the total used by Telefilm in its eligibility review and evaluation of the application.

See the Essential Information Guide on the Program [webpage](#) for more details.

Previous Edition

Please ensure the information provided below reflects the most recent edition of your festival.

25. Previous Edition Year

The edition year of the previous edition of the festival – for example, if the festival was last held in 2021, it should be “2021”.

26. Audience

If all films were screened online in the previous edition, then there should be “0” for in-person attendance and the full number for online attendance.

The attendance numbers should be based on confirmed attendance and not only on tickets redeemed. Each ticket purchased/claimed should account for one individual only if in-person and one household or individual only if virtual/online or broadcast, unless the number of people viewing per ticket was collected by the Applicant and can be verified through an external report.

All in-person and virtual/online attendance must be verifiable through a scanning or ticketing report (or an equivalent document) provided by a third-party resource. A report verifying each of these elements (in-person and virtual/online) must be provided with the application if in-person and/or virtual/online attendance is included in the application.

If there was a broadcast element to the screenings, please ensure that the attendance is based on third party information and obtained directly from the broadcaster/partner hosting the broadcast screenings. If no third-party confirmation of the broadcast attendance can be obtained, an attendance of zero should be reported.

If the distribution between free and paid access is not known, make an estimation on the free and paid attendance based on the number of free and paid tickets sold. For example, if 100 total tickets were sold (40 free and 60 paid), and a total attendance of 80 was recorded, attendance of 32 free and 48 sold should be reported.

Festival Attendance (separating free and paid access)

- a. Number of individuals who attended **Canadian** film screenings in person (physically)
- b. Number of households who attended **Canadian** film screenings online (virtual)
- c. Number of households who attended **Canadian** film screenings broadcast
- d. Total number of individuals who attended film screenings, all categories, in person (physically)
- e. Total number of households who attended film screenings, all categories, online (virtual)
- f. Total number of households who attended film screenings, all categories, broadcast

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Complementary Activities Attendance (separating a) free and paid access and b) Canadian guests/delegate and all guests/delegates)

- a. Number of delegates/attendees who attended the physical, in-person event
- b. Number of delegates/attendees who attended the virtual presentation

27. Programming

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. It includes feature films, medium-length films and short films.

Please note that Telefilm takes into account recent Canadian Works, that is, generally speaking, Canadian Works that have been completed and distributed in the last two calendar years, in its determination of eligibility.

Please also note that a ratio will be applied in the calculation (2:1 for medium-length films and 4:1 for short films). See the Essential Information Guide on the Program [webpage](#) for more details and examples on this calculation.

- a. Recent Canadian Feature Films
- b. Recent Canadian Medium-Length Films
- c. Recent Canadian Short Films
- d. All Feature Films
- e. All Medium-Length Films
- f. All Short Films

28. Actual cost of the previous edition of the festival

Required Documents

A list of all required documents, and templates are available on the Program [webpage](#). Applicants must use the Telefilm Canada templates provided. Failure to upload the required documents using the templates provided could result in the application being disqualified.

The maximum file size allowed is 25 MB.

29. Provide your **Constitutive Documents** for the Applicant Corporation.

Only if updated or modified since the Applicant’s last funding application to Telefilm Canada.

30. Provide the **Corporate Information** for the Applicant Corporation.

Form available on the Program [webpage](#). Required for all applications.

31. Provide your **Activity Proposal** for the festival seeking funding.

Template available on the Program [webpage](#). Required for all applications. Include all activities encompassed in your festival application (for example, any complementary activities including film markets). Please contact the Regional Lead for your region should you have any questions.

32. Provide your **Audience Development and Engagement Proposal** for the festival seeking funding.

Template available on the Program [webpage](#). Required for all applications. Include all activities encompassed in your festival application (for example, any complementary activities including film markets). Please contact the Regional Lead for your region should you have any questions.

33. Provide your **Budget** for the festival seeking funding.

Template available on the Program [webpage](#). Required for all applications. All costs for the festival, including any complementary activities such as film markets, should be included. The budget must be provided in the most up-to-date template provided on the Program [webpage](#). This completed document will also be used at final reporting to account for the final costs of the festival. Please contact the Regional Lead for your region should you have any questions.

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34. Provide the **Ticketing Report(s) for In-Person Attendance** at the previous edition of the festival. Required for all applications that report in-person attendance at the previous edition of the festival. This report must be provided by a third-party resource that provides verification on the in-person attendance reported in the Dialogue application.

If you declared both in-person and online attendance in the application form on Dialogue, the in-person attendance must be reported separately from online attendance, either through two separate reports or in separate sections of the same report.

For example, a ticketing report from a ticketing vendor such as Ticketmaster or Eventbrite would be considered acceptable, provided that it includes details on each of the screening/events attendance is reported on. It is preferred that it also includes the number of tickets sold/redeemed as well as scanned, however, Telefilm recognizes that this may not always be possible so a report with only tickets sold/redeemed will also be accepted.

35. Provide the **Ticketing Report(s) for Online Attendance** at the previous edition of the festival. Required for all applications that report online attendance at the previous edition of the festival. This report must be provided by a third-party resource that provides verification on the online attendance reported in the Dialogue application.

If you declared both in-person and online attendance in the application form on Dialogue, the online attendance must be reported separately from in-person attendance, either through two separate reports or in separate sections of the same report.

For example, a ticketing report from a ticketing vendor such as Ticketmaster or Eventbrite would be considered acceptable, provided that it includes details on each of the screening/events attendance is reported on. It is preferred that it also includes the number of tickets sold/redeemed as well as scanned, however, Telefilm recognizes that this may not always be possible so a report with only tickets sold/redeemed will also be accepted.

36. Provide the **Third-Party Confirmation for Broadcast Attendance** at the previous edition of the festival

Required for all applications that report broadcast attendance at the previous edition of the festival. This confirmation must be provided directly by the broadcaster/partner hosting the broadcast screenings. An email confirmation or a signed letter on letterhead from the broadcaster/partner hosting the broadcast screenings would be considered acceptable.

37. Provide the **Non-Consolidated Annual Corporate Financial Statements**, together with a notice to readers, for the past three fiscal years of the Applicant Corporation

Required for all applications. Non-consolidated annual corporate financial statements should be provided for the last three fiscal years that are available. For example, if the 2021 fiscal year statements are still in preparation, the financial statements for the 2018, 2019 and 2020 fiscal years should be provided. Three separate sets of financial statements must be provided (for example, Telefilm will not accept a financial statement that contains 2 separate fiscal years in one report as replacement for two separate sets of financial statements on each of the 2 fiscal years). Telefilm reserves the right to request from the Applicant, at its discretion, consolidated and audited annual financial statements.

38. Provide the **Organizational Chart** for the Applicant Organization

Optional for all applications. The organizational chart should reflect the management and decision-making structure of the organization. There is no standard format so feel free to adapt to ensure best representation of the organization's structure.