

INTERNATIONAL PROMOTION PROGRAM – DISTRIBUTION SUPPORT

GUIDELINES

APPLICABLE AS OF JUNE 20, 2025

Ce document est également disponible
en français.

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Background

Through the Distribution Support stream of the International Promotion Program (the “**Program**”), Telefilm Canada (“**Telefilm**”) seeks to encourage the international distribution of Canadian feature films by providing a financial contribution to Canadian production companies having sold the exploitation rights of eligible projects in foreign territories.

This Program reflects Telefilm’s priority to support the Canadian film industry in the achievement of new levels of success by providing support for international marketing initiatives.

Program Objectives

In line with Telefilm’s strategic priorities, the Program aims to support the promotion and international marketing strategy of Canadian productions, increase the recognition of Canadian content and talent on the international scene, and make Canadian cinema competitive in the eyes of the community of international buyers and distributors.

1. Eligibility Criteria

1.1. Eligibility Criteria for Applicants

To be eligible, an applicant must meet all the following criteria:

- a) be the producer of an eligible project as defined in section 1.2;
- b) be a Canadian-controlled corporation, as determined under sections 26 to 28 of the *Investment Canada Act*, with a head office in Canada;
- c) have sold the rights to exploit an eligible project in one or more foreign territories. The distribution agreement on said territories must provide for:
 - a minimum guarantee equal or greater than **\$5,000** for the acquisition of the rights of the project; and
 - a commitment from the foreign distributor to release the project within one year of the sale in these territories.

1.2. Eligibility Criteria for Projects

Projects eligible for support under this Program must:

- a) have received production financing from Telefilm;
- b) not have been theatrically released in the territory included in the funding application prior to the application’s submission.

In the case of international coproductions, the Canadian producer must be entitled to receive the revenues in the territory included in the application to be eligible for funding.

2. Decision-Making Process

Funding under this Program is selective and applications will be evaluated based on the following criteria:

- Quality and viability of the international distribution strategy (including promotion to audiences in a specific territory, number of screens targeted, number of cities etc.);
- Distribution potential of the film and its ability to reach audiences abroad (including selection at key festivals and markets, projected box office and digital release);
- Contribution of the foreign distribution company (including level of the minimum guarantee) and alignment of the promotional budget with the proposed activities;
- Track record of the Canadian producer, the foreign distribution company, and the creative team (director, writer, actors); and
- Attachment of a sales agent to the project and their track record (if applicable).

The decision-making process will also take into consideration Telefilm's objective to foster a diversity of voices in the industry to ensure that Telefilm funds a balanced portfolio of projects reflecting a variety of genres, budgets and company sizes, regions across the country, and different viewpoints.

3. Terms of Funding

3.1. Nature and Terms of Telefilm's Financial Participation

Subject to the overall availability of funds, Telefilm's funding will be in the form of a **non-repayable financial contribution of up to \$90,000 per project, cumulatively**.

The amount of Telefilm's financial contribution per territory may not exceed **the lesser of the following amounts**:

- ✓ \$35,000; **or**
- ✓ 50 % of the sum of (i) the total eligible costs, as defined below, and (ii) the minimum guarantee paid.

Note: In exceptional cases, Telefilm may grant a financial contribution exceeding \$35,000 for a single territory to support a larger theatrical release. In such cases, the amount of the financial contribution remains subject to the cumulative maximum of \$90,000 per project.

Please note that funding requests of less than \$5,000 are not eligible.

3.2. Eligible Costs

Telefilm's financial participation must be used to cover eligible costs relating to the promotional campaign for the release of the project in the territory included in the funding application and the travel of the Canadian members of the key creative team in said territory, if applicable.

Eligible costs are as follows:

- Costs related to the promotional campaign;
- Costs related to the creation of the theatrical trailer;
- Costs related to print and online advertising and to posters;
- Costs related to the premiere (launch event) of the project in the territory listed in the application;
- Fees of the publicist;
- Fees related to the creation of a DCP;
- Costs related to other marketing materials;
- Costs related to the subtitling or dubbing of the project in a third language; and

- Travel expenses¹ of the Canadian producer, director, screenwriter and/or lead actor to participate in the promotional campaign for the project in the territory listed in the application. Note that applications where only travel expenses are claimed are ineligible.

Telefilm reserves the right to request all supporting documents for the costs claimed and to be reimbursed for any amount representing the difference between the amount of costs claimed and the amount of eligible costs actually spent.

Any costs deemed ineligible, excessive, inflated or unreasonable by Telefilm may result in an adjustment of its funding amount. Furthermore, costs covered by Telefilm must not be borne by any other entity or program.

4. Application Process

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

Applications must be submitted prior to the theatrical release of the project in the territory listed in the application².

For more information, please consult the Essential Information Guide on Program's [webpage](#) or contact coordination@telefilm.ca

5. General Information

While compliance with the guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm funds. Telefilm may make adjustments to its guidelines and application forms from time to time as required. Telefilm has full discretion in the application and interpretation of these guidelines to ensure that its funding is provided for those projects that meet its spirit and intent. In all questions of interpretation of either these guidelines or the spirit and intent of this Program, Telefilm's interpretation shall prevail.

Please note that Telefilm expects all applicants to read its Code of conduct [for business partners](#) and comply with its requirements in the course of their dealings with Telefilm. Acceptance and adherence to this code of conduct is mandatory for all applicants and it is a condition to the continuation of any activity with Telefilm.

Any information, in any form, provided, obtained, created, or communicated in connection with an application or project 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.

¹ Travel expenses include accommodation, transportation (airfare, taxi, train, car rental) and meals.

² Exceptions apply for the first year of the Program. See the [Essential Information Guide](#) for more details.