

Guidelines

Marketing Program

Canada Feature Film Fund (CFFF)

APPLICABLE AS OF APRIL 23, 2026
Ce document est également disponible en
français

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Program Intentions and Outcomes

Aligned with Telefilm Canada's [Strategic Orientation Framework](#), Telefilm's Marketing Program (the "**Program**") supports the objective of strengthening the reach and impact of Canadian and Indigenous feature films through an audience-centred approach—connecting with audiences where they are watching.

The Program supports the national marketing success of Canadian and Indigenous feature films by providing scalable project-driven support that adapts to evolving release strategies.

The Program aims to:

- Maximize audience engagement by reaching audiences where they are watching;
- Enable agile, film-specific marketing campaigns that evolve with a film's trajectory;
- Modernize and simplify the Program to incentivize impactful marketing campaigns while strengthening a sustainable distribution ecosystem;
- Set key performance indicators to measure and advance our commitments to EDIA, Official Language and Minority Language Communities as well as our engagements towards Reconciliation with Indigenous Peoples.

Financing priority is given to films previously supported by Telefilm through the Production, Theatrical Documentary, or Talent to Watch Programs, reinforcing coherence and continuity across Telefilm's programs.

Consistent with Telefilm's broader commitments, the Program aims to support a diverse range of voices and perspectives within the Canadian feature film ecosystem by encouraging projects across genres, budget levels, company sizes, regions, and creative viewpoints, while supporting works with the potential to connect meaningfully with audiences in Canada and internationally.

How will we influence and measure program outcomes?

Telefilm is introducing new datasets for this Program to measure Audience and Reach. 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.

- % of increased Marketing investment for films from EDIA communities
- Official languages and OLMC representation
- Regional representation
- Genre and Audience Demographics
- Audience Reach: Aggregate reach across theatres, platforms and festivals in Canada, in the 3 years following MKTG support
- Adoption of non-traditional release strategies: % of supported films using hybrid, platform or festival led releases
- Marketing Spend in % of Production Budget

1 Eligibility Criteria for Applicants

To be eligible, an applicant must meet the following criteria:

- i. be either the Canadian distribution or production company of the project for which funding is requested;
- ii. carry out its activities in Canada;
- iii. be a Canadian-controlled corporation, as determined under sections 26 to 28 of the *Investment Canada Act* with its head office in Canada;
- iv. be financially stable¹.

Furthermore, all key personnel exercising financial, distribution and marketing control over the project submitted to Telefilm must be Canadian citizens, within the definition of the *Citizenship Act*, or permanent residents within the definition of the *Immigration and Refugee Protection Act*.

A producer and a distributor may submit separate applications for the same project. For example, the producer may apply early for longer-lead activities (e.g., an impact campaign or social content development), and the distributor may later apply for a traditional marketing campaign.²

Applications submitted by producers that have a Canadian distributor attached must provide a written confirmation from their distributor that they are authorized to apply.

How to Trigger a High Budget Production Application Starting in Fiscal 2027-2028

Starting in fiscal 2027-2028, it will no longer be required for distributors to apply to Telefilm to be recognized as an Eligible Distribution Company to trigger a High Budget Production application (films with budgets of \$3.5M and greater).

Instead, distributor eligibility will be evaluated in the context of each production application. It will assess, among other things, whether the distributor possesses the level of expertise and financial stability necessary to deliver the marketing plan submitted in the production application.

The Production program guidelines will set out the minimum requirements that need to be met to trigger different types of applications.

For High Budget Production applications submitted in fiscal 2026-2027, refer to the 2025-2026 Marketing guidelines for the criteria applicable to qualify as an Eligible Distribution Company.

¹ Consideration will be given for new production and distribution companies without established parent companies.

² Note that Telefilm may have specific contractual requirements if both the producer and distributor wish to apply for funding for the same project. See the [Essential Information Guide](#) for more information.

