

Essential Information Guide

Industry Promotion Initiatives Program

APPLICABLE AS OF MAY 7, 2026
Ce document est également disponible en
français

Essential Information Guide

1. Do I need to meet with the Telefilm team before I apply?

It is recommended that you contact a National Promotion Lead to discuss your activities before submitting your application, especially if you are a first-time applicant or if you have new activities that Telefilm is not aware of. The contact information for these individuals can be found on the [Program webpage](#).

2. My organization was previously pre-approved in the Promotion Program – Industry Initiatives Stream. Am I pre-approved in this Program?

No. The Promotion Program – Industry Initiatives Stream has been retired and replaced with this Program and the [Career Development Initiatives Program](#). There are no preapproved applicants in this program. Applicants who have received Telefilm funding in past years are not guaranteed to receive funding via this program or any other program.

3. Can I receive funding for an activity under this program as well as the Medium to Large-Scale Festivals Program, the General Admission Program, or the Career Development Initiatives Program?

No. Activities that take place only during the dates of a film festival, which are operated by the same organization as the film festival, and which film festival has been funded under the [Medium-to-Large-Scale Festivals Program](#) or the [General Admission Program](#), are not eligible for funding under this Program. Funding under those programs covers all complimentary activities taking place during the film festival.

For example, if an organization operates a film festival that takes place from May 5th to 10th, and an awards ceremony that takes place on May 10th, and the film festival has received funding under one of Telefilm's Programs, the awards ceremony would not be eligible for funding under this Program.

Initiatives that focus on mentorship, professional development, career advancement and skills development are funded separately through the [Career Development Initiatives Program](#) and are not eligible under this Program. Applicants who are uncertain about the appropriate Program under which to apply are encouraged to contact a National Promotion Lead prior to submitting an application.

4. Can I apply to this Program even if my activity has never been held before?

It will depend on the type of activity you wish to hold. National Awards Ceremonies and Alternative Screening Networks must have had at least 2 editions before the one for which funding is requested. Conferences and Symposiums do not have this requirement.

5. How do I determine what is the start and end date of my activity?

The start date of the activity should be the first day that participants can attend or participate in the activity. The end date of the activity is the last day that participants can attend or participate in the activity.

6. What is a “Canadian work”?

A Canadian work is an audiovisual work that is either 1) certified by the Canadian Audio-Visual Certification Office (CAVCO) as a “Canadian film or video production”; 2) recognized as an audiovisual treaty coproduction by the Minister of Canadian Heritage; or 3) directed and produced by Canadians, with its copyright owned by Canadians. Canadian works can be feature films, medium-length films, short films, television programs and digital productions.

7. How does Telefilm establish whether an alternative screening network's previous edition exhibited at least 30% of Canadian works or whether a national awards ceremony's previous edition nominated at least 75% of Canadian works?

For an alternative screening network to be eligible for the Program, a minimum of 30% of all works presented in the previous edition must be Canadian works. For alternative screening networks that showcased more than 100 works, Telefilm will consider a minimum threshold of 30 works to be sufficient.

For a national award ceremony to be eligible for the Program, a minimum of 75% of all works nominated in the previous edition must be Canadian works. When determining a nomination for an individual, the work for which that individual is nominated can be taken into account. Tributes and other celebrations should not be included.

To determine the percentage of Canadian works, Telefilm will add up the number of Canadian feature films (i.e., 75 minutes or more) and the equivalent number of medium-length (30-74 minutes) and short films (less than 30 minutes) using the following ratios:

- 2 medium-length films are equivalent to 1 feature film;
- 4 short films are equivalent to 1 feature film.

Example:

The programming of the last edition of an alternative screening network consisted of:

- 20 feature films of which 10 were Canadian;
- 30 medium-length films of which 20 were Canadian; and
- 58 short films of which 40 were Canadian.

The percentage of Canadian works would be calculated as follows:

Step 1: Convert the number of medium and short films into feature films using the ratios

- **Medium-length films:** the programming included 30 medium-length films of which 20 were Canadian. Using the 2:1 ratio, this means:
 - ✓ 30 medium-length films are equivalent to **15 feature films**;
 - ✓ 20 Canadian medium-length films are equivalent to **10 Canadian feature films**.
- **Short Films:** the programming included 58 short films of which 40 were Canadian. Using the 4:1 ratio, this means:
 - ✓ 58 short films are equivalent to **15 feature films (rounded up)**;
 - ✓ 40 Canadian short films are equivalent to **10 Canadian feature films**.

