

Essential Information Guide

International Promotion Program

APPLICABLE AS OF MARCH 19, 2026
Ce document est également disponible en français

Essential Information Guide

1. What type of letter of invitation must be submitted when applying for support to participate in an international festival?

The applicant must submit an official letter from the festival or coproduction market for which his or her project has been selected, specifying:

- 1) The project name;
- 2) The festival section in which the project has been selected and the status of the project's premiere at the festival;
- 3) The list of costs covered by the festival or event organizer, if applicable.

2. In addition to the above-mentioned letter of invitation, what other documents have to be submitted at time of application?

The list of required documents at time of application is available on the program's [webpage](#). Please be advised that applicants may be required to provide additional documentation, namely if they apply for extraordinary marketing campaigns.

3. Can two different applicants with the same project selected at the same festival submit two different applications if the costs claimed are different?

No, only one application per festival is permitted for a given project. Moreover, please note that, if an application is submitted by a distributor or a sales agent, they must present a written confirmation from the project's producer identifying the distributor or sales agent and specifying that the producer consents that the funding application be submitted by one of these companies.

4. What is included in Press and Promotion costs?

Press and Promotion costs may include, but are not limited to:

- publicist's fees;
- printed or online promotional campaigns costs;
- advertisement costs;
- costs related to the production of posters and other promotional tools;
- costs related to electronic press kits;
- costs related to market screenings and copy delivery or transfer, and
- third language subtitling.

The total of these costs along with the travel costs represent the budget that should be indicated in the application.

5. Can projects that have not received production assistance from Telefilm apply for an extraordinary marketing campaign?

Generally, extraordinary marketing campaigns aim to support projects that were financed by Telefilm in production. Applicants who wish to apply for an extraordinary marketing campaign must communicate with the contact persons listed on the program website before applying.

6. Are minority coproductions eligible for this program?

Yes. Note, however, that Telefilm funding for these projects can only be used to cover travel expenses incurred by Canadian applicants.

7. Are projects coproduced by the NFB eligible for this program?

Yes, provided that the NFB is a minority co-producer and is not the applicant.

8. Are all projects invited to Focus Canada initiatives eligible for funding under this program?

No. In order for the project to be eligible, the Focus Canada initiative must be recognized by Telefilm, and this must be indicated in the official invitation letter of the festival or event organizing the initiative.

9. Can I submit my film to Telefilm through a link hosted on a video-sharing platform or website?

Yes. Please provide a free access link without an expiry date to one of the digital platforms on which the Project is distributed.

10. Is there a minimum amount of financial support that the applicant can request?

No.

11. What do you mean by extended reality (XR) projects?

Extended reality projects include virtual reality, augmented reality and mixed reality projects.

12. What constitutes an international initiative of Telefilm?

Telefilm's international initiatives are developed in the context of Telefilm's international presence and in alignment with its strategic priorities. They may include specific partnerships with a festival or market (e.g., Cannes Docs in Progress) or independent initiatives and partnerships.

They are confirmed or renegotiated on an annual basis and can therefore vary from year to year.

Telefilm will issue official invitation letters to participants to Telefilm's international initiatives who are invited to apply for funding under the International Promotion Program. Telefilm's invitation letter must specify that you are invited to apply to this program as well as the amount of support available. This letter must be included in your application to the program.

13. In what cases could Telefilm exercise flexibility in determining the festival category for which the project is selected or its premiere status?

Telefilm may exercise flexibility in the following cases:

- The project is submitted to two festivals in two different categories that take place at the same time or on very close dates;
- The project premiered at one festival and is then presented at a festival in a higher category with a lower premiere status, thus significantly affecting its funding under the program.