

PROMOTION PROGRAM – GENERAL ADMISSION STREAM Essential Information Guide

1. Can I apply to both the regular Promotion Program and the General Admission Stream for funding?

No. Only one application per festival can be submitted either through the regular Promotion Program or through the General Admission Stream.

Note that if your festival has received funding from the Promotion Program in the past at the \$5,000 or less funding level, you must apply to the General Admission Stream during the correct application period as listed on Telefilm’s website.

2. What is a “Canadian work”?

A Canadian work is an audiovisual work that has either been 1) certified by the Canadian Audiovisual 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. It includes feature films and short films.

3. How does Telefilm establish whether a festival’s previous edition counted 10% of Canadian works?

To be eligible for the General Admission Stream, 10% 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) years.

To determine the percentage of Canadian works, Telefilm will add the amount of Canadian feature length films (i.e. 75 minutes or more) and the amount of Canadian short content in feature length equivalent (which includes short films and content created for other digital platforms), using a ratio of 4 short content works to equal 1 feature length film.

For example, if the festival’s program totals 50 feature length films of which 10 are Canadian and 100 short content works of which 40 are Canadian the following calculation would apply:

# of Canadian feature length films	10
# of Canadian short content works	40
# of Canadian short content works in feature length film equivalent (4:1)	10
Total Canadian works	20
# of all feature length films	50
# of all short content works	100
# of all short content works in feature length film equivalent (4:1)	25
Total of all works	75
% of Canadian works/all works	26.67%

4. What does Telefilm consider as a material change to a promotional 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.

5. Who do you consider as “key personnel” for a festival?

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

6. When should applications be submitted?

Applications will be received twice in the fiscal year. Each application period will be open for a short period of time only. Please refer to Telefilm's website to verify the applicable period that corresponds to your festival's dates to ensure the application is submitted for the correct period. Festivals not taking place during the festival dates specified for the application period in question, will be deemed ineligible.

7. Can I apply for funding even if I have never held my festival before?

No. To be eligible, festivals must have been held at least once in the previous year or, if the previous year's edition was cancelled or postponed due to the COVID-19 Pandemic, in the last two (2) years.

8. If my festival meets all the eligibility criteria and I apply on time during the correct period, am I guaranteed to receive \$5000 in funding?

It is important to note that funds under this Stream are limited and that not all applicants who meet the eligibility criteria are guaranteed to receive funding. Also note that applicants who have received Telefilm funding via the Promotion Program in past years are not guaranteed to receive funding via this Stream or the regular Promotion Program.

Further, 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, as well as in terms of mandates of festival supported (for example, by supporting festivals whose primary mandate is to showcase works of creators from underrepresented groups such as Racialized Persons, LGBTQ2+, Persons with Disabilities, Indigenous, Women and Official Language Minority Communities.

9. 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 the extraordinary circumstances related to 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 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.