**Visibility Grid for Festivals**

*Medium to Large-Scale Festivals Program*

|  |  |  |  |
| --- | --- | --- | --- |
| Festival title: | Click or tap here to enter text. | Festival start date: | Click or tap here to enter text. |
| Name of Applicant: | Click or tap here to enter text. | Festival end date: | Click or tap here to enter text. |
| Funding Amount Received: | $ Click or tap here to enter amount received. | 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. |
| **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. |
| **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. |
| **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. |
| **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. |
| **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 by Telefilm Contribution Amount**

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.

|  | **Funding Contribution Tier** | | |
| --- | --- | --- | --- |
| **Visibility Opportunity** | **$5,000-$24,999** | **$25,000-$99,999** | **$100,000 and above** |
| **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) | | |
| **Welcome Message**  (e.g. in catalogue, program, etc.) | Not required (optional) | Yes, if any others get opportunity and if the assets are produced | |
| **Ad – printed** | Not required (optional) | Yes – ½ to 1 full page  (unless no ads possible for all funders / sponsors) | Yes 1-2 full pages  Location prominence should be based contribution amount, in accordance with the festival’s sponsorship policy |
| **Ad – web**  (e.g., banner, etc.) | Not required (optional) | Yes, if offered | |
| **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 | Yes, if offered to other funders and in discussion with Telefilm; preference for opening/closing gala or Canadian screenings | |
| **Speaking opportunities – panel participation**[[3]](#footnote-3) | Not required (optional) | Yes, if suited to the topic; may also work with festival to build a panel dependent on alignment with Telefilm’s objectives | Yes, unless no topic being presented suits Telefilm’s inclusion; may also work with festival to build a panel dependent on alignment with Telefilm’s objectives |
| **Trailer**  (shown at opening/closing ceremonies, beginning of screenings and other relevant events, workshops or panels) | Yes, unless no trailers are played | | |
| **Digital Signage / Pre-Show** | Yes, if it is available | | |
| **Pop Up Banner** | Not required (optional) | Preference on digital signage; banner may be provided only if digital signage opportunity is unavailable | |
| **Tickets**  (Opening night, closing night, special events) | Yes – based on contribution amount received, in discussion with Telefilm | | |
| **Tickets and Passes to Screenings** |
| **Targeted Visibility Opportunities**  Aligned with Telefilm’s objectives (e.g., Award Presentation, collaboration on panel, etc.) | Not required (optional) | To be discussed with Telefilm and the festival | |
| **Quote for Media Releases**[[4]](#footnote-4) | Not required (optional) | Yes, unless no funders offered | Yes, if offered |

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 of whether the Government of Canada logo is included or not. [↑](#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)