

EXPORT ASSISTANCE PROGRAM

GUIDELINES

APPLICABLE AS OF MARCH 30, 2023

Ce document est également disponible
en français.

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Background

Through the Export Assistance Program (the “**Program**”), Telefilm Canada (“**Telefilm**”) seeks to encourage the international distribution of Canadian feature films by providing a financial contribution to distribution companies having acquired exploitation rights of eligible projects on foreign territories.

This Program reflects Telefilm’s priority to support the Canadian film industry in the achievement of new levels of success by providing support for international marketing initiatives.

Program Objectives

In line with Telefilm’s strategic priorities, the Program aims to support the promotion and international marketing strategy of Canadian productions, increase the recognition of Canadian content and talent on the international scene, and make Canadian cinema competitive in the eyes of the community of international buyers.

1. Eligibility Criteria

Funding under this Program is attributed to projects and applicants who meet the eligibility criteria set out below, subject to the overall availability of funds.

1.1. Eligibility Criteria for Applicants

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

- a) Be a company specializing in the theatrical distribution of films;
- b) Not be a sales agent;
- c) Own the rights to exploit an eligible project in one or more foreign territories;
- d) Have paid a minimum guarantee equal or greater than **\$3,000** for the acquisition of the rights of the project on such territories;
- e) Be responsible for the effective exploitation of the project in these territories (the applicant cannot apply for funding in a territory that will be sub-distributed by a third party);
- f) Have developed a marketing plan for the project in said territories;
- g) Have committed to theatrically release the project within the upcoming year in said territories.

Telefilm may also take into account the financial stability of the applicant in determining eligibility.

1.2. Eligibility Criteria for Projects

To receive funding under this Program, an applicant must have acquired the rights to a project that:

- a) has received production financing from Telefilm¹;
- b) was not theatrically released in the territories included in the funding application; and
- c) is either:
 - ✓ certified by the Canadian Audiovisual Certification Office (CAVCO) as a “Canadian film or video production” with a **minimum of 8 out of 10 points** under the provisions of the [Income Tax Act](#) (Canada); **or**
 - ✓ recognized as a treaty coproduction by the Minister of Canadian Heritage.
 - Note that only those coproduction projects for which the revenues in the territories included in the application are paid to the Canadian producer will be eligible for funding.

2. Terms of Funding

2.1. Nature and Terms of Telefilm’s Financial Participation

Subject to the overall availability of funds, Telefilm’s funding will be in the form of a **non-repayable financial contribution of up to \$90,000 per project, cumulatively**.

The amount of Telefilm’s financial contribution per territory may not exceed **the lesser of the following amounts**:

- ✓ The minimum guarantee paid by the applicant for the acquisition of the exploitation rights of the project in the territory; **or**
- ✓ \$45,000.

Note: In exceptional cases, Telefilm may grant a financial contribution exceeding \$45,000 for a single territory to support a larger theatrical release. In such cases, the amount of the financial contribution may not exceed the minimum guaranteed amount paid by the applicant for the acquisition of rights in the said territory and remains subject to the cumulative maximum of \$90,000 per project.

Please note that funding requests of less than \$3,000 are not eligible.

2.2. Eligible Costs

Telefilm’s financial participation must be used to cover eligible costs relating to the travel of the Canadian members of the project’s cast and crew and to the promotional campaign for the theatrical release of the project in the territories included in the funding application.

¹ Projects that have been funded by Telefilm other than in production may also be eligible. Please contact Telefilm before submitting an application.

Eligible costs are as follows:

- Travel expenses² of Canadian members of the project's cast and crew to participate in the promotional campaign for the project in the territory covered by the application (maximum of \$12,000, subject to the limits indicated in section 2.1);
- Costs related to the promotional campaign;
- Costs related to the creation of the theatrical trailer;
- Costs related to print and online advertising and to posters;
- Costs related to the premiere (launch event) of the project in the territory listed in the application;
- Fees of the publicist;
- Fees related to the creation of a DCP;
- Costs related to promotional material; and
- Costs related to the subtitling or dubbing of the project in a third language.

Telefilm reserves the right to request all supporting documents for the costs claimed and to be reimbursed for any amount representing the difference between the amount of costs claimed and the amount of eligible costs actually paid.

In addition, any costs deemed ineligible, excessive, inflated or unreasonable by Telefilm may result in an adjustment of its funding amount.

It is important to note that costs covered by Telefilm cannot be claimed from other entities. In addition, costs already covered by another organization or entity cannot be included in the amounts claimed from Telefilm.

3. Application Process

Applicants must submit a completed application form with all the required supporting documents electronically via [Dialogue](#). Any documentation to be submitted after the application has been submitted must also be submitted electronically through Dialogue.

Applications must be submitted prior to the theatrical release of the project in the territory listed in the application, or within a reasonable time thereafter.

Should you experience any technical difficulties, please contact your regional coordinator.

4. General Information

While compliance with the guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm funds. Telefilm may make adjustments to its guidelines and application forms from time to time as required. Telefilm has full discretion in the application and interpretation of these guidelines to ensure that its funding is provided for those projects that meet its spirit and intent. In all questions of interpretation of either these guidelines or the spirit and intent of this Program, Telefilm's interpretation shall prevail.

Any information, in any form, provided, obtained, created, or communicated in connection with an application or project 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.

² Travel expenses include accommodation, transportation (airfare, taxi, train, car rental) and meals.