

# PROMOTION PROGRAM

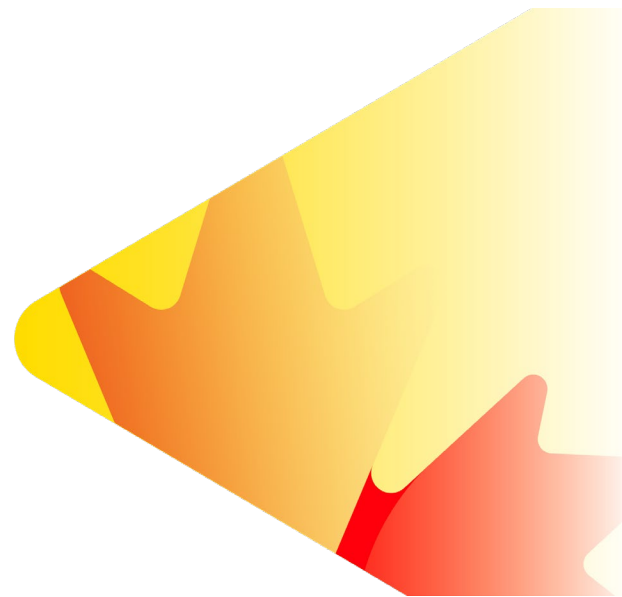
## INDUSTRY INITIATIVES STREAM

### Preview of the Application Form

For Activities Taking Place Between September 1, 2022 and September 30, 2023

**Please note that this is not an official application form, and you must apply using the application form in Dialogue. An upload of this document will not be accepted.**

Please ensure that your Dialogue account and Organization have been created and is in good standing as it will be required in order to submit an application. This can be created [here](#) on Telefilm Canada's website.



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## Program

1. Select Program “Promotion Program”

## Applicant

2. **Select Applicant Company (the Applicant)**  
Please note this will need to be created before the application can be submitted if the applicant company has changed. Contact [enr@telefilm.ca](mailto:enr@telefilm.ca) for any questions on this.
3. **Stream**  
Select “Industry Initiatives”
4. **Basic questions about the Applicant to confirm eligibility of application**
5. **Correspondence language**  
Option of English or French.
6. **Question on the ownership and control of the Applicant**

## Contacts

Please provide Pronoun, Name (last name, first name), Email and Phone Number.

7. **Contact for all correspondence**

## Activity

8. **Title of the Activity**  
Please provide the title of the Activity. The title should match the previous application(s) and should have been provided in the pre-approval notification.
9. **Edition**  
The edition of the Activity – for example, if it is the 3<sup>rd</sup> edition of the Activity, it should be “3”.
10. **Description**  
Please describe your Activity's primary objective, target audience(s), activity location (including city and province), venue(s) and how your Activity enhances the awareness and promotion of Canadian films and talent. If complementary activities are also included in the application, the description should include brief details on these activities as well. If the Activity includes an Award Ceremony or Distribution Network, include the expected percentage of Canadian Content planned for the edition seeking funding.
11. **Major Changes**  
If applicable, briefly describe any major changes since the Activity was last held. Major changes could include, among other things: change the delivery format, change in key personnel if the new key personnel has less or non-equivalent experience than previous personnel; a change in the date of the Activity that is now set in a similar period as another similar sized activity in the same region; change in the targeted market; loss of partnership. If complementary activities are also included in the application and major changes were experienced by these activities, brief details on the changes should be included in this section as well.
12. **Requested Amount**  
Amount should reflect the total amount of all activities that was provided by Telefilm in the pre-approval notification. No changes to this amount should be made in the application unless previously discussed with, and agreed upon by Telefilm.

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## 13. Start Date

Start date of the Activity must begin between the applicable dates for the intake as listed on the Industry Initiatives Stream [webpage](#). If more than one activity is approved for funding under a single application, the earliest start date of all activities should be inputted.

## 14. End Date

End date of the Activity. If more than one activity is approved for funding under a single application, the latest end date of all activities should be inputted.

## 15. Intended Format for the Activity

Format of the activity as expected at application stage. If a mixture of in-person and virtual film screenings are planned, select “Hybrid”. If the Activity will only hold in-person screenings, select “In person”.

