

**INTERNATIONAL MARKETING PROGRAM – PARTICIPATION IN  
INTERNATIONAL FESTIVALS AND EVENTS**  
*Frequently Asked Questions*

**1. What type of letter of invitation must be submitted when applying for support to participate in an international festival or a coproduction market?**

The applicant must submit an official letter from the festival or coproduction market for which his or her project has been selected, specifying:

- 1) the project name;
- 2) the festival section in which the project has been selected and the status of the project's premiere at the festival (or, in the case of a coproduction market, the name of the market);
- 3) the expenses covered by the festival or market.

If the letter provided by the festival or market does not include this information, please contact Telefilm before submitting your application.

**2. In addition to the above-mentioned letter of invitation, what other documents have to be submitted at time of application?**

The list of required documents at time of application is available on the program's [website](#). Please be advised that applicants may be required to provide additional documentation, notably if they apply for extraordinary marketing campaigns.

**3. Can two different applicants with the same project selected at the same festival submit two different applications if the costs claimed are different?**

No, only one application per festival is permitted for a given project. Moreover, please note that, if an application is submitted by a distributor or a sales agent, they must present a written confirmation from the project's producer identifying the distributor or sales agent and specifying that the producer consents that the funding application be submitted by one of these companies.

**4. Can an applicant have access to both support to participate in a festival AND support to participate in an international coproduction market?**

Yes. However, if the applicant is invited to the same festival to both present a project in an eligible section and take part in a coproduction market, the applicant will not be able to claim the same costs (in particular, the travel and accommodation expenses of the producer) under the two different components of the program.

**5. Is it possible to incur promotion expenses other than those listed in Telefilm's Eligible Costs Matrix?**

No, the types of expenses and eligible amounts listed in the Matrix are set.

**6. Is it possible to spend less in an eligible cost category and use the savings to increase the expenses in another cost category?**

No, the amounts allocated to each eligible cost category are set. If an applicant spends an amount that is less than the eligible amount stipulated in the Eligible Costs Matrix, the difference will have to be reimbursed to Telefilm.

**7. The Eligible Costs Matrix specifies that advertisements are an eligible cost. What types of advertisements are allowed?**

Print and electronic media ads are eligible.

**8. What is included in the travel and accommodation costs covered by Telefilm?**

These costs include all transportation expenses (plane ticket, train, car rental, taxi), accommodation expenses (hotel room or apartment rental) and per diems.

**9. Can projects that have not received production assistance from Telefilm apply for an extraordinary marketing campaign?**

Generally, extraordinary marketing campaigns aim at supporting projects that were financed by Telefilm in production. Applicants who wish to apply for an extraordinary marketing campaign must contact Telefilm before applying (see contact information on the program's website).

**10. Are minority coproductions eligible for this program?**

While this program is mainly aimed at Canadian majority coproductions, Telefilm may consider minority coproductions which contain strong Canadian creative elements (for example, Canadian director or writer) and for which the Canadian applicant is in charge of important elements of the international promotional campaign. Telefilm will also examine the festival at which the project was selected, the expenses covered by the foreign coproducer, the availability of funds, etc.

Please note that minority coproductions which receive Telefilm funding cannot use this funding to cover expenses for individuals that are not Canadian nationals.

Applicants must contact Telefilm before submitting an application for these types of projects and will be required to attach a written confirmation from the National Feature Film Executive of their linguistic market confirming the eligibility of their project to this program.

**11. Are projects coproduced by the NFB eligible for this program?**

Yes, provided that the NFB is a minority coproducer.

**12. Are all Focus Canada initiatives recognized for Tier 3 assistance?**

No. In order to be able to apply for assistance to a Tier 3 Focus Canada initiative, the invitation letter that you receive from the festival or event organizing this initiative must state that the initiative is recognized by Telefilm for assistance under the International Marketing Program.