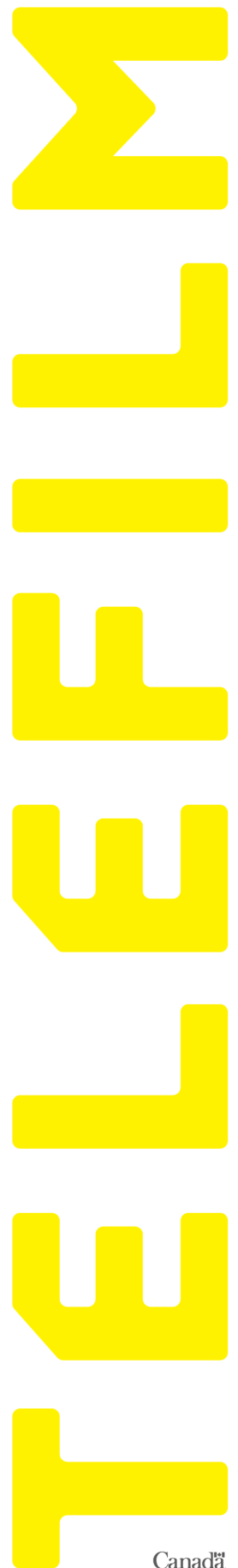


PROMOTION PROGRAM

FUNDING OF EVENTS AND INITIATIVES
CONTRIBUTING TO THE PROMOTION
OF CANADIAN CONTENT AND TALENT

APPLICABLE AS OF APRIL 30TH, 2012

GUIDELINES



PROGRAM SUMMARY AND ELIGIBLE APPLICANTS

This program targets Canadian organizations active in film, television or digital media. It offers financial support for major public events and professional initiatives held in Canada.

Included under the program are events and initiatives that achieve one or more of the following: stimulate market interest in Canadian content and talent, attract private partners, develop the expertise of industry professionals and have a positive impact in their respective regions among the public and/or the industry.

In all cases, these events and initiatives must ultimately support Telefilm Canada's ("Telefilm") objective to promote Canadian content and talent.

PROGRAM INTENT AND OBJECTIVES

The program is part of Telefilm's Corporate Plan entitled "[*Fostering Cultural Success*](#)" whose objective is to stimulate demand for Canadian content. The program is therefore particularly concerned with Telefilm's role as promoter of screen-based Canadian content and talent. Its aim is to make use of various events and initiatives held in Canada to help strengthen the industry's capacity to promote its productions in innovative ways.

The program's objectives are:

- To support events and initiatives in tune with domestic and international market needs, while contributing to the promotion of Canadian content and talent;
- To help expand public awareness of Canadian works; more specifically, by facilitating regional access to Canadian audiovisual works and talent;

1. ELIGIBILITY CRITERIA FOR APPLICANTS AND FOR EVENTS OR INITIATIVES

1.1. General eligibility criteria for applicants

An applicant must meet all of the following eligibility criteria:

- Be a Canadian-controlled corporation, as determined under sections 26 to 28 of the [*Investment Canada Act*](#), working in the film, television or digital media sectors;
- Have its head office in Canada and carry out its activities in Canada;
- Board of Directors members and key-personnel responsible for the event or the initiative must be Canadian citizens within the definition of the [*Citizenship Act*](#), or permanent residents within the definition of the [*Immigration and Refugee Protection Act*](#).

1.2. Specific eligibility criteria for events and initiatives

1.2.1. Program components

The program has two components, the *Events* component and the *Initiatives* component, each with its own eligibility and funding criteria. Both components are further described in sections 1.2.2 and 1.2.3 hereunder.

1.2.2.Events component eligibility

All the following criteria must be met:

- **Types of events:** mainly, film festivals, national awards ceremonies (film, television, or digital media) or alternative distribution networks¹ for Canadian audiovisual works, primarily intended for the public and held on a regular and stable basis.
- **History:** the event must have been held at least three (3) times in its present format.
- **Canadian content:**

Festivals: a minimum average of 15% of the festival's official programming over the last two editions of the event must consist of recent Canadian works, a majority of which must be medium or full length films. However, when a festival's programming consists exclusively of short films, this percentage can be met with the short film programming. For festivals with over 100 works, on a case by case basis, Telefilm may consider a sufficient minimum threshold of 15 works.

Distribution networks: a minimum average of 75% of the network's official programming over the last two editions of the program series must consist of recent Canadian works, a majority of which must be medium or full length films. However, when a network's programming consists exclusively of short films, this criterion can be met with the short film programming. For networks with over 100 works, on a case by case basis, Telefilm may consider a sufficient minimum threshold of 75 works.

Awards ceremonies: 75% of the official programming must consist of Canadian works distributed during the previous year (with the exception of tributes and other celebrations);

1.2.3.Initiatives component eligibility

All the following criteria must be met:

- **Types of initiatives:** specific promotional activities aimed at raising the profile of Canadian content or talent, business development or professional development activities focused on promotion. Initiatives are primarily targeted to Canadian professionals in the film, television or digital media sectors but could also be offered to the general public.
- **History:** the initiative must be designed and offered by an organisation recognized for its mission, activities and outreach in the film, television or digital media sectors. The organisation must demonstrate that it has the requisite experience and expertise in delivering initiatives of comparable nature and scope to the proposed initiative, over a period of at least the two (2) preceding years.

2. EVALUATION CRITERIA

To receive support under this program, an event or initiative must be clearly aligned with Telefilm's Corporate Plan entitled "[*Fostering Cultural Success*](#)". In addition to the event or initiative's scope and quality, promotion of Canadian content and talent must be demonstrated.

