

# PROMOTION PROGRAM

## INDUSTRY INITIATIVES STREAM

### Preview of the Application Form

Applicable as of May 2023

**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 create a Dialogue account and add your organization before applying as this is required to submit an application. You can do so [here](#) on Telefilm Canada's website.

Please note that each pre-approved activity must be submitted under a separate application with its own set of documents, including a distinct budget (which must showcase only the revenues and expenses applicable to the specific pre-approved activity).



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## Program

1. Select “Promotion Program”

## Applicant

2. **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 about this.
3. Basic questions about the Applicant to confirm eligibility of application
4. Correspondence language  
English or French
5. Questions regarding gender parity and the inclusion of individuals from underrepresented groups in the Applicant’s board of directors and leadership team

## Activity

6. **Title of the Activity**  
Please provide the year and title of the Activity. The title should match the previous application(s) and should have been provided in the pre-approval notification. For example, if the Activity will be held in 2024-2025, it should read “2024-2025 [Activity Name].”
7. **Edition**  
Please indicate the edition of the Activity. For example, if it is the 3<sup>rd</sup> edition of the Activity, it should read “3”.
8. **Description**  
Please describe your Activity’s primary objective, target audience(s), location (including city and province), venue(s), and how your Activity will enhance the awareness and promotion of Canadian films and talent. If complementary activities are also included in the application, the description should include brief details on these activities as well. If the Activity includes an Award Ceremony or Distribution Network, include the expected percentage of Canadian Content planned for the edition seeking funding.
9. **Major Changes**  
If applicable, briefly describe any major changes since the Activity was last held. Major changes could include, among other things: a change in the delivery format; a change in key personnel if the new key personnel has less or non-equivalent experience to that of previous personnel; a change in the date of the Activity that is now set in a similar period as another similar-sized activity in the same region; a change in the targeted market; a loss of partnership. If complementary activities are also included in the application and have undergone major changes as well, brief details on these changes should also be included in this section.
10. **Stream**  
“Industry Initiatives” is selected by default.
11. **Requested Amount**  
This amount should reflect the amount that was provided by Telefilm in the pre-approval notification. No changes to this amount should be made in the application unless previously discussed and agreed upon by Telefilm.
12. **Start Date**

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The start date of the Activity must be between the applicable dates for the intake as listed on the Industry Initiatives Stream [webpage](#).

## 13. End Date

The end date of the Activity.

## 14. Intended Format of the Activity

The format of the Activity as expected at application stage. If a mixture of in-person and virtual film screenings are planned, select "Hybrid". If the Activity will only hold in-person screenings, select "In person". Please see the Essential Information Guide on the Industry Initiatives Stream

~~webpage~~ ~~webpage~~ <https://telefilm.ca/en/financing/promotion/promotion-program-industry-initiatives-stream> ~~for more details and examples~~ of this calculation.

## 15. Activity Category

Select the category as indicated in your pre-approval notification.

## Contacts

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

## 16. Contact for all correspondence

## 17. Contract signatory

## Previous Edition

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

## 18. Previous Edition Year

The edition year of the previous edition of the Activity. For example, if the Activity was last held in 2022, it should read "2022".

## 19. Audience (for Distribution Network category only)

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

Please note that this number should be based on confirmed attendance of individuals who have watched at least half the film (if this data is available) 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. If there was a broadcast element to the screenings, please ensure that the number estimated is verifiable, reasonable, calculated based on third-party information and in line with the previous edition's attendance, as this figure may be audited by Telefilm Canada should the Activity be funded.

**Please note that if your Activity is an Awards Ceremony, Conference or Training, you will need to input 0 in all fields of the table.**

- 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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## 20. Programming (for Award Ceremony and Distribution Network categories only)

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 for Award Ceremonies, in its determination of eligibility, Telefilm will take into account recent Canadian Works, that is, generally speaking, Canadian Works that have been completed and distributed in the last two calendar years.

Please also 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 Industry Initiatives Stream [webpage](#). for more details and examples of this calculation. for more details and examples of this calculation.

**Please note that if your Activity is a Conference or Training, you will need to input 0 in all fields of the table.**

- 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

## 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 available on the Industry Initiatives Stream [webpage](#). Please note that administration costs must be no more than 25% of direct costs (direct costs are the total budget minus the administrative costs). Please see the Essential Information Guide on the Industry Initiatives Stream [webpage](#) for more details. Please note that administration costs must be no more than 25% of direct costs (direct costs are the total budget minus the administrative costs). Please see the Essential Information Guide on the Industry Initiatives Stream [webpage](#) for more details.

## Required Documents

A list of all required documents, and templates are available on the Industry Initiatives Stream [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.

### 21. Provide your **Constitutive Documents** for the Applicant Corporation

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

### 22. Provide the **Corporate Information** for the Applicant Corporation

Form available on the Industry Initiatives Stream [webpage](#). Required for all applications.

### 23. Provide your **Activity Proposal** for the Activity, Film Market and Complementary Activities (if any) seeking funding.

Template available on the Industry Initiatives Stream [webpage](#). Please contact your Regional Lead should you have any questions.

### 24. Provide your **Budget** for the Activities seeking funding

Template available on the Industry Initiatives Stream [webpage](#). The budget must be provided in the most up-to-date template available on the Industry Initiatives Stream [webpage](#). Please contact your Regional Lead should you have any questions.