

2013-2014 PROMOTION PROGRAM

Frequently-asked questions

- 1. How does Telefilm treat applications for new events and initiatives versus applications for events and initiatives that Telefilm currently finances (recurring events/initiatives)?**
 - *Recurring events and initiatives:* The process was streamlined, especially for recurring events with no material changes including reduced application documentation requirements. Events with material changes have a more thorough evaluation.
 - *Events and initiatives not previously financed by Telefilm:* There is a more detailed evaluation than for recurring events and initiatives but it is based on the same evaluation criteria as described in Section 2 of the Guidelines.

- 2. Why take a more automatic approach to determining the Telefilm contribution amount for events?**
 - Since 2012-2013, Telefilm wants to recognize performance in the level of market interest a festival generates.
 - Event organizers are better able to predict and plan around future financial contributions.
 - This approach also accomplishes two of the objectives of programs' redesign: simplification and administrative efficiency.

- 3. What is counted in the 15% of Canadian content for festivals (or 75% for an alternative distribution network)?**
 - Telefilm considers only recent Canadian content; i.e., generally films which have been completed and distributed in the last two calendar years.
 - Telefilm considers all formats to determine Canadian content. However, the majority of the 15% (or 75%) must be feature length films (i.e. 75 minutes or more) or medium length films (i.e. 30 to 74 minutes) unless the event is exclusively specialized in short films (i.e. less than 30 minutes).
 - For example, in the case of a film festival that is not focussed on short films, if the program totals seventy-five (75) films, 15% or eleven (11) of those films must be recent Canadian films and of those eleven Canadian films, at least 50% or six (6) must be feature or medium length films.

- 4. What is the reference period for the 15% Canadian content requirement?**
 - Telefilm considers an average of the two (2) immediately preceding editions/years of the event based on the event report submitted by the applicant.

5. What is a “Canadian work”?

- A Canadian work is an audiovisual work produced by Canadians (as per the CAVCO requirements) and includes feature films, medium or short films, television programs and digital productions.

6. What percentage of private funding plus own-source revenues will be applied to determine the amount of Telefilm's contribution?

- The percentage is reviewed annually and depends on the budget allocated to the program.

7. How are in-kind sponsorships treated?

- Telefilm recognizes in-kind sponsorships (other than monetary) at thirty-three percent (33%) of their reported value.
- Accounting for in-kind sponsorships can leave room for interpretation. To accelerate the decision-making process and limit due diligence, Telefilm wishes to rely only on information that is easily verifiable from an accounting standpoint.

8. What is the value of the enhancement percentage for events taking place in smaller cities or targeted at Aboriginal or official languages minority communities?

- The enhancement percentage will be determined based on available funding and set at an amount to ensure equitable access to funding for different types of events.
- For 2013-2014, the enhancement percentage was established at 35 %.

9. If an event secures increased private funding, will that success be rewarded?

- The Telefilm contribution amount is based on the final reports from the two previous editions therefore an increase in private funding should position the event favourably. However, Telefilm will review the percentage contribution on an annual basis and the ultimate amount for each event will depend on the overall performance across the portfolio of events and the availability of funds.
- In 2013-2014, an enhanced amount will be granted if the event has secured increased private funding. However, Telefilm's contribution will not exceed its 2011-2012 contribution.

10. If a complementary activity previously received Telefilm funding as a stand-alone application, does it have to be included in the application for the event with which it is associated?

- Yes. All complementary activities taking place during the event on a regular basis are now considered part of the parent event. Complementary activities are defined in the Guidelines as promotional actions, or professional business or skills development activities geared toward promotion (workshops, conferences, professional networking and meetings, etc.), even if these complementary activities are branded differently from the event or change slightly from one edition to the other.

11. Will the overall funding for an event which includes complementary activities be eligible for event plus initiative funding?

- No. The funding will be determined based on Section 3.1 of the Guidelines “Terms of funding for an event”. However, Telefilm will consider the average cumulative private funding plus own-source revenues for the event and the complementary activity combined.

12. Who do you consider as “key personnel” for an event or an initiative?

- The key personnel would include the Executive Director, the Communications/Marketing Director and the Content Programming Director or their equivalent.

13. Is there a deadline? When should applications be submitted?

- There is no deadline, but applications should be submitted during the open application period for each fiscal year (please verify the applicable dates on Telefilm’s website).
- Applications should be submitted in line with the event or initiative’s scheduled dates. Telefilm’s objective is to turn around applications in a timely manner but we encourage applicants to apply no later than six to eight weeks in advance of the event or initiative in order to ensure adequate time for evaluation and contracting.