

PROMOTION PROGRAM - LIMITED EDITION STREAM

Essential Information Guide

1. Why are you only accepting applications for film festivals or markets that received funding through the Promotion Program in Telefilm's 2020-2021 or 2019-2020 fiscal year?

Due to the exceptional circumstances resulting from the COVID-19 pandemic, Telefilm's financial participation during this period will focus on supporting existing clients' film festivals and markets.

Telefilm wishes to continue to support film festivals and markets that received funding under the Promotion Program in Telefilm's 2020-2021 fiscal year (or in Telefilm's 2019-2020 fiscal year, if the festivals/markets did not receive funding because their 2020-2021 edition was cancelled due to the COVID-19 pandemic).

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

No. As mentioned above, funding under this stream is exclusively for film festivals or markets that received funding through Telefilm's Promotion Program in Telefilm's 2020-2021 fiscal year (or in fiscal year 2019-2020, if the festivals/markets did not receive funding because their 2020-2021 edition was cancelled due to the COVID-19 pandemic).

Please note that Telefilm offers streamlined funding to small and emerging festivals through the [General Admission Stream](#).

3. Can I apply for funding under both the General Admission Stream and this stream?

No. Only one application per film festival/market may be submitted, either through the Limited Edition Stream or the General Admission Stream.

Please note that if your festival received funding of \$5,000 or less in the past through the Promotion Program, you must apply to the General Admission Stream during the appropriate application period, as indicated on [Telefilm's website](#).

4. When should applications be submitted?

Applicants must submit their applications during one of the two opening periods of this Stream. Each opening period will be of a short duration and will target film festivals and markets taking place on specific dates.

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

Applications submitted outside of the applicable opening dates will be deemed ineligible.

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

To be eligible for the Limited Edition Stream, 15% of all works presented at a festival's previous edition must be recent Canadian works. If the previous year's edition was affected by the COVID-19 pandemic, Telefilm will consider the last two (2) years.

Telefilm only considers recent works, that is, generally speaking, films that have been completed and distributed in the last two calendar years.

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

For example, if the festival's programming consists of 20 feature films of which 10 are Canadian, 30 medium-length films of which 20 are Canadian, and 60 short films of which 40 are Canadian, the following calculation applies:

# of Canadian feature films	10
# of Canadian medium-length films	20
# of Canadian short films	60
# of Canadian medium-length films converted to feature films (2:1 ratio)	10
# of Canadian shorts converted to feature films (4:1 ratio)	15
total # of Canadian works	35
Total # of feature films	20
Total # of medium-length films	30
Total # of short films	60
Total # of medium-length films converted to feature films (2:1 ratio)	15
Total # of short films converted to feature films (4:1 ratio)	15
Total # of all works	50
% of Canadian works in the total number of works presented	70%

6. How will Telefilm's funding be determined?

Telefilm's financial participation will be based on, among other things, the film festival or market budget, the private funding obtained, the film festival or market size, and Telefilm's financial participation in fiscal year 2020-2021 for the film festival/market (or in fiscal year 2019-2020, if the film festival or market did not receive funding because their 2020-2021 edition was cancelled due to the COVID-19 pandemic).

Telefilm will inform all eligible applicants prior to the Stream's opening of the amount of financial participation they are eligible to receive, subject to their compliance with the Stream criteria.

Please note that Telefilm's financial participation is contingent on the applicant's continued compliance with the eligibility and assessment criteria set out in the Stream guidelines as well on the availability of funding for the Stream.

7. If a complementary activity previously received Telefilm funding as a stand-alone application, will it have to be included in my film festival or market application?

Please note that for Telefilm's 2021-2022 fiscal year, applicants having complementary activities that previously received Telefilm funding are encouraged to contact their project leader to determine if this activity should be stand-alone or included with their film festival/market application. Complementary activities are defined as promotional activities or business development or professional development activities (workshops, seminars, networking events, professional meetings, etc.) that are usually held during the film festival or market on a regular basis, even if these complementary activities are promoted in a different way from the film festival or market or vary slightly in design from one edition to another.

8. What happens if plans for my film festival or market change due to unforeseen circumstances relating to COVID-19 after I sign my funding agreement with Telefilm?

Telefilm recognizes that planned activities applying for funding under this Stream may change after the application has been submitted or after the financing agreement with Telefilm has been signed due to exceptional circumstances resulting from the COVID-19 pandemic. Telefilm will work with applicants on a case-by-case basis to review such situations. However, any funding provided by Telefilm must only be used for the eligible costs of approved promotional activities and must not be used for the organization's emergency or other working capital-related expenses.

9. What does Telefilm consider as material change to a promotional activity for the purposes of the application form?

A material change is a change that, in Telefilm's opinion, may affect the applicant's ability to conduct the

activity as initially planned. Material changes could include, among other things:

- changes in key personnel if new key personnel have less or non-equivalent experience than previous members
- a change in the date of the activity if the activity is now held during the same period as another similar activity in the same region
- a change in the targeted market
- a change in delivery format (e.g., theatrical screenings changed to online screenings)
- loss of partnership, etc.

10. What is a “Canadian work”?

A Canadian work is an audiovisual work that is either 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 Canadian Heritage; or 3) directed and produced by Canadians, with its copyright owned by Canadians. Canadian works can be feature films, medium-length films, short films, television programs and digital productions.

11. How are in-kind sponsorships handled?

Telefilm recognizes in-kind (non-pecuniary) sponsorships at thirty-three percent (33%) of their reported value. Accounting for in-kind sponsorships is open to interpretation. To speed up the decision-making process and to limit due diligence, Telefilm prefers to rely only on information that is easily verifiable from an accounting standpoint.

12. What percentage of administration costs can be included in a film festival or market budget?

Administrative costs generally cannot exceed 25% of the activity’s direct costs (direct costs are the total budget minus administrative costs).

13. What are staffing positions are deemed to be “key personnel” for a film festival or market?

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