2 Eligibility Criteria for Projects

2.1 Project Eligibility Criteria

Financing under this Program will be prioritized for projects that have received production or postproduction funding through the Production, Theatrical Documentary or Talent to Watch programs.

The marketing strategy submitted under this Program is expected to align with the strategy approved in the production application.

All projects funded must meet the following criteria:

- i. be a feature length (at least 75 minutes long) film that is, or will upon completion be, either:
 - certified by the Canadian Audiovisual Certification Office (CAVCO) as a “Canadian film or video production” with a minimum of 8 out of 10³ points under the provisions of the *Income Tax Act* (Canada); **or**
 - recognized as an official treaty coproduction by the Minister of Canadian Heritage (refer to Telefilm’s guidelines for *International Coproductions*);
- ii. be made available in French, English, or an Indigenous language;
- iii. be intended⁴ to be publicly exhibited in Canada (theatrical release, festival run, community screenings, platform⁵ or broadcast releases, etc.); and
- iv. respect the applicable standards and codes of the CRTC and Canadian Association of Broadcasters and contain no illegal or libellous elements.

Note: If the project is not being or has not been funded by Telefilm, please contact your Feature Film Executive before applying.

2.2 Additional Eligibility Criteria for Versioning Assistance

To be eligible for versioning assistance,:

- i. the production of the project must have been completed;
- ii. the project must meet the basic project eligibility criteria outlined in section 2.1 above;
- iii. the request for funding must be for versioning in English, French, or an Indigenous language; and
- iv. the subtitled or dubbed version must be scheduled to be publicly exhibited in Canada.

Note: A project is ineligible for versioning assistance if one or more production financiers contractually require that the project be versioned into a second language (i.e. if it is a delivery requirement). In such cases, the cost of versioning that project must be included in the original language production budget.

³ Theatrical documentaries must obtain a minimum of 8 out of 10 points or the prorated equivalent (i.e., a minimum of 80% of available CAVCO points).

⁴ Proof of a confirmed public exhibition will be required except for applications submitted in the course of production (for activities such as impact campaigns or social content development). These applications must instead set out clearly in their marketing plan what their intended public release strategy is. See the List of Required Documents for more details.

⁵ For more details on eligible platform releases please see the [Essential Information Guide](#).

3 Eligible Costs

There are 3 types of marketing costs that can be funded under this Program:

- 1) Marketing and promotion costs;
- 2) Versioning costs; and
- 3) Audience engagement costs.

3.1 Eligible Marketing and Promotion Costs

Eligible marketing and promotion costs are costs designed to reinforce the film's promotion and marketing such as⁶:

- Campaign creation fees;
- Online marketing activities (for example: search engine optimization and web technology specialists; launch of a website with enriched content; the creation and addition of content on social media; personnel to maintain ongoing activity on social networks);
- Test marketing;
- Laboratory and printing costs;
- Shipping;
- Advertising and media buy;
- Media relations;
- Promotional activities and premieres;
- Canadian festival and TIFF screening costs;
- Community screenings;
- Impact campaigns;
- Theatrical bookings;
- Ancillary platform promotion (including TV, VOD and other forms of digital distribution);
- Classification; and
- Administration fees.

All costs must be for services rendered in Canada. Applicants must obtain Telefilm's prior approval for any foreign costs they wish to claim. These exceptional costs must be set out in the detailed budget and in the marketing plan submitted with the application, and applicants must be able to demonstrate the lack of available expertise in Canada for the costs claimed.

Telefilm, in its discretion, will determine the reasonableness of all proposed costs. Costs incurred prior to written confirmation of funding from Telefilm may not be eligible for financial assistance.

3.2 Eligible Versioning Costs

Telefilm will only accept:

- The versioning costs and services carried out in Canada by qualified private-sector companies, using Canadian artists, actors, employees and technicians (as applicable);
- Costs related to the versioning of the eligible project that are not included in the original-language production budget;
- Versioning costs associated with marketing and promotion costs, not as a standalone activity.