¹ Alternative distribution networks are ongoing distribution methods, complementary or substitute to the traditional theatrical distributor-exhibitor model, whose primary aim is to promote Canadian content and to facilitate and increase its accessibility to Canadian audiences.

Evaluation criteria for events and initiatives:

- The quality and recognition of the event or initiative: team expertise, visibility, reach and impact at the regional, national and/or international levels (e.g. market interest, audience size and evolution, recognition and attendance by Canadian industry professionals);
- The innovative and competitive nature of the event or initiative in terms of content and programming, promotion and visibility, leveraging of digital platforms, income model, etc.;
- Specific actions displayed in support of Canadian content and talent promotion, including for film festivals visibility and promotional activities aimed at the general public: awards/category centered on Canadian cinema, Canadian film opening or closing the festival, large public promotional event (a tribute, a particular theme, etc.).
- Balance of the events and initiatives supported by Telefilm: funding decisions shall aim to diversify the events/initiatives supported by Telefilm in terms of industry sectors, regional needs, official linguistic minorities and Aboriginal communities. Please note that each Telefilm regional office serves specific markets, and may therefore have its own development priorities. In addition, the history, make-up and calendar of the events and initiatives supported through the program shall be taken into consideration.

3. TERMS OF FUNDING

3.1. Terms of funding for an event

This component aims to streamline the funding application process for long-standing events that have received recurring Telefilm funding in the past and have proven their success in promoting Canadian content and talent.

Telefilm's funding for events will be in the form of a non-repayable financial contribution that must be used by applicants to cover eligible costs as described in the attached Annex.

- The financial contribution amount shall correspond to a percentage (set on an annual basis according to the funds' availability) of the amount representing the average, over the event's two (2) preceding editions, of the sum of the following elements:
 1. Total private funding (sponsorships², contributions, licensing rights and cash donations) ; and
 2. Total "own-source" revenues (box office, derivative product and services, etc.).
- The amount of the financial contribution shall vary according to the event's qualification: if held in a city of less than 500,000 residents and/or in a official linguistic minority context and/or related to Aboriginal communities, the event's percentage shall benefit from an enhancement when Telefilm's contribution is calculated;
- The financial contribution shall be all-inclusive and include complementary activities³ to the event, notwithstanding if these activities are designed or held by partners/sub-contractors or others;

² For in-kind sponsorships, please consult the [FAQs](#) for the proportion of declared value that shall be taken into account. In-kind sponsorships shall be valued at their exchange value in accordance with the Accounting Standards of the CICA Handbook.

³ Complementary activities are defined as promotional actions, or professional business or skills development activities geared toward promotion (workshops, conferences, professional networking and meetings, etc.) generally taking place during the event on a regular basis, even if these complementary activities are branded differently from the event or slightly change from one edition to the other.

- Telefilm’s financial contribution shall not be guaranteed from one fiscal year to the next and remains subject to the applicant’s ongoing compliance with the eligibility and evaluation criteria described above, as well as to the availability of funds in the program for the fiscal year⁴.

3.2. Terms of funding for an initiative

Telefilm’s funding for initiatives will be in the form of a non-repayable financial contribution that must be used to cover eligible costs as described in the attached Annex.

Telefilm’s financial contribution shall be based on the extent to which the initiative achieves the evaluation criteria described in section 2.

Funding shall be subject to availability of funds in the program at the time the application is evaluated and will be limited to a maximum of \$125,000 per initiative.

4. HOW TO APPLY

4.1. Submitting an application

- All applications must be submitted online via eTelefilm: www.telefilm.ca/eTelefilm
- Applications must be submitted during the **open application period**. Please refer to Telefilm’s [website](#) to learn about the start and end dates of the application period.
- To expedite the processing of applications, applicants are encouraged to submit their applications for all their events and initiatives held during the same fiscal year at the same time. Complementary activities⁵ relating to an event shall not be a separate application but must be included in the corresponding event application.

4.2. Information

- For more information, please refer to the [Frequently Asked Questions](#) or contact your [Regional Director, Industry Promotion](#).

5. GENERAL INFORMATION

While compliance with the guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm funds. Telefilm may make adjustments to its guidelines and application forms from time to time as required. Telefilm has full discretion in the application of, or exception to, these guidelines to ensure that its funding is provided to those events and/or initiatives that meet its spirit and intent. In all questions of interpretation of either these guidelines, or the spirit and intent of this program, Telefilms’ interpretation shall prevail.

Any information, in any form, provided, obtained, created, or communicated in connection with the application is subject to the [Access to Information Act](#) and the [Privacy Act](#).

⁴ Telefilm Canada’s fiscal year is from April 1st to March 31st

⁵ See section 3.1

ANNEX

Eligible costs

The applicant shall comply with the types of eligible costs set out in the standard Telefilm budget/cost report template. Such costs shall be itemized at the time documents assessing the event or initiative's outcome are submitted. They should include all salaries, professional fees, and direct expenses related to:

- Programming: direct costs related to elaboration and delivery of the programming and the various contents and activities offered during the event or initiative;
- Communication and promotion: direct costs related to the event or initiative's communication strategy and promotional activities;
- Production: direct costs related to delivering the event or initiative to its targeted audiences;
- Administration: Costs related to the applicant's core activities and capital expenditures, such as rent, real estate purchases and maintenance charges are not eligible. However, event-specific or initiative-specific reasonable administrative costs are eligible.
- If applicable, costs related to complementary activities taking place during the event (e.g. professional conferences, workshops, or markets that may occur within a festival) should be identified and included in the final cost report;
- Only Canadian costs shall be eligible. However, Telefilm shall assess the eligibility of costs incurred outside Canada when similar services are not being offered in Canada and when they are crucial to the event or initiative's success.