

PROMOTION PROGRAM – INDUSTRY INITIATIVES STREAM

ESSENTIAL INFORMATION GUIDE

1. Why are you only accepting applications for promotional activities 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’ past promotional activities.

Telefilm wishes to continue to support past promotional activities that have received funding under the Promotion Program during Telefilm’s 2020-2021 (or in Telefilm’s 2019-2020 fiscal year, if the promotional activities did not receive funding because their 2020-2021 edition was cancelled due to the COVID-19 pandemic) and have had at least two (2) editions financed by Telefilm.

2. Can I apply to this stream even if I have never held my promotional activity before?

No. As mentioned above, funding under this stream is exclusively for promotional activities that received funding through Telefilm’s Promotion Program in Telefilm’s 2020-2021 (or in Telefilm’s 2019-2020 fiscal year, if the promotional activities did not receive funding because their 2020-2021 edition was cancelled due to the COVID-19 pandemic) and have had at least two (2) editions financed by Telefilm.

3. Can I apply to this stream if my promotional activity has not been supported for more than one edition by Telefilm?

No. As mentioned above, to be eligible, a promotional activity must have had at least two (2) editions financed by Telefilm.

4. When should applications be submitted?

Applications should be submitted during the opening period for each fiscal year (please verify the applicable opening and closing dates on Telefilm’s website). We will prioritize activities based on the date the activity is taking place. We recommend applicants do not apply until they can represent what will be delivered, including their ability to complete the projected expenses and income for the activity in the required Telefilm budget template. However, applicants should apply for funding no later than six to eight weeks in advance of the activity in order to ensure adequate time for evaluation and contracting. Telefilm cannot approve applications where there is significant uncertainty of the activity taking place.

5. How will Telefilm's funding for my activity be determined?

Telefilm's financial participation for activities shall be based on, among other things, the budget of the activity, the level of private funding, the scope of the activity, and Telefilm's financial participation in Telefilm's 2020-2021 fiscal year (or in Telefilm's 2019-2020 fiscal year, if the promotional activities did not receive funding because their 2020-2021 edition was cancelled due to the COVID-19 pandemic). **All eligible applicants will be informed by Telefilm of the amount of financial participation they are eligible for, subject to compliance with the Stream's criteria.**

Please also note that Telefilm's funding remains contingent upon an applicant's ongoing ability to meet the eligibility and evaluation criteria described in the Stream guidelines, as well as the availability of funding for the Stream.

6. If a complementary activity previously received Telefilm funding as a stand-alone application, does it have to be included in the application for the main activity (such as a festival, for example) with which it is associated?

Please note that for Telefilm's 2021-2022 fiscal year, applicants who have complementary activities previously supported by Telefilm are encouraged to contact their Project Leader to discuss whether the application for such activity should be stand-alone or included with the main activity.

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 a main activity on a regular basis, even if these complementary activities are branded differently from the main activity or slightly change from one edition to the other.

If applicable, a standard Telefilm budget/cost report template should be prepared for each complementary activity taking place during the main activity, such that eligible costs for the activity and each of its complementary activities are treated separately.

7. What happens if my activity plans change due to unforeseen circumstances related 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 can 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.

8. What does Telefilm consider as a 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 the new key personnel has less or non-equivalent experience than previous members;
- A change in the date of an activity if the activity is now held during a similar period as another similar sized activity in the same region;
- A change in the targeted market;
- A change in delivery format (for example, in-person delivery changed to online delivery or change in location);
- Loss of partnership, etc.

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

10. How does Telefilm determine if the minimum threshold of 75% in the previous edition of the applicable promotional activity were Canadian?

For an alternative distribution network or national award ceremony to be eligible for the Industry Initiatives Stream, a minimum of 75% of all works presented in the 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. For alternative distribution networks that showcased more than 300 works, Telefilm will consider a minimum threshold of 200 works to be sufficient.

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 (i.e. 30 to 74 minutes) are equivalent to 1 feature film
- 4 short films (i.e. less than 30 minutes) are equivalent to 1 feature film

For example, if the alternative distribution network’s programming consisted of 20 feature films of which 15 are Canadian, 40 medium-length films of which 30 are Canadian, and 80 short films of which 60 are Canadian, the following calculation applies:

# of Canadian feature films	15
# of Canadian medium-length films	30
# of Canadian short films	60
# of Canadian medium-length films converted to feature films (2:1 ratio)	15
# of Canadian short films converted to feature films (4:1 ratio)	15
Total # of Canadian works	45
Total # of feature films	20
Total # of medium-length films	40
Total # of short films	80
Total # of medium-length films converted to feature films (2:1 ratio)	20
Total # of short films converted to feature films (4:1 ratio)	20
Total # of all works	60
% of Canadian works in the total number of works presented	75%

11. How are in-kind sponsorships treated?

Telefilm recognizes in-kind (non-pecuniary) sponsorships at thirty-three percent (33%) of their reported value. Accounting for in-kind sponsorships is open for 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 is the percentage of administrative costs that can be included in the budget of a promotional activity?

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

13. What staffing positions are deemed to be “key personnel” for a promotional activity?

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