

PROMOTION PROGRAM

INDUSTRY INITIATIVES STREAM

Guidelines

APPLICABLE AS OF MAY 15, 2025

Ce document est également disponible
en français

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Presentation of the Promotion Program

Telefilm Canada's ("Telefilm") Promotion Program (the "**Program**") provides financial support for activities organized in Canada that showcase Canadian content and talent.

The Program aims to stimulate demand for Canadian content. The Program is thus specifically focused on Telefilm's role as a promoter of Canadian multi-screen content and talent. It intends to leverage various activities held in Canada to enable the industry to strengthen its capacity to promote its productions in innovative ways.

The Industry Initiatives Stream is aimed at Canadian audiovisual industry activities including, but not limited to, national film, television and digital media awards ceremonies; alternative distribution networks; audiovisual industry conferences; and training activities, including business or professional development activities focused on training, mentorship, promotion and talent.

Canadian film festivals are now funded through two (2) separate programs, either the [Medium-to-Large-Scale Festivals Program](#) or the [General Admission Program](#).

These guidelines provide direction on the eligibility criteria and funding conditions under the Industry Initiatives Stream (the "**Stream**").

Objectives of the Industry Initiatives Stream

- To consolidate support for activities that have received financial assistance under the Program in the past;
- To help expand awareness of Canadian works among the general public;
- To fund activities that are aligned with national and international market needs, while helping to promote and develop Canadian content and talent;
- To develop the expertise of industry professionals;
- To attract private partners;
- To support an equitable¹ and balanced portfolio of activities in terms of regional, industry sectors and diverse representation (e.g., activities whose aim is to only showcase and promote the work of creators who belong to communities supported through Telefilm's Inclusion Initiatives: Indigenous, Black, People of Colour, 2SLGBTQIA+, Persons with Disabilities, Women, Gender-Diverse identities and expressions, and/or Members of Official Language Minority Communities).

1. Eligibility Criteria for Applicants

An applicant must meet all of the following eligibility criteria:

- a) have its head office in Canada and carry out its activities in Canada;
- b) be a Canadian-controlled corporation, as defined in sections 26 to 28 of the [Investment Canada Act](#), working in the film, television or digital media sectors;

¹ Telefilm seeks to achieve resource equity (the distribution of resources across the portfolio in order to close equity gaps) and representation equity (the proportional participation within the portfolio) in its funding decisions.

- c) be financially sound and demonstrate, to Telefilm's satisfaction, that good governance practices allowing for the activity to be conducted are in place; and
- d) have experience and expertise in delivering activities of a comparable nature and scope as those submitted for Telefilm funding.

2. Eligibility Criteria for Activities

To be eligible, activities must meet all the following eligibility criteria:

- have received funding under this Stream of the Program in accordance with a funding agreement with Telefilm signed between April 1, 2022, and March 31, 2025²;
- have had at least two (2) editions financed by Telefilm; and

2.1. National Awards Ceremonies for Film, Television, or Digital Media

The official programming of the ceremony must consist of at least 75% of recent Canadian works³, distributed during the previous year (with the exception of tributes and other celebrations).

2.2. Alternative Distribution Networks⁴

The official programming of the network between April 1, 2024, and March 31, 2025, must have had a minimum of 30% of Canadian works. Telefilm may, at its discretion, accept alternative distribution networks whose programming during the above-mentioned period included less than 30% of Canadian works. For more details, please see the Essential Information Guide available on the Stream's [webpage](#).

Note: the percentage of Canadian works is calculated as follows:

- i. It takes into account feature films (75 minutes and more), medium-length films (30 to 74 minutes) and short films (less than 30 minutes)⁵.
- ii. The majority of these works must be medium- or feature-length films, unless access to such format was restricted due to the nature of the network.
- iii. When the network's programming consists exclusively of short films, this percentage can be met with only the short film programming.
- iv. When the network's programming consists of a combination of feature films, medium-length films and short films, the ratio will be 2:1⁶ for medium-length films and 4:1⁷ for short films.

If the previous edition's programming for an alternative distribution network contained more than 100 works, Telefilm will consider a minimum threshold of 30 Canadian works to be sufficient.

² Telefilm may, at its discretion, provide funding for activities that have received financing from Telefilm through other Telefilm portfolios.

³ See the Essential Information Guide available on the Stream's [webpage](#) for more details on what is considered a recent Canadian Work.

⁴ Alternative distribution networks are distribution methods that complement or replace the traditional theatrical distributor-exhibitor model, whose primary aim is to promote Canadian content and to facilitate and increase its accessibility to Canadian audiences.

⁵ For the purposes of these guidelines, music videos and television works are considered short films.

⁶ This means that two medium-length films are equivalent to one feature film. Please refer to the Essential Information Guide available on the Stream's [webpage](#) for examples of calculations.

⁷ This means that four short films are equivalent to one feature film. Please see the Essential Information Guide available on the Stream's [webpage](#) for examples of calculations.

2.3. Conferences Aimed at the Audiovisual Industry

Conferences, panels or networking events primarily aimed at supporting the Canadian audiovisual industry, taking place in Canada or virtually.

2.4. Training Activities

Talent development activities primarily aimed at supporting the Canadian audiovisual industry, taking place mainly in Canada or virtually, that include business development or professional development activities focused on training, mentorship, promotion and talent.

Telefilm may, at its discretion, provide funding for activities that have only received financing for one (1) edition in Telefilm's 2024-2025 or 2023-2024 fiscal year. For more details, please see the Essential Information Guide available on the Stream's [webpage](#).

