

PROMOTION PROGRAM – GENERAL ADMISSION STREAM

ESSENTIAL INFORMATION GUIDE

1. Can I apply to both the Limited Edition Stream and the General Admission Stream for funding?

No. Only one application per festival can be submitted either through the Limited Edition Stream or the General Admission Stream.

Note that if your festival has received \$5,000 or less under the Promotion Program or the General Admission Stream in the past, excluding any reopening funds, you must apply to the General Admission Stream during the correct application period as listed on the Stream [webpage](#), unless otherwise advised by Telefilm.

2. Can I apply to this Stream if my film festival or market has never been held before?

No. To be eligible, festivals must have been held at least once in their current format in the last three (3) years.

3. What is considered a “Film Festival”?

A film festival is a multi-day (at least two consecutive days in the same city or regional municipality) event during which a selection of films (at least five feature films or equivalent) is screened for the general public.

4. What is a “Canadian work”?

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. Canadian works can be feature films, medium-length films, short films, television programs and digital productions.

5. How does Telefilm determine if 15% of the works in a festival’s previous edition were Canadian?

To be eligible for the General Admission Stream, 15% of all works presented during a festival’s previous edition must be Canadian. If the previous year’s edition was impacted by the COVID-19 Pandemic, Telefilm will take into consideration the last two (2) editions.

To determine the percentage of Canadian works, Telefilm will add up the number of Canadian feature films (i.e. 75 minutes or more) and the equivalent number of medium-length and short films using the following ratios:

- 2 medium-length films are equivalent to 1 feature film;
- 4 short films are equivalent to 1 feature film.

Example:

The programming of the last edition of a festival consisted of:

- 20 feature films of which 10 were Canadian;
- 30 medium-length films of which 20 were Canadian; and
- 58 short films of which 40 were Canadian.

The percentage of Canadian works would be calculated as follows:

Step 1: Convert the number of medium and short films into feature films using the ratios

- **Medium-length films:** the programming included 30 medium-length films of which 20 were Canadian. Using the 2:1 ratio, this means:
 - ✓ 30 medium-length films are equivalent to **15 feature films**;
 - ✓ 20 Canadian medium-length films are equivalent to **10 Canadian feature films**.
- **Short Films:** the programming included 58 short films of which 40 were Canadian. Using the 4:1 ratio, this means:
 - ✓ 58 short films are equivalent to **15 feature films (rounded up)**;
 - ✓ 40 Canadian short films are equivalent to **10 Canadian feature films**.

Step 2: Calculate the total of all works (feature films and feature film equivalents)

- ✓ Number of feature films: 20
- ✓ Number of feature film equivalents (medium-length films converted): 15
- ✓ Number of feature film equivalents (short films converted): 15

Total number of all works: 50

Step 3: Calculate the total of all Canadian works (feature films and feature film equivalents)

- ✓ Number of Canadian feature films: 10
- ✓ Number of Canadian feature film equivalents (medium-length films converted): 10
- ✓ Number of Canadian feature film equivalents (short films converted): 10

Total number of Canadian works: 30

Step 4: Calculate the percentage of Canadian works in the programming

The programming of the previous edition consisted of 50 works of which 30 were Canadian. Thus, the percentage of Canadian works in the previous edition's programming is calculated as follows:

(Number of Canadian works/total number of all works) x 100% = 60%

Total percentage of Canadian works: 60%

6. Will Telefilm consider applications from festivals that presented a minimum of 10% of Canadian works in their previous edition?

Telefilm may, in its discretion, accept applications from festivals that presented a minimum of 10% of Canadian works in their previous edition. Festivals must be able to demonstrate an intent to reach 15% in the coming edition and acceptable reason for not reaching the 15% requirement in the previous edition. Applicants in this case must reach out to a Project Leader to discuss prior to the submission of their application.

7. How does Telefilm establish whether a festival's previous edition screened at least five feature films or equivalent?

To be eligible for the General Admission Stream, five feature films (or equivalent) must have been screened during the festival's previous edition. If the previous year's edition was impacted by the COVID-19 Pandemic, Telefilm will take into consideration the last two (2) editions.

To determine the number of feature films screened in the previous edition, Telefilm will add up the number of feature films (i.e., 75 minutes or more) and the equivalent number of medium-length and short films using the same ratios than for the calculation of the percentage of Canadian works above, meaning:

- 2 medium-length films are equivalent to 1 feature film
- 4 short films are equivalent to 1 feature film

Example:

The programming of the last edition of a festival consisted of:

- 2 feature films;
- 2 medium-length films; and
- 7 short films.

The total number of feature films and equivalents would be calculated as follows:

Step 1: Convert the number of medium and short films into feature films using the ratios

- ✓ 2 medium-length films are equivalent to **1 feature film (2:1 ratio)**;
- ✓ 7 short films are equivalent to **2 feature films (4:1 ratio, rounded up)**.

