

List of Required Documents

Marketing Program

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

List of Required Documents

To apply, you must complete the online application form and upload the documents below using Dialogue: <https://telefilm.ca/en/log-in>

IMPORTANT: All required documents **must be submitted with the application form at the time of submission.** Applicants will be notified if their application is incomplete and given a notice to submit missing documentation within five (5) business days. Applicants must submit all missing documentation within that notice period. Documentation submitted to Telefilm after the submission of the application form or, for incomplete applications, after the notice period indicated in the incomplete file notice, may not be considered in the decision-making process. For more information, please refer to the Essential Information Guide available on the Program [webpage](#).

All application documents must be submitted exclusively in one language, either in English or French. Note that Telefilm reserves the right to request additional information at any time.

Note: links to file hosting services (such as Dropbox, Google Drive, OneDrive, CloudMe, Sugar Sync, etc.) are not accepted.

	DOCUMENT	REQUIRED IN THE FOLLOWING CASES	DESCRIPTION (customize and enter document name in text field on application form)	TYPE (select from dropdown menu)
1.	<p>Executed Distribution Agreement and any amendment(s) thereto</p> <p>See CFFF Distribution Terms and Contract Requirements on the Program webpage</p>	All projects submitted by a distribution company	Distribution Agreement_Name of the distribution company	Broadcast or distribution agreement
2.	<p>Written confirmation from the Canadian distributor attesting that it authorizes the producer to submit an application</p> <p>This confirmation, in the form of a letter or an email, must specify the type of activities that may be undertaken directly by the producer</p>	Application submitted by the producer when a Canadian distributor is attached to the project	Confirmation of distributor_Name of distributor	Broadcast or distribution agreement

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3.	<p>Confirmation of public exhibition commitment in Canada – variable depending on the type of release:</p> <p>A. Theatrical Release: A written commitment from an exhibitor* to release the project theatrically within six months following the submission of the application</p> <p><i>*Not required if the applicant is a bona fide distributor with a catalogue that includes titles other than its own.</i></p> <p>B. Community Screenings: Screenings plan and confirmations from partners and/or screening venues.</p> <p>C. Festival Release: An invitation letter from the festival.</p> <p>D. Digital Release (SVOD) or broadcast: Written commitment from a platform recognized by CAVCO or from a Canadian broadcaster</p> <p>E. Other Public Exhibition: Depending on the planned release</p>	<p>All projects (except applications submitted during production such as impact campaigns or social content development activities) – Variable depending on type of release</p>	<p>Public Exhibition_Name of exhibitor/partner/festival</p>	<p>Broadcast or distribution agreement</p>
4.	<p>CAVCO Certification Letter or Official Treaty Coproduction Certification</p> <p><u>Note:</u> If the CAVCO certification letter is not available, Telefilm may, at its discretion, accept the CRTC certification letter</p>	<p>If the project was not financed by Telefilm in a production program</p>	<p>Canadian Content Certificate or Official Coproduction Treaty Certification</p>	<p>Applicant's proof of eligibility and citizenship</p>

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5.	<p>Detailed Marketing and Distribution Plan</p> <p>The plan must detail the various elements listed in the guidelines, namely:</p> <ul style="list-style-type: none"> • The positioning statement for the film on different platforms; • The marketability of the various elements of the film; • The target audience and the expected results; • The main components of the marketing strategy; • The steps taken towards festival selection, if applicable; • The proposed cost breakdown; • The non-Canadian costs requested, if applicable. <p>In addition, the plan must indicate where the film is intended to be publicly exhibited, specifying elements such as the list of planned cities and cinemas, planned or confirmed festival screenings, community screenings, and details regarding distribution on digital platforms, where applicable.</p>	All projects	Marketing and Distribution Plan	Marketing Plan
6.	<p>Toronto International Film Festival (TIFF) Invitation Letter</p>	Projects financed by Telefilm in a production program - When promotional costs related to a selection at TIFF are claimed	TIFF Invitation Letter	Support Material
7.	<p>Invitation Letter or Email from Telefilm for Audience Engagement Activities</p> <p>Including the audience engagement application form and all other documents (if applicable) submitted during the review of your request</p>	Only for pre-approved audience engagement campaigns	Invitation_Audience Engagement Campaign	Support Material

	DOCUMENT	REQUIRED IN THE FOLLOWING CASES	DESCRIPTION (customize and enter document name in text field on application form)	TYPE (select from dropdown menu)
8.	Impact Campaign Description Detailing impact campaign roadmap and proposal as well as its budget	Only if impact campaign costs are claimed	Description_Impact Campaign	Support Material
9.	Links to the Film Website, Social Media Sites, Film's Trailer, etc. As applicable	All projects	URL	Marketing plan
10.	Video Link of the Film	Projects not financed by Telefilm Canada in production/postproduction	URL	Support material
11.	Detailed Marketing Budget (Canadian and Foreign Costs) Including all related party transactions <i>Form available on the Program webpage</i> Note: Any non-Canadian costs should be discussed with Telefilm Canada prior to submission.	All projects	Budget_Date	Budget
12.	Deal Memos or Contracts from Financial Participants As applicable	All applications	Financing Agreement_Name of Financial Participant	Financing Agreement
13.	Visibility Proposal for Telefilm See Visibility Requirements form on the Program webpage .	If the project was not financed by Telefilm in a production program	Marketing and Distribution Plan	Marketing Plan
14.	Community Engagement Plan This document outlines the approach of the applicant to underrepresented communities and/or potentially sensitive content.	If the project was not financed by Telefilm in a production program	Community Engagement Plan_Date	Community Engagement Plan

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15.	Incorporation Documents of Applicant Company(ies)	If modified since company's last application to Telefilm	Incorporation Documents_ Company Name	Incorporation Documents
16.	Corporate Information <i>New:</i> The Declaration of the Applicant's Canadian Status, and its Shareholders and Directors is now an electronic form that can be found in a new section called "Corporate Information" in Dialogue, under the My Organizations record. Please fill out this new section for the applicant company and, if applicable, for the parent company(ies) and for any other shareholder company that has a Dialogue account. Only members with access to the Organization profile (generally the Administrator) can access this section. See the Corporate Information User Guide for more information.	All applications	N/A	N/A