Step 2: Calculate the total of all works (feature films and feature film equivalents)

- ✓ Number of feature films: 20
- ✓ Number of feature film equivalents (medium-length films converted): 15
- ✓ Number of feature film equivalents (short films converted): 15

Total number of all works: 50

Step 3: Calculate the total of all Canadian works (feature films and feature film equivalents)

- ✓ Number of Canadian feature films: 10
- ✓ Number of Canadian feature film equivalents (medium-length films converted): 10
- ✓ Number of Canadian feature film equivalents (short films converted): 10

Total number of Canadian works: 30

Step 4: Calculate the percentage of Canadian works in the programming

The programming of the previous edition consisted of 50 works of which 30 were Canadian. Thus, the percentage of Canadian works in the previous edition's programming is calculated as follows:

$(\text{Number of Canadian works} / \text{total number of all works}) \times 100\% = 60\%$

Total percentage of Canadian works: 60%

8. How does Telefilm establish whether an alternative screening network's previous edition exhibited at least ten feature films or equivalent?

To be eligible for this Program, ten feature films (or equivalent) must have been exhibited during the alternative screening network's previous edition.

To determine the number of feature films exhibited in the previous edition, Telefilm will add up the number of feature films (i.e., 75 minutes or more) and the equivalent number of medium-length and short films using the same ratios than for the calculation of the percentage of Canadian works above, meaning:

- 2 medium-length films are equivalent to 1 feature film
- 4 short films are equivalent to 1 feature film

Example:

The programming of the last edition of a festival consisted of:

- 7 feature films;
- 2 medium-length films; and
- 7 short films.

The total number of feature films and equivalents would be calculated as follows:

Step 1: Convert the number of medium and short films into feature films using the ratios

- 2 medium-length films are equivalent to 1 feature film (2:1 ratio);
- 7 short films are equivalent to 2 feature films (4:1 ratio, rounded).

Total feature film equivalents: 3

Step 2: Calculate the total of feature films and feature film equivalents

The programming of the last edition of a festival consisted of 7 feature films and 3 feature film equivalents, which totals 10.

Total number of feature films and feature film equivalents: 10

9. Will Telefilm consider applications from alternative screening networks whose programming during their previous edition included less than 30% of Canadian works, or national awards ceremonies whose nominations in their previous edition included less than 75% of Canadian works?

Telefilm may, in its discretion, accept awards ceremonies or alternative screening networks whose previous or current editions do not meet the minimum % of Canadian nominees or works, respectively, depending on the availability of funds and the activity's alignment with the Program objectives and Telefilm's corporate priorities. Applicants seeking this flexibility must reach out to a National Promotion Lead to discuss prior to the submission of their application.

10. Will Telefilm consider applications from alternative screening networks that did not screen a minimum of ten feature films (or equivalent) in their previous edition?

Telefilm may, in its discretion, accept applications from alternative screening networks that did not screen a minimum of ten feature films (or equivalent) in their previous edition, depending on the availability of funds and the activity's alignment with the Program objectives and Telefilm's corporate priorities. Applicants seeking this flexibility must reach out to a National Promotion Lead to discuss prior to the submission of their application.

11. How should the in-person, virtual/online and broadcast attendance be calculated?

The attendance numbers should be based on confirmed attendance and not only on tickets sold/redeemed. Each ticket purchased/claimed should account for one individual only. For example, if 50 tickets were bought for a virtual screening and each ticket viewed the screening, an attendance of 50 would be recorded under the virtual attendance category.

All in-person and virtual/online attendance must be verifiable through a scanning or ticketing report (or an equivalent document) provided by a third-party resource. If there was a broadcast element to the event, please ensure that the attendance is based on third-party information and obtained directly from the broadcaster/partner hosting the broadcast event. If no third-party confirmation of the broadcast attendance can be obtained, an attendance of zero should be reported.

Please ensure all numbers provided are verifiable, reasonable, calculated based on third party information and in-line with the previous edition's attendance as listed in any prior reporting to Telefilm, as this figure may be audited by Telefilm should the activity be funded.