## 16. Activity Category

Select the category as indicated in your pre-approval notification. If more than one Activity is approved for funding under a single application, the category for the Main Activity should be used.

## Previous Edition

Please ensure the information provided below reflects the most recent edition of your Activity.

## 17. Previous Edition Year

The edition year of the previous edition of the Activity – for example, if the Activity was last held in 2021, it should be “2021”.

## 18. Audience (for Distribution Network category only)

If all films were screened online in the previous edition, then there should be “0” in in-person attendance and the full number in online attendance. Please note that this number should be based on confirmed attendance that have watched at least half the film (if this data is available) and not only on tickets redeemed. Each ticket purchased/claimed should account for one individual only and not by household or multiple individuals, unless this information has been specifically gathered by the Activity. If there was a broadcast element to the screenings, please ensure that the number estimated is verifiable, reasonable, calculated based on third party information and in-line with the previous edition’s attendance, as this figure may be audited by Telefilm Canada should the Activity be funded.

**Please note that if your Activity is an Awards Ceremony, Conference or Training, you will need to input 0 in all fields of the table.**

- a. Number of individuals who attended Canadian film screenings in person (physically)
- b. Number of individuals who attended Canadian film screenings online (virtual and broadcast)
- c. Total number of individuals who attended film screenings, all categories, in person (physically)
- d. Total number of individuals who attended film screenings, all categories, online (virtual and broadcast)

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## 19. Programming (for Award Ceremony and Distribution Network categories only)

A “Canadian Work” is an audiovisual work that has either been 1) certified by the Canadian Audio-visual Certification Office (CAVCO) as a “Canadian film or video production”, 2) recognized as an audiovisual treaty coproduction by the Minister of Heritage or 3) directed and produced by Canadians and its copyright is owned by Canadians. It includes feature films, medium-length films and short films. Please note that Telefilm takes into account recent Canadian Works, that is, generally speaking, Canadian Works that have been completed and distributed in the last two calendar years, in its determination of eligibility.

Please also note that a ratio will be applied in the calculation (2:1 for medium-length films and 4:1 for short films). See the Essential Information Guide on the Industry Initiatives Stream [webpage](#) for more details and examples on this calculation.

**Please note that if your Activity is a Conference or Training, you will need to input 0 in all fields of the table.**

- a. Canadian Feature Films
- b. Canadian Medium-Length Films
- c. Canadian Short Films
- d. All Feature Films
- e. All Medium-Length Films
- f. All Short Films

## 20. Confirmation if previous edition was impacted by the COVID-19 Pandemic

### Budget

Please provide a summary of the budget across the categories of Programming, Communications and promotion, Production and Administration. These amounts should match the budget provided as a separate upload in the required template. The budget must be provided in the most up-to-date template provided on the Industry Initiatives Stream [webpage](#). Please note that administration costs must be no more than 25% of direct costs (direct costs are the total budget minus administrative costs). See Essential Information Guide on the Industry Initiatives Stream [webpage](#) for more details.

### Required Documents

A list of all required documents, and templates are available on the Industry Initiatives Stream [webpage](#). Applicants must use the Telefilm Canada templates provided. Failure to upload the required documents using the templates provided could result in the application being disqualified.

The maximum file size allowed is 25 MB.

## 21. Provide your **Constitutive Documents** for the Applicant Corporation

Only if updated or modified since the applicant’s last funding application to Telefilm Canada.

## 22. Provide the **Corporate Information** for the Applicant Corporation

Form available on the Industry Initiatives Stream [webpage](#). Required for all applications

## 23. Provide your **Activity Proposal** for the Activity, Film Market and Complementary Activities (if any) seeking funding

Template available on the Industry Initiatives Stream [webpage](#). Ensure that a separate Activity Proposal is completed for each Activity included in the same application, unless otherwise required by Telefilm. Please contact your Project Leader should you have any questions.

## 24. Provide your **Budget** for the Activities seeking funding

Template available on the Industry Initiatives Stream [webpage](#). If applicable, a standard Telefilm budget/cost report template should be prepared for each Activity, such that eligible costs for each Activity are treated separately, unless otherwise required by Telefilm. The budget must be provided in the most up-to-date template provided on the Industry Initiatives Stream [webpage](#). Please contact your Project Leader should you have any questions.