

PROMOTION PROGRAM

Frequently Asked Questions

1. Why were the Festivals Performance and Promotion programs combined?

Given that these two programs share many of the same objectives and eligibility requirements, it was determined that combining them would enable Telefilm to further streamline its guidelines and processes.

2. How does Telefilm treat applications for new events and initiatives versus applications for events and initiatives that Telefilm currently finances (recurring events/initiatives)?

- *Recurring events and initiatives:* The process for these recurring activities was streamlined and should result in an accelerated treatment of these applications by Telefilm. Events and initiatives with material changes have a more thorough evaluation.
- *Events and initiatives not previously financed by Telefilm:* There is a more detailed evaluation than for recurring events and initiatives but it is based on the same evaluation criteria as described in Section 2 of the Guidelines.

3. What does Telefilm consider as a material change to an event or initiative?

A material change is a change that could have, in Telefilm's opinion, an impact on the applicant's ability to conduct the event or initiative 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;
- A change in the date of an activity that is now set in a similar period as another similar sized activity in the same region;
- Change in the targeted market;
- Loss of partnership, etc.

4. Why take a more automatic approach to determining the Telefilm contribution amount for events?

An automatic approach enables Telefilm to recognize performance in the level of market interest an event generates and allows event organizers to be better able to predict and plan around future financial contributions. This approach also accomplishes two of the objectives of programs' redesign: simplification and administrative efficiency.

5. What is a "Canadian work"?

A Canadian work is an audiovisual work that has either been 1) certified by the Canadian Audio-visual 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. It includes feature films, medium or short films, television programs and digital productions.

6. What is counted in the 15% of Canadian works for festivals (or 75% for an alternative distribution network)?

Telefilm considers only recent Canadian works; i.e., generally films which have been completed and distributed in the last two calendar years.

Telefilm considers all formats to determine Canadian works. However, the majority of the 15% (or 75%) must be feature length films (i.e. 75 minutes or more) or medium length films (i.e. 30 to 74 minutes) unless the event is exclusively specialized in short films (i.e. less than 30 minutes).

For example, in the case of a film festival that is not focussed on short films, if the program totals seventy-five (75) films, 15% or eleven (11) of those films must be recent Canadian films and of those eleven Canadian films, at least 50% or six (6) must be feature or medium length films.

7. What percentage of private funding plus own-source revenues will be applied to determine the amount of Telefilm's contribution?

The percentage is reviewed annually and depends on the budget allocated to the program.

8. How are in-kind sponsorships treated?

Telefilm recognizes in-kind sponsorships (other than monetary) at thirty-three percent (33%) of their reported value. Accounting for in-kind sponsorships can leave room for interpretation. To accelerate the decision-making process and limit due diligence, Telefilm wishes to rely only on information that is easily verifiable from an accounting standpoint.

9. What is the percentage of administrative costs that can be included in the budget of an event or initiative?

Administrative costs should generally not be higher than 25% of the direct costs of the event or initiative (direct costs are equal to the total budget minus administrative costs).

10. What is the value of the enhancement percentage for events taking place in smaller cities or targeted at Aboriginal or official languages minority communities?

The enhancement percentage will be determined based on available funding and set at an amount to ensure equitable access to funding for different types of events. As of May 28, 2015, the enhancement percentage is established at 35 %.

11. If a recurring event secures increased private funding, will that success be rewarded?

The Telefilm contribution amount is based on the final reports from the two previous editions therefore an increase in private funding should position the event favourably. However, Telefilm will review the percentage contribution on an annual basis and the ultimate amount for each event will depend on the overall performance across the portfolio of events and the availability of funds.

In order to provide stability in the funding of recurring events, in 2015-2016, Telefilm will adjust the allocated amounts so as to limit the variation of its contribution to a maximum of 5% above or below the previous year's contribution.

12. If a complementary activity previously received Telefilm funding as a stand-alone application, does it have to be included in the application for the event with which it is associated?

Yes. All complementary activities taking place during the event on a regular basis are now considered part of the parent event. Complementary activities are defined in the Guidelines as promotional actions, or professional business or skills development activities geared toward promotion (workshops, conferences, professional networking and meetings, etc.), even if these complementary activities are branded differently from the event or change slightly from one edition to the other.

13. Will the overall funding for an event which includes complementary activities be eligible for event plus initiative funding?

No. The funding will be determined based on Section 3.1 of the Guidelines “Terms of funding for an event”. Telefilm will consider the average cumulative private funding plus own-source revenues for the event and the complementary activity combined.

14. Who do you consider as “key personnel” for an event or an initiative?

The key personnel would include the Executive Director, the Festival director, the Communications/Marketing Director and the Content Programming Director or their equivalent (please note that not all of these positions are required fields on eTelefilm).

15. When should applications be submitted?

There is no deadline, but applications should be submitted during the open application period for each fiscal year (please verify the applicable opening and closing dates on Telefilm’s website).

Applications should be submitted in line with the event or initiative’s scheduled dates. Telefilm’s objective is to turn around applications in a timely manner but we encourage applicants to apply no later than six to eight weeks in advance of the event or initiative in order to ensure adequate time for evaluation and contracting.

16. Can I apply for funding even if I have never held my initiative or event before?

Applicants who wish to submit an application for a new initiative or event should contact the Project lead – National promotion in their region. Applicants must be able to demonstrate that they have experience with an activity of a similar nature. Please note that a new event that has not been held three times in its present format will be administered in the same manner as a non-recurring initiative.