Total feature film equivalents: 3

Step 2: Calculate the total of feature films and feature film equivalents

The programming of the last edition of a festival consisted of 2 feature films and 3 feature film equivalents, which totals 5.

Total number of feature films and feature film equivalents: 5

8. Will Telefilm consider applications from festivals that did not screen a minimum of five feature films (or equivalent) in their previous edition?

Telefilm may, in its discretion, accept applications from festivals that did not screen a minimum of five feature films (or equivalent) in their previous edition. Festivals that screen only short films or have historically had difficulty accessing films dictated by their mandate may be considered. Applicants in this case must reach out to a Project Leader to discuss prior to the submission of their application.

9. Can I apply for funding even if I have not held my festival in the current format before?

Yes. However, you must demonstrate the ability to deliver the current format if the festival was held in a different format previously due to the COVID-19 pandemic. Applicants should include this detail in the application and are encouraged to reach out to a Project Leader to discuss prior to the submission of the application.

10. Is there a maximum amount that my organization can receive under the General Admission Stream for multiple festivals that I operate?

Applicants or organizing teams that operate multiple festivals during the year will be subject to a maximum annual funding amount of \$15,000 within the General Admission Stream, excluding Reopening Funds. Telefilm will determine whether this limit will be imposed based on the structure of the applicant, including but not limited to whether the festivals are organized by the same team, have the same ownership structure or have the same parent company.

Applicants/teams that operate more than three festivals seeking funding must reach out to a Project Leader to discuss prior to the submission of their application.

11. How does Telefilm define the primary mandate of a 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 and applies to all programming. This mandate should apply to all events associated with the festival and not only to specific strands or sections of the programming.

For example, if the festival **only** showcases and promotes works by Indigenous creators, then the festival's mandate would be considered as focused on showcasing and promoting works of Indigenous creators.

12. What does Telefilm consider as a material change to an activity?

A material change is a change that could have, in Telefilm's opinion, an impact on the applicant's ability to conduct the activity as initially planned. Material changes could include, among other things:

- Changes in key personnel if the new key personnel has less or non-equivalent experience;
- A change in the date of an activity 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, etc.

13. Who do you consider as "key personnel" for a festival?

Key personnel would include the executive director, festival director, the communications/ marketing director, and the programming director, or their equivalent.

14. When should applications be submitted?

The Stream has two opening periods. Each opening period is of a short duration and targets film festivals taking place on specific dates.

Please check the Stream webpage to verify the applicable period that matches the dates of your festival to ensure that the application is submitted for the correct period.

Applications submitted outside of the applicable opening dates may be deemed ineligible. If you missed the opening period applicable to your festival dates, please contact your region's Project Leader.

15. How should the attendance online (virtual and broadcast) be calculated?

The attendance numbers 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 amount estimated is verifiable, reasonable, calculated based on third party information and in-line with the previous year's attendance, as this figure may be audited by Telefilm Canada should the festival be funded.

16. If my festival meets all the eligibility criteria and I apply on time during the applicable opening period, am I guaranteed to receive funding?

Funds under this Stream are limited and that not all applicants who meet the eligibility criteria are guaranteed to receive funding. Applicants who have received Telefilm funding under the Promotion Program in past years are not guaranteed to receive funding via this Stream or any other stream of the Promotion Program.

Telefilm will review the applications received during each application period to ensure that its overall funding under this Stream is balanced in terms of regional representation and diversity of supported festivals' mandates (for example, by supporting festivals whose primary mandate is to showcase works of creators who are part of one or more of the following groups: Indigenous, Black, People of Colour, 2SLGBTQIA+, Persons with Disabilities, Women, Gender-Diverse identities and expressions, and/or Members of Official Language Minority Communities).

The history, composition and timing of activities supported by the Program as well as the breadth of applications and applicants/organizing teams will be considered as well.

17. What happens if my activity plans change due to unforeseen circumstances related to COVID-19 after my agreement is executed with Telefilm?

Telefilm recognizes that planned festivals may change after the application is submitted or after the funding agreement has been signed with Telefilm due to extraordinary circumstances related to the COVID-19 Pandemic.

Applicants must immediately provide a written notice of such COVID-19-related changes to Telefilm and Telefilm will work with applicants on a case-by-case basis to review such situations. Should the applicant still wish to hold a revised version of the festival, a contingency plan that includes a revised proposal must be provided to Telefilm as soon as possible.

Please note that any funding provided by Telefilm can only be used to cover direct expenses relating to the programming, promotion, delivery and administration of the festival and cannot be used for the organization's emergency or other working capital related expenses.