

International Promotion Program – Distribution Support

International Distribution Strategy

Project Title: _____

Territory: _____

**Name of Applicant
Company:** _____

Current date: _____

Please provide details on the proposed International Distribution Strategy for the release in the territory that you are seeking funding for. Please be concise and use bullet points for your answers whenever possible. Note that this document should be completed in collaboration with your international distributor and sales agent (if applicable).

1. Detail the release strategy for this project in the applicable territory.

Include details on the target audience, goals, approach, how the strategy aims to reach the target audience, proposed events used to promote the release, key marketable creative elements, etc.).

A promotion and marketing plan prepared directly by the international distributor can also accompany this document on an optional basis.

2. Detail your social media strategy.

3. How will Telefilm’s financial support enhance your existing release plan (increase size of the release or marketing spend, talent involvement, etc.)?

4. Provide a brief track record of the distribution company releasing the project in the territory you are applying for.

Include details on any comparable films released in the last 5 years such as box office and marketing budget.

5. Provide a brief track record of the key creative team essential to the marketing and release of the project.

6. Provide the overall international strategy for the project as agreed with your sales agent and/or distributors (if applicable).

Include details such as anticipated festival participation, targeted territories, MG amounts committed by the sales agent and/or distributors.

7. Provide a brief track record of the sales agent (if applicable).

Include details on any Canadian films represented in the last 5 years.

8. If the requested amount is less or more than the standard amounts set out in the guidelines, specify how much and why.

The producer, in agreement with its sales agent and distributor, might want to request less than the maximum eligible on a territory to maximise support on a different territory, within the overall cap per project.

On an exceptional basis Telefilm may consider providing support that exceeds the cap per territory. Support may never exceed the cap per project.

9. Provide any additional context you wish to bring to our attention (if applicable).