

FAQs
Marketing Program 2013-2014

1. What does Telefilm intend to achieve with these changes to the Marketing Program?

Telefilm's objective is to reduce bureaucracy and make things simpler for clients, which in turn allows Telefilm to better manage resources and improve efficiency. In addition, the changes are aimed at improving the effectiveness of financing support to better reflect the current market realities and practices.

2. Will marketing applications be 'scored' in the same manner as development and production applications?

The track record and capacity of the applicant has always been, and continues to be, a consideration in Telefilm's assessment. In addition, the application's assessment will also take into consideration the strength and innovativeness of the submitted marketing plan.

3. What is meant by 'planned to be theatrically released', and why is it important?

Applications for assistance under this Program must incorporate a theatrical release component. In order to access support for marketing and promotional efforts on digital platforms, a theatrical release must be part of the project's overall release strategy.

4. What are the types of additional eligible costs that this new Marketing Program will cover?

In addition to the usual eligible costs associated with a theatrical release, this Program will support costs associated with ancillary platform marketing and distribution. Priority will be given to applications, for these ancillary platform costs, that demonstrate an innovative approach to maximizing audience reach for the project. The additional associated costs, supported by a strategy for these ancillary platforms, should be integrated into the comprehensive marketing plan.

As noted above, a theatrical release is required in order to access support for these ancillary marketing activities.

5. How is the list of “Recognized Canadian Festivals” determined?

The list of recognized Canadian Festivals is part of the overall [list of Festivals and Events](#) used for Telefilm’s [Success Index](#) and [track record](#) purposes. This list was created through extensive consultation with the industry.

6. In the past, I have been able to apply for versioning assistance on top of my marketing support. Is it not the case anymore?

Versioning assistance is now considered an eligible cost and is part of this Marketing Program. It is no longer treated as an additional, over and above cost and so can now be incorporated into the marketing plan. Telefilm will support up to 75% of the versioning costs, subject to the caps outlined in the guidelines. The applicant is responsible to finance the balance.

7. I’ve had a theatrical release, but I don’t have a television sale as of yet; however, I am applying for versioning assistance in the hopes of getting one. What level of participation will apply?

You can apply for assistance provided you meet the eligibility criteria (including the criteria that the production be theatrically released in its original language); Telefilm will support up to 75% of eligible versioning costs.

8. Is an email submission acceptable? If so, to what email address should it be submitted?

For this Program applications can be mailed, emailed, or faxed to the applicant’s [regional office](#) (to the attention of the Project Coordinator¹), together with all required documentation. Telefilm will advise when eTelefilm becomes available for this Program; at that time, submissions through eTelefilm will become mandatory.

9. Do I file an application for each stage of the marketing for my one film project (early on line efforts, main campaign and then versioning for example)?

With respect to multi-stage projects, Telefilm intends to issue one contract which will be amended to include later stages as applicable.

¹ Project Coordinators in each Telefilm office are available to answer any questions regarding the application or the documents required. Please consult the [contacts section](#) of Telefilm’s website for the name of the appropriate contact person.