

Essential Information Guide

Theatrical Exhibition Program

APPLICABLE AS OF MARCH 31, 2026
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français

Essential Information Guide

1. Who can apply for this program?

Companies acting as commercial exhibitors that have their head office and operations in Canada are eligible for the Program.

2. When should applications be submitted?

Funding applications must be submitted during the opening period indicated on the Program [webpage](#).

Applications submitted outside of the applicable opening dates will be deemed ineligible.

3. How do I apply?

All applications must be submitted electronically via [Dialogue](#). Applicants who do not have a Dialogue account may create one here. The applicant's name in Dialogue must exactly match the name provided in the corporate documents submitted in support of the funding application.

Once an organization has been created in Dialogue, any member of the organization can submit a request on behalf of the organization or work on existing requests related to the organization.

A task to designate an administrator is automatically sent to the account member when the status of the request is "recommended." If you do not receive the administrator task, please send an email to enr@telefilm.ca.

Starting in 2025-2026, applicants will be asked to complete their Corporate Information Declaration directly in Dialogue rather than through a PDF form. See the [Corporate Information User Guide](#) for more information.

If you have any questions about registering for Dialogue, please send an email to enr@telefilm.ca.

4. What documents do I need to submit to support my application?

The list of documents required at the time of application is available on the Program [webpage](#). Please also refer to the Application Checklist before submitting your application.

5. What is a Corporate Group?

A corporate group refers to an applicant and any related party. Parties are related when one party can exercise, directly or indirectly, control, joint control or considerable influence over the other. Two or more parties are related when they are subject to common control, joint control or considerable common influence. Members of management and close relatives are also considered related parties.

For example, if an individual is the majority shareholder of several companies, each of which operates one or more theatres, all these companies are part of the same corporate group and will only be able to benefit from consolidated financial assistance for the entire group, through a single funding contract.

However, when the ownership of two parties is distinct, Telefilm may in certain circumstances accept separate applications even if they are related. Among the criteria that can be used to conclude that separate applications from related parties are admissible are: the extent of influence, programming, accounting, business models.

6. I own several theatres. Do I need to submit one application per theatre?

No. A single corporate group can only submit one application. For example, three separately incorporated institutions with the same majority shareholder must apply for funding in one application.

7. How does Telefilm calculate the amount of financial participation for which corporate groups are eligible?

Funding will be calculated based on the number of theatres directly or indirectly controlled by each applicant (i.e. the number of theatres operated in the corporate group as a whole), the number of Canadian feature films exhibited in each theatre and the number of applications received, subject to a maximum of \$10,000 per corporate group. These amounts can vary based on availability of funds.

8. What happens if I am unable to present four Canadian films in the next year at each of the Telefilm-supported theatres?

The screening of at least four Canadian films (as defined in the guidelines) in the coming year in each of the Telefilm-funded theatres is an essential condition for Telefilm's financial participation. If this requirement is not met to Telefilm's full satisfaction, the corporate group will be considered in default and could be required to repay Telefilm's financial participation and may be considered ineligible to apply to Telefilm for funding in the future.

If you think that you are unable to meet this requirement, please contact Telefilm as soon as possible.

Please make sure to submit the Final Activity Report using the template applicable to the year your application was signed.

9. How will Telefilm's financial participation be paid?

The full amount of Telefilm's financial participation will be paid upon signature of the agreement by direct deposit into the bank account indicated by the applicant in Telefilm's electronic portal.

10. For what can I use Telefilm's financial participation?

Telefilm financial participation must be used in accordance with the guidelines:

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

11. How do I know if a film playing in one or more of my locations is a Canadian film or an international coproduction?

You can consult the non-exhaustive list of Canadian films available on the program [webpage](#). You can also:

- Check with the distributor or programmers of the film;
- [Consult the list of productions certified by the Canadian Audio-Visual Certification Office \(CAVCO\)](#);
- [Consult the coproduction directory](#).