

DEVELOPMENT PROGRAM

2025-2026 PILOT ANIMATION INITIATIVE

INITIATIVE GUIDELINES

APPLICABLE AS OF JULY 7, 2025

Ce document est également disponible
en français

Initiative Summary

Telefilm Canada's *2025-2026 Pilot Animation Initiative* establishes an envelope of \$420,000 aimed at providing additional funding to animated films that have previously been supported by Telefilm through the Development program to help strengthen their creative stages, particularly storyboard development.

This initiative aims to recognize the distinctive nature of animated films and is part of a broader effort to prioritize animation across Telefilm's entire continuum – from development to marketing – and to reflect the sustained growth of this sector within the audiovisual industry, both in Canada and abroad.

1. Operating Mechanism

Funding under this initiative will be provided to projects selected by Telefilm out of the pool of **animation projects that have been supported in the last 3 years** through the Development program.

Projects will be selected based on the following criteria:

- the project's potential to reach its audiences;
- the project's creative potential and industrial impact;
- the track record of the production company.

Selected applicants will be contacted directly by Telefilm outside of the regular intake period of the Development program.

Note that projects supported under this initiative cannot be resubmitted for Development funding in the 2025-2026 fiscal.

2. Terms of Funding

Telefilm's funding must be used to cover eligible costs as defined in the Development program, including costs associated with storyboarding or late stage packaging of their project (for example: script development, production plan, 2D design package, 3D character turntables and demo reels).

Each selected project will be eligible to a **maximum repayable advance of \$70,000**, repayable in accordance with the terms of the agreement initially signed between Telefilm and the production company, usually on the earliest of:

- The first day of filming (or of any other use of the script); or

- The date of the sale, assignment, or other disposition of the rights to a project.

The development phase supported under this initiative must be completed within 24 months of the signature of the financing agreement for this initiative.