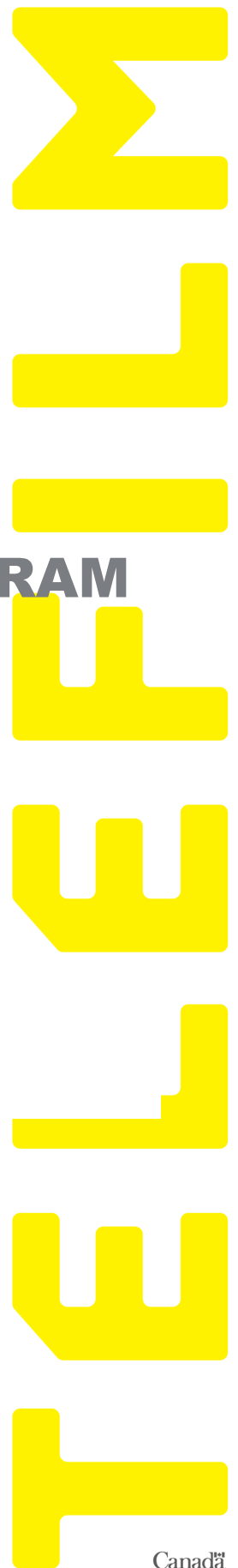


THEATRICAL EXHIBITION PROGRAM

EFFECTIVE AS OF SEPTEMBER 27, 2019

GUIDELINES



PROGRAM INTENT AND OBJECTIVES

The Theatrical Exhibition Program (the “Program”) of Telefilm Canada (“Telefilm”) is a program that aims to support the exhibition of Canadian films in theatres across Canada.

The objectives of the Program are to:

- Encourage Canadian theatres to increase programming and attendance of Canadian films across the country;
- Improve promotion for the theatrical release of Canadian films;
- Foster public access to Canadian works.

1. ELIGIBILITY CRITERIA

Applicants must meet the following eligibility criteria:

- Be a company acting as a commercial theatre operator;
- Have their head office in Canada and carry out their activities in Canada;
- Have a ticket and box-office reporting system that complies with audiovisual industry standards.

In addition, applicants must have exhibited one or more Canadian feature films in Canada during the past calendar year, namely fictional or documentary films of 75 minutes or more that have:

- received a minimum of 6 out of 10 points from the Canadian Audio-Visual Certification Office (CAVCO);
OR
- received a preliminary or final recommendation by Telefilm as an audiovisual coproduction governed by a Canadian treaty.

The list of films meeting these criteria will be published by Telefilm on its [website](#) at the beginning of each year, for the previous calendar year.

Please note that a minimum number of screenings and admissions for an eligible feature film are required in order to qualify for funding under this Program (see Terms of Funding for more details).

2. TERMS OF FUNDING

Funding under this Program is based on the number of screenings and admissions for a Canadian feature film distributed in Canada during the past year by an eligible applicant.

Subject to the availability of funds, Telefilm’s funding will take the form of a non-repayable contribution calculated as follows:

- \$10 per screening; AND
- \$0.50 per admission;

up to a maximum financial contribution of **\$15,000** per theatre, per year, for a maximum of 2 theatres.

Please note that Telefilm does not accept applications for amounts **less than \$1,500**.

Telefilm’s funding must be used towards promotional expenses for the theatrical release of Canadian films

during the upcoming year.

3. HOW TO APPLY

An applicant may only submit one funding application per year under this Program. All related parties¹ to an applicant will be considered as a single applicant for the purposes of this Program.

Applicants must list the Canadian films that they have exhibited over the past year, the number of screenings and the number of admissions for each of these films.

Please refer to Telefilm's website for more details on the application process, including the opening and closing dates for this Program.

4. GENERAL INFORMATION

While compliance with the guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm funds. Telefilm may make adjustments to its guidelines and application forms from time to time as required. Telefilm has full discretion in the application of these guidelines to ensure that funding is provided for those projects that meet its spirit and intent. In all questions of interpretation of either these guidelines, or the spirit and intent of this Program, Telefilm's interpretation shall prevail.

Any information, in any form, provided, obtained, created, or communicated in connection with the application is subject to the [Access to Information Act](#) and the [Privacy Act](#).

¹ Within the meaning of the *CPA Canada Handbook* and as this definition may be adapted by Telefilm to the context of the audiovisual industry.