

# ADDENDUM – REOPENING FUND PARAMETERS APPLICABLE TO THE GENERAL ADMISSION STREAM – FISCAL 2021-2022 ONLY

The [Reopening Fund](#), announced by the Government of Canada on June 28, 2021, will provide \$200 million over two years through existing programs to support Canada's festivals, cultural events, outdoor theatre performances, heritage celebrations, local museums, amateur sport events, and more. It will support organizations and projects that deliver in-person experiences and events that draw visitors to our communities and will complement tourism-related initiatives to be delivered by federal Regional Development Agencies.

Telefilm Canada was mandated to administer \$10 million over two years to support film festivals across the country recover and enhance their online and in-person activities. Such reopening funds will be distributed through Telefilm's Promotion Program (the "**Program**").

This Addendum provides direction on the eligibility criteria and funding conditions under the General Admission Stream (the "**Stream**").

## 1. Eligibility Criteria

In addition to the eligibility criteria under this Stream, festivals must be held in-person or in a hybrid format in order to be eligible under the Reopening Fund.

**Important:** All festivals must be held in conformity with any and all applicable municipal, provincial or federal public health measures, in order to protect the health and safety of its participants, collaborators, employees and other organizers, as the case may be.

All Applicants are encouraged to consult Public Health Canada's [Risk Mitigation Tool for Gathering and Events Operating During the COVID-19 Pandemic](#) for event planners.

## 2. Terms of Funding

Funding will be provided to applicants and festivals who meet the eligibility criteria and will be in the form of a non-recoupable contribution of \$5,000 in addition to the contribution granted by Telefilm under the regular parameters of the Stream ("**Top-Up**"). In the case of larger-scale festivals, Telefilm may at its discretion, increase the amount of the Top-Up to \$10,000.

The Top-Up must be used to cover direct expenses relating to the programming, promotion, delivery and administration of the festival.

**Important:** Applicants qualifying for support for the same activities from more than one of the organizations delivering the Reopening Fund are required to seek funding from only one source within the family of participating organizations. Furthermore, costs covered by Telefilm must not be borne by any other entity or program.

### 3. Application Process

#### **Festivals taking place between October 1, 2021 and March 31, 2022**

Applicants who have applied and already received funding under this Stream for their festivals taking place between October 1, 2021 and March 31, 2022 do not need to apply again in order to receive funding under the Reopening Fund. Telefilm will communicate directly with all eligible applicants to inform them of the amount of the Top-Up they are eligible for, subject to continued compliance with the Stream criteria, and to confirm their need for funding.

#### **Festivals taking place between April 1, 2022 and June 30, 2022**

Eligible Applicants whose festivals will be taking place between April 1, 2022 and June 30, 2022 must apply during the applicable opening period, details of which can be found on the Stream webpage. No separate application is required for the Top-Up, as it will be included automatically in the total financial participation under the Stream.

For festivals with a baseline aggregate participation number of 250,000 and above in their 2019 edition, Applicants will be required to provide a written confirmation before the start of the festival that all necessary approvals from all relevant public health authorities have been obtained<sup>1</sup>.

### 4. 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 festivals that respect the Reopening Fund spirit and intent. For any questions regarding the interpretation of these guidelines or the spirit and intent of the Stream or the Reopening Fund, Telefilm's interpretation shall prevail.

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.

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<sup>1</sup> This is an aggregate participation number, featuring the cumulative participant totals of multi-day festivals involving multiple activities in multiple venues under the control of the Applicant. However, this does not pertain to the annual attendance figures of organizations (e.g., galleries, touring companies) that put on multiple events in the course of a year, often in different geographic locations.