

Guidelines

Industry Promotion Initiatives Program

Applicable as of
May 7, 2026

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français

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Program Intentions and Outcomes

Aligned with Telefilm Canada’s (“**Telefilm**”) [Strategic Orientation Framework](#), Telefilm’s Industry Promotion Initiatives Program (the “**Program**”) delivers targeted support to build momentum for Canadian and Indigenous stories, strengthening and stimulating audience demand for Canadian and Indigenous content.

The Industry Promotion Initiatives Program supports activities that elevate Canada’s audiovisual sector, including (but not limited to) national film and television awards ceremonies, alternative screening networks, audiovisual industry conferences, and other national promotion initiatives.

The Program aims to:

- Expand and sustain audience growth and engagement for Canadian and Indigenous content;
- Increase recognition of Canadian and Indigenous content and talent in Canada and abroad;
- Support activities that respond to market needs and strengthen promotion and industry knowledge; and
- Support an equitable¹ and balanced portfolio of activities, reflecting regions and diverse communities.

In support of Telefilm’s broader commitments, the Program focuses on national activities and integrates equity, diversity, inclusion, accessibility and environmental sustainability, helping build an industry that is representative of, and accountable to, communities across Canada.

These guidelines set out the Program’s eligibility requirements and funding conditions.

How will we influence and measure program outcomes?

Telefilm is introducing new datasets for this Program to measure **Audience Engagement** and **Audience Recognition** of Canadian and Indigenous content and talent. Additionally, key performance indicators will ensure we are advancing our commitments as set out in our Plans for Official Languages (including OLMC), EDIA and Reconciliation, as well as our Regional Strategies. These indicators will guide decisions and allow Telefilm to monitor and measure important data that will be shared with the industry yearly. Measured results will influence targeted actions and strategies when required.

- Total number of individuals who attended or watched the activity (in-person or via digital platforms)
- Overall number of attendees at Canadian and Indigenous films versus non-Canadian
- Number of EDIA, Regional, OLMC films programmed, talent promoted
- Increased engagement and interest for Canadian and Indigenous films
- Better data on films being programmed

¹ Telefilm seeks to achieve equity in its funding decisions, both in terms of resources (an equitable distribution within the portfolio to eliminate disparities) and representativeness (proportional participation within the portfolio).

1 Eligibility Criteria for Applicants

An applicant must be an organization that meets all of the following eligibility criteria:

- have its head office in Canada and carry out its activities in Canada; and
- be a Canadian-controlled corporation, as defined in sections 26 to 28 of the *Investment Canada Act*, working in the film, television or digital media sectors.

2 Eligibility Criteria for Activities

2.1. Criteria Applicable to All Activities

To be eligible, activities must take place in Canada and can only be submitted once per fiscal year.

As the aim of this Program is to support the execution of the activity, activities which are in research or development stages are not eligible for funding.

2.2. National Awards Ceremonies for Film or Television

In addition to meeting the criteria in 2.1., awards ceremonies must meet the following eligibility criteria:

- must have had at least **2 editions** before the current edition for which funding is requested;
- total activity budget of the current edition must be a minimum of **\$20,000**;
- total activity final cost of the previous edition must be a minimum of **\$10,000**;
- official nominations of the previous edition of the ceremony must consist of a minimum of **75% of Canadian works²** (with the exception of tributes and other celebrations); and
- ceremony must undertake to program a minimum of **75% of Canadian works** in the nominations of the current edition (with the exception of tributes and other celebrations).

2.3. Alternative Screening Networks

In addition to meeting the criteria in 2.1., Alternative Screening Networks must meet the following eligibility criteria:

- must be a screening method that complements or replaces the traditional theatrical distributor-exhibitor model, whose primary aim is to promote Canadian and Indigenous content and to facilitate and increase its accessibility to Canadian audiences;
- must have had at least **2 editions** before the current edition for which funding is requested;
- total activity budget of the current edition for which funding is requested must be a minimum of **\$20,000**;
- total activity final cost of the **previous edition** must be a minimum of **\$10,000**;
- network must have exhibited and promoted a minimum of **ten feature films (or equivalent)** and a minimum of **30% of Canadian works** in the official programming of the network in the previous fiscal year; and

² See the Essential Information Guide available on the Program's [webpage](#) for more details on what is considered a Canadian work.

- network must undertake to exhibit and promote a minimum of **ten feature films (or equivalent)** and a minimum of **30% of Canadian works** in the programming of the current edition for which funding is requested.

