

Activity Proposal

Promotion Program – Limited Edition Stream

Activity name: _____ Activity date: _____

Applicant name: _____ Current date: _____

Please provide details on your proposed Activity that you are seeking funding for. Please note that some questions may be specific to festivals only or may include multiple activities that are financed within the same application. It is recommended to review all the questions before starting.

Brief summary of the key elements that make the festival distinct or unique (maximum 1,500 characters)

Please provide some key highlights of the festival or film market's innovative and distinctive nature that most demonstrates the impact of the festival (e.g., format, targeted guests, team expertise, visibility, reach and impact at the regional, national and/or international levels, market participation, audience size and evolution, promotion, leveraging of digital platforms, etc.).

Describe the need or gap that your festival addresses. (maximum 750 characters)

Include details on any relevant reports, studies, needs analysis, survey results, etc., that may have been used to determine the need or gap.

Briefly describe the domestic and international partnerships that have been developed. (maximum 750 characters)

Include details on the partner, type of partnership, location of partner, the length of the partnership, etc. (e.g., international festival that has a reciprocal programming arrangement). If there are no partnerships, please write "N/A".

How is the content and programming of the festival designed to best attract and meet the needs of the audience? (maximum 750 characters)

Detail the innovative ways that the content is presented and the programming is planned (e.g. screening venues specifically chosen, the method by which the films are presented, etc.).

Briefly describe the international activities that the festival organizes and hosts. (maximum 750 characters)

Examples of international activities include, but are not limited to, export activities, networking events, trade missions, etc. If there is no international component, please write "N/A".

Briefly describe how the festival demonstrates its leadership in reflecting and serving underrepresented groups. (maximum 750 characters)

Provide details on how the festival and other activities demonstrate this through content, programming, team make-up, outreach, etc.

Provide a brief description of the festival's primary mandate. (maximum 500 characters)

The primary mandate should be part of the Applicant's overall mandate, charitable mission, and/or vision that would be applicable regardless of the edition or year of the festival and applies to all programming. This mandate should apply to all events associated with the festival and not only to specific strands or sections of the programming. For example, if the festival only showcases and promotes works by Indigenous creators, then the festival's primary mandate would be considered as focused on showcasing and promoting works of Indigenous creators.

What is the percentage of recent Canadian Works currently planned for within the programming for the current edition being considered for funding?

Details on the film market that is being considered for funding in this application (if applicable, maximum 1,500 characters)

Provide brief details on the innovative and distinctive nature of the film market/forum, including the format, impact and needs that it is serving (e.g., recognition and presence of Canadian and international industry professionals including sales agents/distributors, business deals made, notable networking events). If no film market is funded, please write "N/A".

Details on the complementary activities¹ that is being considered for funding in this application (if applicable, maximum 1,500 characters)

Provide brief details on the innovative and distinctive nature of the complementary activities, including the format, impact and needs that it is serving. If no complementary activities are considered for funding, please write "N/A".

¹ Complementary activities are defined as promotional actions, or professional business or skills development activities geared toward promotion (forums, workshops, conferences, professional networking and meetings, etc.) that take place during the main activity on a regular basis, even if these complementary activities are branded differently from the main activity or slightly change from one edition to the other.

Description of the contingency plan(s) currently in place in case the festival, film market or complementary activities cannot proceed as planned (maximum 1,500 characters)

Provide details on the back-up plans that have been made in case of changes that are required to the activities (e.g., due to changes in public health and safety requirements as a result of the COVID-19 pandemic, etc.).

Description of how the 2022-2023 edition will change from how it has been historically presented and/or how it was presented last year (maximum 1,500 characters)

Provide a description of the changes to the current edition seeking financing (e.g., the format, marketing/promotion strategies, partnerships, activities planned and held, etc.). Please note that changes related to the financial state of the festival or film market should be answered in a different question.

Specific details outlining how the expenses and revenues of the festival or film market are different from the previous year and how the proposed budget and financial structure are in line with the activity proposal (maximum 1,500 characters)

Provide a description on the changes that have occurred to the revenues and expenses of the festival or film market from the previous year, and how the festival or film market has been adjusted to fit with these changes (e.g., lower sponsorship revenues have led to a decrease in venues).

Details on the financial health of the festival or film market, including the revenue generation strategies employed and sources of funding sought (and confirmed) outside of Telefilm's funding (maximum 1,500 characters)

Provide details on the strategies that are being deployed to ensure sufficient revenues will be raised to support the activities, and the types of funding that have been sought (e.g., type of private sponsorships, public funding bodies such as arts councils and provincial sources, ticket sales, etc.).

Concise bios of key personnel² that have changed since Telefilm's previously financed edition (if applicable, maximum 750 characters)

Only provide details if the key personnel has changed. If there have been no changes, please write "N/A".

² Key personnel would include the Executive Director, the Festival Director, the Communications/Marketing Director, and the Artistic/Programming Director, or their equivalent.