12. How does Telefilm define the mandate of an activity?

The mandate should be part of the overall mission, and/or vision of the activity. This should be applicable regardless of the edition or year of the activity and should apply to all programming, content and/or events associated with the activity and not only to specific strands or elements.

For example, if the Activity is an alternative screening network that **only** programs films by Indigenous creators, then the Activity's mandate would be considered as focused on Indigenous creators.

To consult the definitions used by Telefilm, please visit Telefilm's [website](#).

13. How does Telefilm define “regional” when determining whether an activity provides regional representation?

For the purposes of this Program, “regional” is defined based where the activity takes place. An activity is considered regional if it takes place more than 150 km from Toronto or Montreal.

14. I have an initiative that is not an awards ceremony, alternative screening network, conference, or symposium, but that I think is a fit for the program. Can I submit an application?

Other promotion initiatives may only submit an application through Dialogue if they have received a formal invitation from Telefilm to apply to the Program.

Applicants who wish to request financing for such an initiative must first contact a National Promotion Lead to discuss their initiative.

Please note that funding for other initiatives is limited. **Applications for other initiatives that are submitted without prior approval from Telefilm will be refused without further notice.**

15. How will the applications be evaluated?

Applications will be evaluated based on the breadth, depth and relevance of the information provided in the application against the evaluation criteria outlined in the Program's guidelines.

16. How will Telefilm's funding be determined?

Telefilm's financial participation for all activities shall be based on the availability of funding and the funding considerations as described in the Program's guidelines for each type of activity.

Please note that Telefilm's funding is contingent on the applicant's continued compliance with the eligibility and evaluation criteria set out in the Program's guidelines, the intent of the Program, as well as on the availability of funding for the Program.

17. What does Telefilm consider as a material change to an activity?

A material change is a change that could have, in Telefilm's opinion, an impact on the applicant's ability to conduct the activity as initially planned. Material changes could include, among other things:

- Change in key personnel if the new key personnel have less or non-equivalent experience;
- Change in the date of an activity that is now set in a similar period as another similar sized activity in the same region;
- Change in the targeted market;
- Change in delivery format (for example, in-person delivery changed to online delivery or change in location);
- Loss of an important partnership, etc.

Applicants must immediately provide a written notice of such material changes to Telefilm and Telefilm will work with applicants on a case-by-case basis to review such situations, which may include the request for a revised proposal for the activity.

18. What percentage of administration costs can be included in the budget of the activity?

Administration costs generally cannot exceed 35% of the activity's direct costs (direct costs are the total budget minus administration costs).

19. Who do you consider as "key personnel" for an activity?

Key personnel includes the executive director, activity manager/coordinator, or any other roles that impact the design, presentation or content of the activity.

20. When should applications be submitted?

Applications under this Program must be submitted during the application period indicated on the [Program's webpage](#). Applications should be submitted a minimum of three months prior to the start date of the activity for which funding is sought. Telefilm may refuse applications which are not submitted in this timeframe. Please note that incomplete applications may be automatically rejected.

It is also recommended to subscribe to Telefilm's [industry advisories](#) on the Telefilm webpage to stay informed on Telefilm's announcements.

21. How many applications can an applicant submit?

There is no limit to the number of applications that an applicant can submit per fiscal year, however each edition of an activity may be submitted only once per fiscal year.

22. If I have more than one activity, should I apply for each activity separately?

Yes. A separate application must be submitted for each activity, with their own set of documents as required by the Program. Each activity will also be required to submit their own set of final deliverables by the deliverable due date.

23. If my application meets all the eligibility criteria and I apply on time during the applicable opening period, am I guaranteed to receive funding?

No. Funding is never guaranteed. Funds under this Program are limited and not all applicants who meet the eligibility criteria are guaranteed to receive funding.

24. Who can sign the Telefilm financing agreement on behalf of the applicant?

Only an individual who has been duly authorized by the applicant to sign the financing agreement with Telefilm can be a signatory. The name and contact information of the contract signatory should be indicated in the application form at time of application. Further, please ensure that the email address provided for the contract signatory is accurate and up to date, as the contract will be sent directly to that address. If the contract signatory changes before final costs, you should advise Telefilm by email and provide the name and contact address of the new contract signatory to Telefilm.

Telefilm reserves the right to request additional information.