

PROMOTION PROGRAM

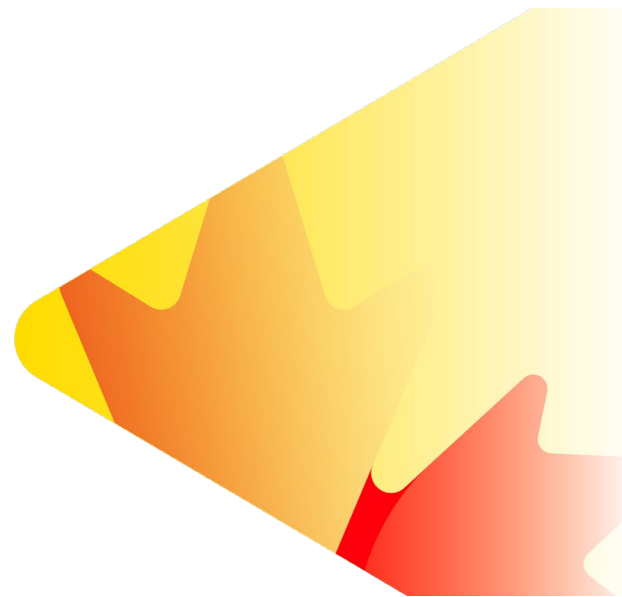
LIMITED EDITION STREAM

Preview of the Application Form

For Festivals 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.



Preview of the Application Form

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.

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 for any questions on this.
3. **Stream**
Select “Limited Edition”
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 festival. The title should match the previous application(s).
9. **Edition**
The edition of the festival – for example, if it is the 3rd edition of the festival, it should be “3”.
10. **Description**
Please describe your festival's primary mandate, expected percentage of Canadian Content for the edition seeking funding, target audience(s), venue(s) and how your festival 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.
11. **Major Changes**
If applicable, briefly describe any major changes since the festival 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 festival 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, excluding the Reopening Fund top-up amount, if any. No changes to this amount should be made in the application unless previously discussed with, and agreed upon by Telefilm.

Preview of the Application Form

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.

13. Start Date

Start date of the festival must begin between the applicable dates for the intake as listed on the Limited Edition Stream [webpage](#).

14. End Date

End date of the festival.

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 "Canadian festival".

17. Activity Location

Region that the festival will be held in. Options between: Atlantic Provinces, Northwest Territories and Nunavut, Ontario, Quebec, and Western Provinces.

18. City in which the festival is presented

19. Question on the primary mandate of the festival

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. This mandate should apply to all events and programming associated with the festival. For example, if the festival **only** showcases and promotes works by Indigenous individuals, they would select "yes", and choose the "Indigenous" group in the dropdown menu. Multiple selection is possible if the festival's mandate concerns more than one underrepresented group.

20. Question on whether works showcased are in a language outside of French or English and the percentage of these works

Please include in the calculation of the percentage any works that are at least 51% in a language outside of French or English.

Previous Edition

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

21. Previous Edition Year

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

22. Audience

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 festival. 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 festival be funded.

- 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)

Preview of the Application Form

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.

23. Programming

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 Limited Edition Stream [webpage](#) for more details and examples on this calculation.

- 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

24. 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 Limited Edition 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 Limited Edition Stream [webpage](#) for more details.

Required Documents

A list of all required documents, and templates are available on the Limited Edition 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.

25. Provide your **Constitutive Documents** for the Applicant Corporation

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

26. Provide the **Corporate Information** for the Applicant Corporation

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

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

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

28. Provide your **Budget** for the Festival, Film Market and Complementary Activities (if any) seeking funding

Template available on the Limited Edition Stream [webpage](#). If applicable, a standard Telefilm budget/cost report template should also be prepared for each Complementary Activity taking place during the festival, such that eligible costs for the festival/film market and each of its Complementary Activities are treated separately, unless otherwise required by Telefilm. The budget must be provided in the most up-to-date template provided on the Limited Edition Stream [webpage](#). Please contact your Project Leader should you have any questions.