Note: the percentage of **Canadian works** is calculated as follows:

- It takes into account feature films (75 minutes and more), medium-length films (30 to 74 minutes) and short films (less than 30 minutes).
- The majority (51% or more) of these works must be medium or feature-length films, unless access to such format was restricted due to the nature of the network.
- When the network's programming consists exclusively of short films, this percentage can be met with only the short film programming.
- When the network's programming consists of a combination of feature films, medium-length films and short films, the ratio will be 2:1 for medium-length films and 4:1 for short films.
- If the previous edition's programming for an alternative screening network contained more than 100 works, Telefilm will consider a minimum threshold of 30 Canadian feature length works (or feature film-length equivalent) to be sufficient.

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 who do not meet these minimums but wish to apply to the Program must contact a Promotion Lead to discuss prior to the submission of their application.

2.4. Conferences or Symposiums aimed at the Audiovisual Industry

In addition to meeting the criteria in 2.1., conferences and symposiums must meet the following eligibility criteria:

- must be primarily aimed at supporting the Canadian audiovisual industry;
- must consist of multiple activities taking place over a minimum of one day, a singular panel is not eligible;
- total activity budget of the current edition for which funding is requested must be a minimum of **\$20,000**; and
- must have a minimum of **100 anticipated attendees** for the current edition for which funding is requested. Telefilm may, in its discretion, accept conferences who anticipate less than 100 attendees if the conference aligns with the Program objectives and Telefilm's corporate priorities.

Telefilm may prioritize awards ceremonies, alternative screening networks and conferences that are presented in-person or hybrid over online-only activities, and awards ceremonies that are jury-selected.

2.5. Other Promotion Initiatives

Subject to the availability of funds, Telefilm may provide financial support to other promotion initiatives which are aimed at promoting the Canadian audiovisual industry, reaching audiences and are aligned with Telefilm's corporate priorities. These initiatives will be invited to apply to the Program via a formal invitation from Telefilm.

2.6. Ineligible Activities

The following activities are not eligible for the Program:

- activities that focus on career development or mentorship are funded separately through the [Career Development](#)

[Initiatives Program](#); and

- 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 Festivals Program](#).

3 Evaluation Criteria

Alignment with the intentions of this Program is required in order to receive funding. In addition to the activity's scope and quality, promotion of Canadian content and talent must be demonstrated.

Further, Telefilm will take into account the applicant's history of fulfilment of Telefilm's contractual obligations, including but not limited to the timely provision of reporting.

3.1. Evaluation Criteria for Activities

- The quality and scope of the activity: team expertise, reach and impact at the regional, national and/or international levels (e.g., market interest, audience size and composition, recognition and attendance by Canadian industry professionals, confirmed partnerships);
- The innovative and competitive nature of the activity in terms of content and programming, promotion and visibility, partnerships, international initiatives, leveraging of digital platforms, etc.;
- Tangible outcomes displayed in support of Canadian content and talent promotion, including for promotional activities aimed at the general public: awards/categories centered on Canadian cinema, large public promotional events (a tribute, a particular theme, etc.) as well as the composition of the Canadian content and programming within the overall activities/programming planned; and
- The ability for the applicant to deliver the proposed activities (budget, financial structure, results of previous edition if applicable)

The history, composition and timing of all activities supported by the Program as well as the breadth of applications and applicants/organizing teams will also be considered. Telefilm may prioritize initiatives that focus on the Canadian theatrical film industry, over television or digital media.

3.2. Diversity of Voices

The decision-making process takes into account Telefilm's objective to fund an equitable and balanced portfolio in terms of regional representation and diversity of voices.

In line with our commitments to Official Languages, data will be collected to assess the feasibility of a potential resource allocation on a linguistic basis, namely, that one-third of the funding could be dedicated to activities in the French language.

As part of fostering a diversity of voices, Telefilm may prioritize activities whose **mandate** is to **only** showcase and promote the work of creators who belong to historically underrepresented groups:

- Indigenous people;
- Black people;
- People of Colour;
- 2SLGBTQIA+ individuals;
- Women;
- Gender-diverse identities and expressions;
- Persons with disabilities;
- Members of Official Language Minority Communities (OLMC).

4 Terms of Funding

4.1. Telefilm's Financial Participation

Telefilm's financial participation will take the form of a **non-repayable contribution** to cover the applicant's eligible costs as described in Section 5.

4.2. Amount of Telefilm's Financial Participation

Telefilm's financial participation will vary based on the availability of funding, the type of activity and the considerations set out below.

