

THEATRICAL EXHIBITION PROGRAM

GUIDELINES

APPLICABLE AS OF AUGUST 7, 2025

Ce document est également disponible
en français

Program Intent and Objectives of the Theatrical Exhibition Program

The Theatrical Exhibition Program (the “**Program**”) of Telefilm Canada (“**Telefilm**”) is a program that aims to support the exhibition of Canadian films in theatres across Canada.

The objectives of the Program are to:

- Encourage Canadian theatres to increase programming and attendance of Canadian films across the country;
- Encourage Canadian theatres to reserve a prominent place for Canadian films in their programming and promotion;
- Improve promotion for the theatrical release of Canadian films;
- Foster public access to Canadian works.

1. Eligibility Criteria

1.1. General eligibility criteria for applicants

Applicants must meet the following eligibility criteria:

- i. Be a company acting as a commercial theatre operator¹;
- ii. Have their head office in Canada and carry out their activities in Canada;
- iii. Have a ticket and box-office reporting system that complies with audiovisual industry standards;
- iv. Have exhibited at least **four (4) Canadian feature films** between January 1, 2024, and December 31, 2024 in each of the theatres included in the funding application;
- v. Undertake to exhibit at least **four (4) Canadian feature films** in each of their theatres benefiting from funding under this Program during the 2026 calendar year *.

*Applicants will be required to submit to Telefilm a report detailing the Canadian feature films exhibited during the year in each of their theatres benefiting from financing under this Program and the use of the funds.

For the purposes of this Program, a Canadian feature film is a fictional or documentary film of 75 minutes or more that has:

- a. received a minimum of **6 out of 10 points** from the Canadian Audio-Visual Certification Office (CAVCO); **or**
- b. received a preliminary or final recommendation by Telefilm as an **audiovisual coproduction** governed by a Canadian treaty.

Only one funding request may be submitted per year to Telefilm for all the theatres operated by the same Corporate Group. For the purposes hereof, a Corporate Group is defined as the applicant and its Related Parties². Consequently, different companies composing a Corporate Group cannot submit separate applications.

¹ Theatres operated by municipalities are also eligible.

² “**Related Parties**” are defined as parties that are related within the meaning of the CPA Canada Handbook, as that definition may be amended, completed or replaced from time to time, and as that definition may be adapted by Telefilm to the context of the film and television industry. In accordance with Section 3840 of the CPA Canada Handbook, “Related parties exist when one party has the ability to exercise, directly or indirectly, control, joint control or significant influence over the other. Two or more parties are related when they are subject to common control, joint control or common significant influence. Related parties also include management and immediate family members.”

2. Terms of Funding

Subject to the availability of funds, Telefilm's funding will take the form of a non-repayable contribution calculated on the basis of the number of Canadian feature films exhibited by movie theatres between January 1 and December 31, 2024.

Telefilm's financial participation may be up to \$5,000 per theatre³, up to a total of \$10,000 per Corporate Group. Funding may be higher or lesser, depending on the number of applications received.

Telefilm's funding must be used towards:

- a. Promotional expenses for the theatrical release of Canadian films during the upcoming year;
- b. Expenses related to promotional initiatives aimed at stimulating the consumption of Canadian content in theatres; and
- c. Costs related to improvements for greater accessibility.

The costs covered by Telefilm must not be borne by any other entity or program.

3. HOW TO APPLY

All applicants must apply online using [Dialogue](#). Applicants must submit the appropriate application form, duly completed and signed, together with all required documentation, via [Dialogue](#). A list of all documents required at the time an application is submitted is available on the Program website. All subsequent documentation must be submitted on-line through [Dialogue](#). If you have technical difficulties, please contact the Resource-Person indicated on the Program's [webpage](#).

Please refer to Program's [webpage](#) for more details on the application process, including the opening and closing dates for this Program.

4. 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 of these guidelines to ensure that funding is provided for those activities that meet its spirit and intent. In all questions of interpretation of either these guidelines, or the spirit and intent of this Program or of the Recovery Fund, Telefilm's interpretation shall prevail.

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

This program is subject to the availability of funds from government and other sources.

³ For the purposes of this Program, Telefilm will consider a maximum of one theatre per civic address.