**Visibility Grid for Festivals**

*General Admission Festivals Program*

|  |  |  |  |
| --- | --- | --- | --- |
| Festival title: | Click or tap here to enter text. | Festival dates: | Click or tap here to enter text. |
| Name of Applicant: | Click or tap here to enter text. | Current date: | Click or tap here to enter text. |

**Please see Appendix A for a list of the visibility elements that will be expected by Telefilm in recognition of the funding contribution provided.** Please ensure you review this list regularly and early to ensure that you have met the expectations set by Telefilm for your event. For any questions or concerns, contact the Regional Lead responsible for your file to discuss.

For demonstration of the visibility offered, please separately upload screenshots for the associated visibility element that was offered (if available and possible).

| **VISIBILITY ELEMENTS**  (see Appendix A to determine the elements required based on your contribution level) | **PROVIDED?**  (yes/no) | **DETAILS**  (placement, quantities, examples, etc.) |
| --- | --- | --- |
| **Recognition Tier** | Select yes/no | Click or tap here to enter text. |
| **Logo**  (E.g., on posters, website, catalogue, programs, invitations, media releases, etc.) | Select yes/no | Click or tap here to enter text. |
| **Mention of Telefilm support in all written and verbal settings**  (E.g., at media event, reception, event, social media, etc.) | Select yes/no | Click or tap here to enter text. |
| **Trailer**  (Shown at opening/closing ceremonies, beginning of screenings and other relevant events, workshops, or panels) | Select yes/no | Click or tap here to enter text. |
| **Tickets** (Opening night, closing night, special events) | Select yes/no | Click or tap here to enter text. |
| **Tickets and Passes to Screenings** | Select yes/no | Click or tap here to enter text. |
| **Welcome Message**  (E.g. in catalogue, program, etc.) | Select yes/no | Click or tap here to enter text. |
| **Ad – printed** | Select yes/no | Click or tap here to enter text. |
| **Ad – web**  (E.g., banner, etc.) | Select yes/no | Click or tap here to enter text. |
| **Speaking opportunities – welcome remarks**  (E.g., opening/closing night, media event, reception, special screenings, event, etc.) | Select yes/no | Click or tap here to enter text. |
| **Speaking opportunities – panel participation** | Select yes/no | Click or tap here to enter text. |
| **Digital Signage / Pre-Show** | Select yes/no | Click or tap here to enter text. |
| **Pop Up Banner** | Select yes/no | Click or tap here to enter text. |
| **Targeted Visibility Opportunities**  Aligned with Telefilm’s objectives (e.g., award presentation, collaboration on panel, etc.) | Select yes/no | Click or tap here to enter text. |
| **Quote for Media Releases** | Select yes/no | Click or tap here to enter text. |
| **IMPACT**  What impact did the funding provided by Telefilm have on your activity? (Describe in 2-3 lines) | | |
| Click or tap here to enter text. | | |

**Appendix A: Standard Visibility Requirements**

The visibility elements provided below were determined based on general visibility opportunities normally offered by festivals. If any of these elements can’t be offered or are not suitable to your festival, please contact your regional lead to discuss and suggest alternatives. Other elements not on this list may be required as discussed with your regional lead.

| **Visibility Opportunity** | **Requirement** |
| --- | --- |
| **Recognition Tier** | Recognition level/tier of Telefilm’s support should be based on contribution amount relative to other sponsors/funders. |
| **Logo**[[1]](#footnote-1),[[2]](#footnote-2)  (e.g., on posters, website, catalogue, programs, invitations, media releases, etc.) | Yes, as available (same as other funders at same level of support) |
| **Mention of Telefilm support in all written and verbal settings**  (e.g., at media event, reception, event, social media, etc.) | Yes, as available (same as other funders at same level of support) |
| **Trailer**  (Shown at opening/closing ceremonies, beginning of screenings and other relevant events, workshops or panels) | Yes, unless no trailers are played |
| **Tickets**  (Opening night, closing night, special events) | 4 tickets / passes in general |
| **Tickets and Passes to Screenings** |
| **Welcome Message**  (e.g. in catalogue, program, etc.) | Not required (optional) |
| **Ad – printed** | Not required (optional) |
| **Ad – web**  (e.g., banner, etc.) | Not required (optional) |
| **Speaking opportunities – welcome remarks**  (e.g., opening/closing night, media event, reception, special screenings, event, award presentation, etc.) | Not required (optional), unless offered and in discussion with Telefilm |
| **Speaking opportunities – panel participation**[[3]](#footnote-3) | Not required (optional) |
| **Digital Signage / Pre-Show** | Not required (optional) |
| **Pop Up Banner** | Not required (optional) |
| **Targeted Visibility Opportunities**  Aligned with Telefilm’s objectives (e.g., Award Presentation, collaboration on panel, etc.) | Not required (optional) |
| **Quote for Media Releases**[[4]](#footnote-4) | Not required (optional) |

1. A link to the Telefilm website should be included whenever possible. [↑](#footnote-ref-1)
2. Please note that the Telefilm logo should appear separately, regardless if the Government of Canada logo is included. [↑](#footnote-ref-2)
3. Panel participation is defined as inclusion on a panel as a speaker, and does not include moderation duties. Moderation will only be considered under specific circumstances. [↑](#footnote-ref-3)
4. A 1 week turnaround is required for a quote from a Telefilm representative. [↑](#footnote-ref-4)