⁶ See [budget template](#) for more details.

The applicant must guarantee that the project versioned with funding from this Program will be made available either to the Canadian producer, or to any distribution or foreign sales company appointed by the Canadian producer.

All distribution agreements involving the marketing of the versioned project in Canada must be made only with Canadian-controlled companies⁷ and should be submitted to Telefilm for approval at time of application. For acceptable terms, please consult the Canada Feature Film Fund Distribution Terms and Contract Requirements on the [Program webpage](#).

3.3 Audience Engagement Costs

Telefilm is looking to increase the awareness of Canadian theatrical releases and audience participation leading up to a film's release. As such, Telefilm may take into consideration **exceptional funding requests for activities that go beyond a traditional release** and that are designed to promote audience engagement with Canadian films as they are about to begin their theatrical run.⁸

Audience engagement support is limited to films funded by Telefilm in production or post-production that will also be applying for overall Marketing Program support. These requests are typically reserved for distributors and **must be pre-approved by Telefilm** prior to an application being submitted in Dialogue.

Applicants applying for audience engagement costs are encouraged to collaborate with the film's creative team on the concept of the activity.

Eligible costs vary, depending on the needs of the activity, but typically include costs covering event planning and logistics, agency fees, travel and accommodations, and promotional materials.

Applications for festival screening costs or support for theatrical releases in territories beyond Canada are not eligible.

⁷ As defined in the [Investment Canada Act](#).

⁸ See [Essential Information Guide](#) for more details on audience engagement activities that may be considered for funding.

4 Selection Process

Telefilm seeks to improve Canadian content accessibility at the box office and on other ancillary platforms. The higher the request for assistance to Telefilm, the greater the expectation of box office and market performance Telefilm will have.

The applicant must provide Telefilm with a comprehensive strategic marketing and distribution plan that it intends to implement to make its film available to its target audience and to maximize audience reach. This plan must set out where the film is intended to be publicly exhibited (theatrical engagement, festival run, community screenings, platform or broadcast releases) as well as the following elements:

- The positioning statement for the film on different platforms;
- The marketability of different elements of the film (e.g., renowned director, screenwriter, and/or performer(s), established movie franchise, potential for success in a particular niche market, etc.);
- The target audience for each potential distribution platform and the expected results for each platform;
- The main elements of the national and international marketing plan on traditional and other platforms, if applicable;
- The steps that will be taken towards selection in national and international festivals if applicable; and
- The breakdown of proposed costs to implement the plan including any non-Canadian costs requested.

This comprehensive strategic marketing and distribution plan will be evaluated on the following elements:

- the coherence of the proposed plan in relation to the movie and its target audience;
- the efforts shown to maximize the potential of the promotion and audience reach strategies;
- the innovative character of one or more elements of the marketing plan;
- the track record of the team, and/or service providers in relation to the proposed scope of the marketing plan; and
- the scope of the marketing plan and activities in relation to the proposed budget.

Films financed by Telefilm at the production stage for which distributors have made prints and advertising (P&A) commitments will receive particular consideration.

The following elements will also be taken into account for exceptional Audience Engagement requests:

- The activities proposed and audiences considered;
- The originality of the activity/campaign;
- The scope of the proposal and the requested budget;
- The film's release plans and intended support for the traditional marketing and promotion campaign;
- The intended outcomes and impact in relation to the film's target audience(s); and
- The overall reach of the campaign (participants, media, social footprint, cities/regions).

5 Terms of Funding

The form of Telefilm’s financing and maximum financial participation amount will depend on the type of marketing activity being funded. The amount of financial support is subject to availability of funds and will depend on the amount of the request, the scope of the project, as well as the applicant’s track record.

Telefilm will strive to support projects at the requested amount but may, in its discretion, grant a lesser amount than requested. All payments from Telefilm will be made by direct deposit.

