



Call for Entries
(Feature-length narratives and documentaries)

Perspective Canada at Cannes

Market screenings at the Marché du Film de Cannes
Organized by Telefilm Canada

May 17-26, 2017

Cannes, France

PERSPECTIVE CANADA at CANNES is a Telefilm Canada initiative
Showcasing a selection of Canadian films at the **Marché du Film de Cannes**
with the aim of increasing their international exploitation.

Entry deadline:
March 15, 2017

The selection process is conducted by Telefilm Canada.
Decisions will be rendered by March 24, 2017.

PERSPECTIVE CANADA at CANNES

The 12th PERSPECTIVE CANADA at CANNES will take place during the Marché du Film, which runs parallel to the Cannes Festival. This showcase is designed to increase the international exploitation of Canadian features and to promote them to some 11,000 accredited professionals.

Every selected film will screen once between May 19 and May 23, 2017 in one of the market's theaters. The Applicant must cover 50% of the screening costs. Should the Applicant wishes to present the film twice, he or she will have to cover 100% of the cost of the 2nd screening.

The rate for the Marché du film ("MIF") screening slots will be confirmed once the screening rooms have been attributed to the films. Screening costs range between 900 and 1200 € (rate per screening for film under 110 minutes). The Market costs increased by 25% for a feature with a length between 110 and 140 minutes.

*In the event a Canadian film is represented by a non-Canadian foreign sales agent, Telefilm Canada will bill the Canadian-controlled production company for the screening costs.

ELIGIBILITY CRITERIA FOR SUBMISSION

To be considered eligible, **a film must meet the following criteria:**

1. Be eligible under the [CFFF guidelines](#):
 - **Be a Canada Feature Film fund film;**
 - or**
 - **non-CFFF-funded Canadian film selected at the 2017 Cannes Festival or one of its parallel sections;**
 - or/and**
 - **a Canadian official coproduction directed by a Canadian;**
2. Be produced in the 12 months prior to the 2017 Marché du Film;
3. **Films may have screened in only one other major market,** the American Film Market in Los Angeles or the European Film Market in Berlin.

To be considered eligible, **applicant must:**

1. Be a Canadian owned and controlled (within the meaning of the *Investment Canada Act*) sales or production company as defined in the [CFFF guidelines](#);
2. Have register their company at the 2017 Marché du Film or have a foreign sales agent registered at the Marché du Film.

SELECTION CRITERIA

Telefilm Canada will assess the admissible Canadian productions using an evaluation grid. The selection will be made on the basis of the following priority scale.

1. Films selected at the Cannes Festival 2017;
2. Films funded through the CFFF and represented by a sales agent;
3. Films funded through the CFFF and presented as World premieres at the 2017 Berlinale or as World premieres at the European Film Market 2017;
4. Films that have won a recognized award, a special mention or recognition on the national or international festival circuit in the 12 months preceding the Marché du Film;
5. Films that have earned an excellent track record at the Canadian box office in the 12 months preceding the Marché du Film.

Telefilm Canada will assess on a case-by-case basis and may invite to participate:

1. Canadian films not funded through the CFFF that have earned recognition on the national or international festival circuit, or that have earned an excellent track record at the Canadian box office in the 12 months preceding the Marché du Film.

Telefilm Canada will strive for an appropriate regional balance, so as to encourage films, distribution and production companies from all regions of the country.

PROMOTIONAL CAMPAIGN

PERSPECTIVE CANADA at CANNES participants will benefit from a promotional campaign developed and fully funded by Telefilm Canada to ensure exposure for the selected Canadian films.

APPLICANT OBLIGATIONS

Applicants must meet the Marché du Film deadlines:

- **April 12 - The market screenings are reserved for companies registered at the Marché.** You must register your company with the Marché by April 12, 2017 to be published in the Market Guide;
- **April 19** - Once Telefilm Canada has assigned you a screening date and time, you must add the info on your film in your "Marché du Film" line-up on **cinando.com (in "My Data") no later than Wednesday, April 19** in order to have your film in the Marché Guide.
This detailed information on your film and its screening schedule will be listed in the Marché Pocket Guide as well as in the international trade dailies (*Variety, Screen, Film Français, and Cannes News*).
- **April** – You must deliver your DCP directly in Cannes **by May 12, 2017** or deliver it to Telefilm Canada Montreal office in April to benefit from our consolidated shipment from **Montreal to Cannes** in April (**date TBC**);
- **April** - Telefilm will invoice your company for 50% of the cost of the screening of your film. In the event a Canadian film is represented by a non-Canadian foreign sales agent, the applicant agrees that Telefilm Canada will bill the Canadian-controlled production company.

Applicants must also meet Telefilm Canada deadlines regarding the delivery of promotional items (synopsis, images, and trailers) for the production of our promotional campaign. **Deadlines will be communicated after the selection.**

REGISTERING YOUR FILM TO THE SELECTION

If you are an **e-Telefilm** user, please [click here](#) to fill the PERSPECTIVE CANADA AT CANNES application.

If you are not already registered as an e-Telefilm client, you must open a permanent eTelefilm account at least 5 days prior to the **March 15 application deadline**. Telefilm will then send you a personal PIN. Click on this [link](#) for details regarding the procedure.

FURTHER INFORMATION

If you have any questions regarding the Cannes market or this initiative, please contact **Danielle Bélanger** (danielle.belanger@telefilm.ca) at 514-283-0838 or 1-800-567-0890, #2204.

If you have questions about your application and the deadlines, you may contact **Myriam Blais** (myriam.blais@telefilm.ca) at 514-283-0838 or 1-800-567-0890 at #2066.