TELEFILM CANADA PARTNER OF CHOICE

Canada

Activity Proposal

Promotion Program – Industry Initiatives Stream

Activity name: _____ Activity date: _____

Applicant name: _____ Current date: _____

Please provide details on your proposed activity that you are seeking funding for. Ensure that a separate Activity Proposal is completed for each activity included in the same application, if more than one have been approved, unless otherwise required by Telefilm. Please contact your Project Leader should you have any questions.

Brief summary of the key elements that make the activity distinct or unique (maximum 1,500 characters)

Please provide some key highlights of the Activity's innovative and distinctive nature that most demonstrates the impact of the activity (e.g., format, targeted guests, team expertise, visibility, reach and impact at the regional, national and/or international levels, market participation, audience size and evolution, promotion, leveraging of digital platforms, etc.).

Describe the need or gap that your activity addresses (maximum 750 characters)

Include details on any relevant reports, studies, needs analysis, survey results, etc., that may have been used to determine the need or gap.

Briefly describe the domestic and international partnerships that have been developed for the activity (maximum 750 characters)

Include details on the partner, type of partnership, location of partner, the length of the partnership, etc. (e.g., partnership with the Writers Guild of Canada to support screenwriting training). If there are no partnerships, please write “N/A”.

How is the content and programming of the activity designed to best attract and meet the needs of the audience? (maximum 750 characters)

Detail the innovative ways that the content is presented and the programming is planned (e.g., guest speakers invited, pitch competitions, etc.).

Briefly describe the international components of the activity that are organized and hosted (maximum 750 characters)

Examples of international components include, but are not limited to, export activities, networking events, trade missions, etc. If there is no international component, please write “N/A”.

Briefly describe how the activity demonstrates its leadership in reflecting and serving underrepresented groups (maximum 750 characters)

Provide details on how the activity demonstrates this through content, programming, team make-up, outreach, etc.

Provide a brief description of the activity's primary aim in regard to diverse representation (maximum 500 characters)

The diversity of the activity should be applicable to all participants, programming, content and/or events associated with the activity and not only to specific strands or sections of the programming. For example, if the activity only supports training of Indigenous individuals, then the activity's aim would be considered as focused on Indigenous creators.

Description of the contingency plan(s) currently in place in case the activity cannot proceed as planned (maximum 1,500 characters)

Provide details on the back-up plans that have been made in case of changes that are required to the activity (e.g., due to changes in public health and safety requirements as a result of the COVID-19 pandemic, etc.).

Description of how the 2022-2023 edition will change from how it has been historically presented and/or how it was presented last year (maximum 1,500 characters)

Provide a description of the changes to the current edition seeking financing (e.g., the format, marketing/promotion strategies, partnerships, activities planned and held, etc.). Please note that changes related to the financial state of the activity should be answered in a different question.

Specific details outlining how the expenses and revenues of the activity are different from the previous year and how the proposed budget and financial structure are in line with the Activity Proposal (maximum 1,500 characters)

Provide a description on the changes that have occurred to the revenues and expenses of the activity from the previous year, and how the activity has been adjusted to fit with these changes (e.g., lower sponsorship revenues have led to a decrease in the number of workshops held).

Details on the financial health of the activity, including the revenue generation strategies employed and sources of funding sought (and confirmed) outside of Telefilm's funding (maximum 1,500 characters)

Provide details on the strategies that are being deployed to ensure sufficient revenues will be raised to support the activities, and the types of funding that have been sought (e.g., type of private sponsorships, public funding bodies such as arts councils and provincial sources, ticket sales, etc.).

Concise bios of key personnel[1] that have changed since Telefilm's previously financed edition
(if applicable, maximum 750 characters)

Only provide details if the key personnel has changed. If there have been no changes, please write "N/A".

[1] Key personnel would include the Executive Director, Activity Manager/Coordinator, or any other roles that impact the presentation of the Activity.