Considerations Relating to Epidemics, Pandemics and Similar Public Health Crisis

The activity must be held in conformity with any and all applicable municipal, provincial or federal public health measures, in order to protect the health and safety of its participants, collaborators, employees and other organizers, as the case may be.

3. Evaluation Criteria for Activities

Alignment with the intentions of the this Stream is required in order to receive funding. In addition to the activity's scope and quality, promotion of Canadian content and talent must be demonstrated.

Further, Telefilm will take into account the applicant's history of fulfilment of Telefilm's contractual obligations, including but not limited to the timely provision of reporting.

Evaluation Criteria for Activities

- The quality and recognition of the activity: team expertise, visibility, reach and impact at the regional, national and/or international levels (e.g., market interest, audience size and evolution, recognition and attendance by Canadian industry professionals, diversity of team, participants, content and programming);
- The innovative and competitive nature of the activity in terms of content and programming, promotion and visibility, partnerships, international initiatives, leveraging of digital platforms, income model, etc.;
- Specific actions displayed in support of Canadian content and talent promotion, including for promotional activities aimed at the general public: awards/category centered on Canadian cinema, large public promotional event (a tribute, a particular theme, etc.) as well as the composition of the Canadian content and programming within the overall activities planned.

Diversity of Voices

The decision-making process takes into account Telefilm's objective to fund an equitable and balanced portfolio in terms of regional, industry sectors and diverse representation.

As part of fostering a diversity of voices, Telefilm may prioritize activities whose **aim** is to **only** showcase and promote the work of creators who belong to communities supported through its Inclusion Initiatives:

- Indigenous;
- Black people;
- People of Colour;
- 2SLGBTQIA+ individuals;
- Women;
- Gender-diverse identities and expressions;
- Persons with disabilities;
- Members of Official Language Minority Communities.

The history, composition and timing of activities supported by the Program will be considered as well.

Please note that all activities shall be subject to an evaluation process to assess their alignment with the intentions of the Stream and are not guaranteed funding under this Stream.

4. Terms of Funding

Telefilm's funding under this Stream will take the form of a non-repayable financial contribution to cover the applicant's eligible costs as described in the attached appendix. Telefilm's financial participation for activities shall be based on, among other things, the budget of the activity, the level of private funding, the availability of funding, the scope of the activity and Telefilm's funding for the previous editions of the activity and the objective to fund an equitable and balanced portfolio in terms of regional, industry sectors and diverse representation. All eligible applicants will be informed by Telefilm, prior to the opening of the Stream, of the amount of funding for which they are eligible, subject to compliance with the Stream's criteria. Only pre-approved applicants and activities may apply to this Stream of the Program.

Applicants are reminded that there is no guarantee whatsoever that an activity will obtain Telefilm funding or receive the same amount of funding from one year to the next. Telefilm funding is contingent upon an applicant's ongoing ability to meet the intent, eligibility and evaluation criteria described above as well as the availability of funds in the Program.

Note that all applicants must use Telefilm's funding towards eligible costs only, as set out in the Appendix, and that Telefilm reserves the right to reduce its funding upon review of the final cost documentation submitted by applicants.

5. Application Process

Applications under this Stream must be submitted during the appropriate application period indicated on the Stream's [webpage](#), depending on the scheduled start dates of the activity. Please refer to the Stream's [webpage](#) for the dates of the application periods.

All applications must be submitted online via [Dialogue](#) and include the documents included in the list of required documents available on the Stream's [webpage](#). Please note that incomplete applications may be automatically rejected.

A separate application must be submitted for each activity that is receiving funding, with their own set of documents as required by the program.

For more information, please consult the Essential Information Guide on the Stream's [webpage](#) or contact your National Promotion Regional Lead.

6. General Information

Compliance with the guidelines is a prerequisite for funding eligibility but does not guarantee access to Telefilm funding. Telefilm reserves the right to modify its guidelines and application forms as needed. The implementation and interpretation of these guidelines are at Telefilm's sole discretion, and Telefilm ensures that its funding is granted to activities that respect the Stream's spirit and intent. For any questions regarding the interpretation of these guidelines

or the spirit and intent of the Stream, Telefilm's interpretation shall prevail.

All information provided, obtained, created or disclosed in connection with the application is subject to the [Access to Information Act](#) and the [Privacy Act](#).

All Telefilm programs are subject to the availability of funding from government and other sources.

APPENDIX

Eligible costs

The applicant shall comply with the types of eligible costs set out in the standard Telefilm budget/cost report template. Such costs shall be itemized at the time documents assessing the outcome of the activity are submitted. Eligible costs should include all salaries, professional fees and direct expenses to be incurred in connection with the funded activity only, and more specifically related to:

- Programming: direct costs related to the elaboration and delivery of the activity's programming.
- Communication and promotion: direct costs related to the activity's communication and promotion strategy.
- Production: direct costs related to delivering the activity to its targeted audiences; and
- Administration: direct and reasonable costs related to the activity's various administrative fees; it being understood that costs related to the applicant's core activities and capital expenditures, such as rent, staff salaries, equipment rental and other maintenance charges, are only eligible if they are pro-rated and directly related to the activity. **These costs cannot exceed 25% of the activity's total direct costs.**⁸

Only Canadian costs shall be eligible; however, Telefilm shall assess the eligibility of costs incurred outside Canada when similar services are not being offered in Canada and when they are crucial to the success of the activity.

⁸ See the Essential Information Guide available on the Stream's [webpage](#) for more details.