



# **CANADA FEATURE FILM FUND**

MARKETING PROGRAM

ESSENTIAL INFORMATION GUIDE

AS OF MARCH 25, 2021

**1. My project was not financed by Telefilm for 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, the Theatrical Documentary Program or the Talent to Watch Program. **Note:** You must apply prior to the theatrical release of your project. Please contact your Feature Film Executive for more information.

**2. Are Talent to Watch projects eligible?**

Yes, however as promotion and marketing costs are included in the Talent to Watch standard production budget, not all costs may be deemed eligible for support under the Marketing Program.

**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 must the applicant 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 no less than four (4) weeks in advance of the proposed release date.

**6. My production company is self-distributing our project. What will Telefilm take into consideration in determining the amount of its financial support towards our theatrical release?**

Telefilm will take into consideration the needs of the project as demonstrated by the marketing plan, the exhibitor commitment (e.g., the number of screens, the number of cities), the track record of the film as well as availability of resources.

**7. My production company is self-distributing my project and contributing financing to the marketing costs. Will it 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).

**8. 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.