- **Marketing and Promotion activities:**
 - **Form of participation:** Repayable non-interest bearing advance
 - **Maximum financial participation:** Up to 75% of the eligible Canadian marketing costs (inclusive of administration fees).
- **Versioning activities:**
 - **Form of participation:** Repayable non-interest bearing advance
 - **Maximum financial participation:** up to 75% of the versioning costs (inclusive of administration fees), up to the caps set out below. All costs exceeding these caps will be the responsibility of the applicant.

Feature Film Theatrical Release	Feature Film Television/Digital Release
\$420/minute, to a maximum of \$48,000	\$380/minute, to a maximum of \$43,200

- **Audience Engagement activities:**
 - **Form of participation:** Non repayable contribution
 - **Maximum financial participation:** Variable based on the size and scope of the activity submitted, as well as the availability of funds. Telefilm’s financing can cover 100% of the costs of the activity.

6 Repayment

6.1 Repayment terms

Telefilm will recoup any recoupable portion of its financing according to the following schedule:

Tier 1 (applicable only for films financed by Telefilm in a production program):	100% to the applicant until the total of: <ul style="list-style-type: none">• Up to \$50,000 of the Minimum Guarantee⁹;• Up to \$15,000 for TIFF release costs; and• \$50,000 if the total approved costs are \$750,000 or more.
Tier 2	50% to Telefilm and 50% to the applicant until full recoupment of the applicant's financial contribution of the approved costs
Tier 3	100% to Telefilm until full recoupment of 50% of its financial support
Tier 4 ¹⁰	100% to the applicant until full recoupment of the MG ¹¹ and any additional eligible and approved distribution expenses ¹²
Tier 5	100% to Telefilm until full recoupment of the remaining 50% of its financial support

6.2 Standard Distribution Terms and Conditions

Telefilm may impose caps or limitations on deductible distribution fees and expenses. Please consult the CFFF Distribution Terms and Contract Requirements on the [Program webpage](#).

⁹ Applicable only if the applicant is a bona fide distributor with a catalogue comprising titles other than their own.

¹⁰ Not applicable if the applicant is a producer.

¹¹ Telefilm reserves the right to assess the reasonableness of the MG for projects that were not supported by Telefilm in a production program.

¹² Net of any fees or expense reimbursement paid or payable to the applicant from the production budget.

7 Application Process

7.1 How to Apply

All applicants must apply online using [Dialogue](#), and must submit all required documentation as listed on the [Program webpage](#). All subsequent documentation must be submitted online through [Dialogue](#). If you have technical difficulties, please contact a program agent. If required, please consult the [Service Charter](#) available on Telefilm's website.

7.2 When to Apply

Telefilm wishes to foster tailored marketing campaigns that evolve with the trajectory of a film. If required by the needs of a particular film, applicants can apply early in the production process for longer-led activities, such as an impact campaign or social content development¹³, and request additional funding later, for a traditional marketing campaign.

Sufficient application lead time is required to ensure that there is a reasonable opportunity for meaningful consultation prior to any Telefilm decision to participate. In addition, sufficient application lead time will help ensure that there is a reasonable window to execute marketing and promotion campaigns, and that strategic release dates can be established.

Telefilm will commit resources to successful applications in the year in which the film is to be released (or the year before, in the case of releases early in the next fiscal year), subject to the financial constraints within which Telefilm operates.

7.3 General Information

While compliance with the guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm funds. Telefilm may make adjustments to its guidelines and application forms from time to time as required. Telefilm has full discretion in the application and interpretation of these guidelines to ensure that its funding is provided to those projects that meet its spirit and intent. In all questions of interpretation of either these guidelines, or the spirit and intent of this Program, Telefilm's interpretation shall prevail.

Any information, in any form, provided, obtained, created, or communicated in connection with an application or project is subject to the [Access to Information Act](#) and the [Privacy Act](#).

All Telefilm's programs are subject to availability of funds.

¹³ Only if not already requested as part of the Production budget of the project.