

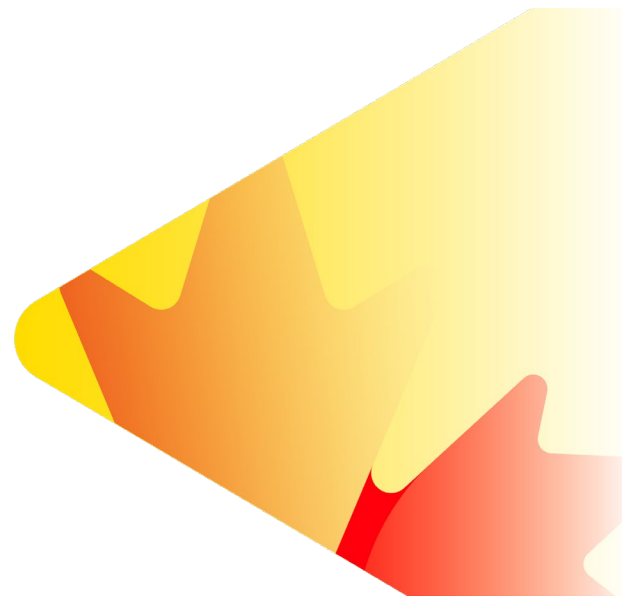
# GENERAL ADMISSION FESTIVALS PROGRAM

## Preview of the Application Form & Guide

For Festivals starting between October 1, 2024, and September 30, 2025

**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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## To begin your submission:

- Log into your account in Dialogue and select “Submit an Application” under the Actions menu.
- Select “Telefilm Canada” as the Entity, and “General Admission Festivals Program” as the Program.

## 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](mailto:enr@telefilm.ca) for any questions on this.
2. **Answer basic questions about the Applicant to confirm eligibility of application.**
3. **Select correspondence language.**  
English or French
4. **Answer questions regarding gender parity and inclusion of individuals from underrepresented groups in the Applicant’s board of directors and leadership team.**

## Contacts

Please provide pronouns, name (last name, first name), email and phone number.

5. **Contact person 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, the answer should read “2024 [Festival Name]”.
8. **Edition**  
The edition of the festival – for example, if it is the 3<sup>rd</sup> edition of the festival, the answer should read “3”.
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.
11. **Major Changes**  
Maximum 500 characters  
  
If applicable, briefly describe any major changes since the festival was last held. Major changes could include, among other things: change in delivery format; change in key personnel; change in the dates of the festival such that it is not set in a similar period to another similar sized activity in the same region; change in target market; loss in partnerships.

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## 12. Requested Amount

Funding under this Program will take the form of a non-repayable contribution of \$5,000, which Telefilm may increase at its discretion to up to \$15,000, depending on the number of applications and the funds available.

## 13. Start Date

The start date of the festival must be between the applicable dates for the intake as listed on the Program [webpage](#). The start date of the festival should be the first day of a consecutive period where the general public can access or attend festival screenings (or activities of a similar nature). Often, this is the date the festival will hold its “opening night” festivities.

## 14. End Date

The end date of the festival does not need to be within the application intake dates. The end date of the festival is therefore the last day of a consecutive period where the general public can access or attend festival screenings (or activities of a similar nature). Often, this is the date the festival will hold its “closing night” festivities.

## 15. Intended Format for the Activity

Format of the festival as intended at the time of application. If a combination of in-person, virtual and/or broadcasted film screenings is being considered, select “Hybrid” and provide an approximate percentage breakdown of each format in which the festival plans to present its activities.

## 16. Region in which the festival will take place

Region in which the festival will be held. Select an option between: Atlantic Provinces, Northwest Territories, Nunavut and Yukon, Ontario, Quebec, or The Prairies and Western Provinces.

## 17. Province or territory in which the festival will take place

## 18. City or cities in which the festival will take place

## 19. Expected cost of the festival

Projected budget of the festival, rounded to the nearest thousand.

## 20. Question regarding the main mission of the festival

Maximum 255 characters

The main mission of the festival should be part of the Applicant’s overall mandate, charitable mission, and/or vision. It must be applicable regardless of the edition or year of the festival and should apply to **all** programming and events associated with the festival.

## 21. Question regarding the underrepresented groups targeted by the festival’s main mission

If the main mission of the festival, as described at question 20 above, is specifically targeted towards one or more underrepresented groups, please select “yes” as well as 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 then “Indigenous (First Nations, Inuit or Métis)” in the dropdown menu. Multiple selections are possible if the festival’s main mission concerns more than one underrepresented group.

## 22. Intended percentage (%) of Canadian works the festival will aim to screen

## 23. Confirmation that the festival will undertake to exhibit a minimum of five feature films (or its equivalent)

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

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## Previous Edition

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

### 24. Previous Edition Year

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

### 25. Audience

If all films were screened online in the previous edition, then it 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 viewers per ticket was collected by the Applicant and can be verified through an external report. Ensure that the numbers provided in this table match any numbers provided in previous reporting to Telefilm and that the total attendance number for all categories of each type (in person, online, and broadcast) is larger or equal to the attendance number specifically for Canadian film screenings of each type.

#### Festival Attendance

- 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

### 26. 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 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 of this calculation.

Ensure that the numbers provided in this table match any numbers provided in previous reporting to Telefilm and that the total films of each type (feature films, medium-length films, and short films) is larger or equal to the Canadian films of each type.

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

### 27. Actual cost of the previous edition of the festival (rounded to the nearest thousand) (CAD)

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## Required Documents

A list of all required documents, and templates are available on the Program [webpage](#). Applicants must use the templates provided. Failure to do so could result in the application being denied. The maximum file size allowed is 25 MB.

28. Provide the **Constitutive Documents** of the Applicant Corporation.  
Only required if updated or modified since the Applicant's last funding application to Telefilm Canada.
29. Provide the **Corporate Information** of the Applicant Corporation.  
Required for all applications. Form available on the Program [webpage](#).