



CANADA FEATURE FILM FUND

MARKETING PROGRAM

ESSENTIAL INFORMATION GUIDE

AS OF APRIL 23, 2020

1. My project wasn't financed in Production. Is it eligible for support under this program?

Yes, however Telefilm prioritizes projects which were financed for production or post-production under the [Production Program](#) or the [Theatrical Documentary Program](#). Projects which were not financed by Telefilm will be considered for support later in the fiscal year. **Note:** You must apply prior to the theatrical release of your project. Please contact your feature film representative for more information.

2. Are Talent to Watch projects eligible?

No. Promotion and marketing costs are included in the Talent to Watch standard production budget.

3. Will Telefilm require changes to the distribution agreement?

Telefilm will review the distribution agreement and may require modifications to bring the agreement into line with Telefilm's [Distribution Terms and Contracts Requirements Policy](#).

4. What distribution rights is the applicant required to hold?

It is expected that the applicant holds all the Canadian distribution rights except for rights which may have been assigned to parties as part of the financing of the production. For example, a broadcast license used in the production financing may include certain broadcasting and SVOD rights. Projects subject to "split rights" arrangements are not accepted.

5. Are marketing and promotion costs incurred prior to the application eligible?

Costs incurred prior to confirmation of funding by Telefilm are at the risk of the applicant as they may be ineligible and/or may be outside the Telefilm-approved marketing plan. Telefilm recommends that applications be submitted six to eight weeks in advance of the proposed release date.

6. I am self-distributing my project and contributing financing to the marketing costs. Will I be able to recoup this amount in the same tier as a traditional minimum guarantee?

Producer contributions to the financing of marketing costs of self-distributed projects will recoup pro rata *pari passu* with Telefilm in the first tier (in advance of the recoupable production financing amounts).

7. What are the applicant's obligations with respect to sub-titled and/or dubbed versions financed under the Marketing Program?

In cases where an applicant does not have exclusive distribution rights in all markets for a production, the applicant must guarantee that the production versioned with the assistance of the Program be made available either to the Canadian producer, or to any distribution or foreign sales company appointed by the Canadian producer. Please contact your local Telefilm feature film representative for more information.

Note relative to the COVID-19 Pandemic:

The success of Canada's screen-based industries and its creators is at the heart of Telefilm's operations. In the context of the COVID-19 pandemic, Telefilm will show flexibility in the application of the guidelines, notably regarding the theatrical release obligation.