

PROMOTION PROGRAM

Frequently Asked Questions

1. How does Telefilm treat applications for new promotional activities versus applications for recurring promotional activities that Telefilm already finances?

- *Recurring promotional activities:* The process for these recurring activities was streamlined and should result in an accelerated treatment of these applications by Telefilm. Activities with material changes will however have a more thorough evaluation.
- *Promotional activities not previously financed by Telefilm:* There is a more detailed evaluation than for recurring activities but it is based on the same evaluation criteria as described in the Program's guidelines.

2. What does Telefilm consider as a material change to a promotional activity?

A material change is a change that could have, in Telefilm's opinion, an impact on the applicant's ability to conduct the activity 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.

3. 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.

4. 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.

5. How is the funding for my recurring activity calculated?

The funding method for recurring activities is set out in the Program's guidelines. To date, recurring activities have generally continued to receive funding amounts based on the amount awarded to their activity in the 2015-2016 fiscal year, with adjustments based on Telefilm's assessment of the current year's activity's particularities, the overall performance of the activity across the portfolio of activities supported by Telefilm and the availability of funds.

6. 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.

7. What is the percentage of administrative costs that can be included in the budget of a promotional activity?

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

8. If a complementary activity previously received Telefilm funding as a stand-alone application, does it have to be included in the application for the main activity (such as a festival, for example) with which it is associated?

Yes. All complementary activities taking place during the main activity on a regular basis are now considered part of this main activity. 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 main activity or change slightly from one edition to the other.

9. Who do you consider as "key personnel" for a promotional activity?

The key personnel would include the Executive Director, the Festival director, the Communications/Marketing Director and the Content Programming Director or their equivalent.

10. 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 activity'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 activity in order to ensure adequate time for evaluation and contracting.

11. Can I apply for funding even if I have never held my promotional activity before?

Applicants who wish to submit an application for a new activity 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.