Type of Activity	Funding Considerations	Maximum Funding Amount
National Awards Ceremonies	<ul style="list-style-type: none">• Activity budget• Size and scope of viewership• Visibility opportunities offered	The lower of \$100,000 or 30% of the activity's budget
Alternative Screening Networks	<ul style="list-style-type: none">• Activity budget• Size and scope of viewership• Visibility opportunities offered	The lower of \$100,000 or 30% of the activity's budget
Conferences/Symposiums	<ul style="list-style-type: none">• Activity budget• Number of previous editions• Number of days over which the activity will be held• Scope of the programming• Visibility opportunities offered	The lower of \$75,000 or 30% of the activity's budget
Other Promotion Initiatives	<ul style="list-style-type: none">• Activity budget• Size and scope of the activity• Viewership or participation• Telefilm's funding for the previous editions of the initiative (if applicable)• Visibility opportunities offered	N/A

Please note that, generally, the average funding under the Program is below the maximums indicated above. Telefilm may, in its discretion, lower or exceed these maximums depending on the overall Telefilm budget, number of applications received, availability of funds, and the funding considerations above.

4.3. Access to Funding

Telefilm's funding must be used to cover the eligible costs described in Section 5. Telefilm reserves the right to reduce its funding upon review of final cost reports submitted by applicants. Furthermore, costs covered by Telefilm must not be borne by any other entity or program.

Telefilm's financial participation is contingent on the applicant's continued compliance with the eligibility and evaluation criteria described above, as well as the availability of funds in the Program. It is important to note that funds under this Program are limited and that not all applicants who meet the eligibility criteria are guaranteed to receive funding.

Further, applicants and activities that have received Telefilm funding under the Promotion Program in past years are not guaranteed to receive funding via this Program or any other program.

5 Eligible Costs

Eligible costs shall be incurred in connection with the funded activity only, and shall comply with the following types of costs:

Programming: direct costs related to the design of the funded activity's programming, including but not limited to:

- Staff salaries and benefits (pro-rated per cost category and for the funded activity only)
- Consultants, mentors or programmers (non-staff) fees or honorariums
- Screening/licensing fees
- Travel and accommodation (staff and guest related)
- Talent/guest speaking fees

Communication and Promotion: direct costs related to the funded activity's communication and promotion strategy, including but not limited to:

- Staff salaries and benefits (pro-rated per cost category and for the funded activity only)
- Consultant fees
- Promotional materials/assets
- Digital and social media related expenses
- Advertising
- Website maintenance/redesign
- Internet/bandwidth increases
- Translation/revision of marketing materials

Production: direct costs related to delivering the funded activity to its targeted audience(s), including but not limited to:

- Staff salaries and benefits (pro-rated per cost category and for the funded activity only)
- Freelance, contractual labour, technical crew, and other consultants (non-staff)
- Permits
- Rentals for venue, equipment, and vehicles
- Networking activities
- Prizes and awards-giving
- Catering
- Insurance
- Waste management (e.g. recycling, compost, deposits, hazardous materials, etc.)
- Source reduction and reuse (e.g. water fountains, reusable tableware, etc.)
- Translators, video description services, ASL & LSQ interpreters and other expenses related to accessibility accommodations

Administration: direct and reasonable costs related to the funded activity's various administrative fees; it being understood that costs related to the applicant's core business and capital expenditures, such as rent, staff salaries, equipment rentals and other maintenance charges, are only eligible if they are prorated and directly related to the funded activity. **These costs cannot exceed 35% of the activity's total direct costs.**³

Only Canadian expenses shall be eligible. However, Telefilm shall assess the eligibility of expenses incurred outside of Canada when services of a comparable nature are not available in Canada and are essential to the success of the funded activity.

6 Application Process

Applications under this Program must be submitted during the application period indicated on the Program's [webpage](#).

³ See the Essential Information Guide available on the Program's [webpage](#) for more details.

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.

All applications must be submitted online via [Dialogue](#) and include the documents included in the list of required documents available on the Program's [webpage](#). Please note that incomplete applications may be automatically rejected.

A separate application must be submitted for each activity that is seeking funding, each with their own set of documents, as required by the Program.

For more information, please consult the Essential Information Guide on the Program's [webpage](#). All first-time applicants are encouraged to contact a Promotion Lead before applying.

7 General Information

Compliance with the guidelines is a prerequisite for funding eligibility but does not guarantee access to Telefilm funding. Telefilm reserves the right to modify its guidelines and application forms as needed. The implementation and interpretation of these guidelines are at Telefilm's sole discretion, and Telefilm ensures that its funding is granted to activities that respect the Program's spirit and intent. For any questions regarding the interpretation of these guidelines or the spirit and intent of the Program, Telefilm's interpretation shall prevail.

Please note that Telefilm expects all applicants to read its [Code of conduct for business partners](#) and comply with its requirements in the course of their dealings with Telefilm. Acceptance and adherence to this code of conduct is mandatory for all applicants and it is a condition to the continuation of any activity with Telefilm.

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

All Telefilm programs are subject to the availability of funding from government and other sources.