

# PROMOTION PROGRAM

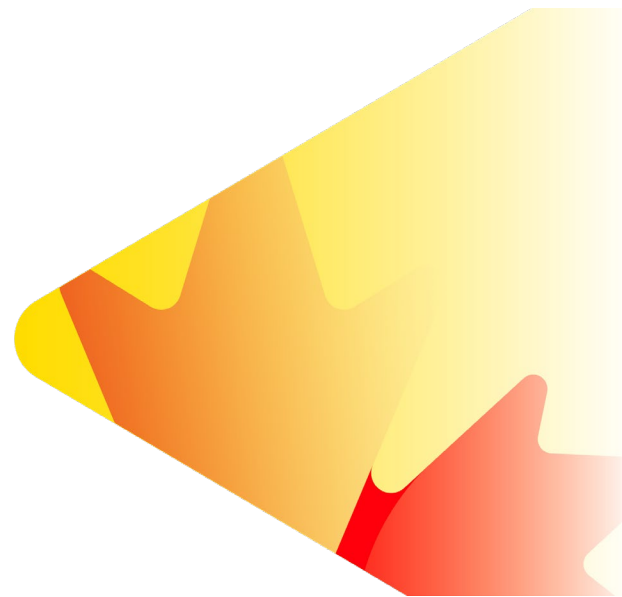
## GENERAL ADMISSION STREAM

### Preview of the Application Form

For Festivals Taking Place Between July 1, 2022 and September 30, 2023

**Please note that this is not an official application form and you must apply using the application form in Dialogue. An upload of this document will not be accepted.**

Please ensure that your Dialogue account and Organization have been created as it will be required in order to submit an application. This can be created [here](#) on Telefilm Canada's website.



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## Program

1. Select Program “Promotion Program – General Admission Stream”

## Applicant

2. **Select Applicant Company (the Applicant)**  
Please note this will need to be created before the application can be submitted. Contact [enr@telefilm.ca](mailto:enr@telefilm.ca) for any questions on this.
3. **Basic questions about the Applicant and the festival to confirm eligibility of application**
4. **Correspondence language**  
Option of English or French.
5. **Question on the ownership and control of the Applicant**

## Activity

6. **Title of the Activity**  
Please provide the title of the festival. If the festival has received funding previously from Telefilm, the title should match the previous application(s).
7. **Edition Year**  
The edition year of the festival – for example, for a festival held in 2022, it should be “2022”.
8. **Edition**  
The edition of the festival – for example, if it is the 3<sup>rd</sup> edition of the festival, it should be “3”.
9. **Description**  
Please describe your festival's primary mandate, expected percentage of Canadian Content for the edition seeking funding, target audience(s), venue(s) and how your festival enhances the awareness and promotion of Canadian films and talent.
10. **Major Changes**  
If applicable, briefly describe any major changes since the festival was last held. Major changes could include, among other things: change the delivery format, change in key personnel if the new key personnel has less or non-equivalent experience than previous personnel; a change in the date of the festival 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. Additional details should be provided to demonstrate the ability to deliver the current format if the festival was held in a different format previously due to the COVID-19 pandemic.
11. **Start Date**  
Start date of the festival must fall within the applicable dates for the intake as listed on the General Admission Stream [webpage](#).
12. **End Date**  
End date of the festival.
13. **Intended Format for the Activity**  
Format of the activity as expected at application stage. If a mixture of in-person and virtual film screenings are planned, select “Hybrid”. If the Activity will only hold in-person screenings, select “In person”.

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**14. Activity Location**

Region that the festival will be held in. Options between: Atlantic Provinces, Northwest Territories and Nunavut, Ontario, Quebec, and Western Provinces.

**15. City in which the festival is presented**

**16. Expected cost of the festival**

Provide the projected budget of the festival, rounded to the nearest thousand.

**17. Question on the primary mandate of the festival**

The primary mandate should be part of the Applicant's overall mandate, charitable mission, and/or vision that would be applicable regardless of the edition or year of the festival. This mandate should apply to all events and programming associated with the festival. For example, if the festival **only** showcases and promotes works by Indigenous individuals, they would select "yes", and choose the "Indigenous" group in the dropdown menu. Multiple selection is possible if the festival's mandate concerns more than one underrepresented group.

## Contacts

Please provide Pronoun, Name (last name, first name), Email and Phone Number for each of the below. Note that both contacts can be the same person but must be entered separately.

**18. Contact for all correspondence**

**19. Contract signatory**

## Previous Edition

Please ensure the information provided below reflects the most recent edition of your Activity.

**20. Previous Edition Year**

The edition year of the previous edition of the festival – for example, if the festival was last held in 2021, it should be "2021".

**21. Audience**

If all films were screened online in the previous edition, then there should be "0" in in-person attendance and the full number in online participation. Please note that this number should be based on confirmed attendance that have watched at least half the film (if this data is available) and not only on tickets redeemed. Each ticket purchased/claimed should account for one individual only and not by household or multiple individuals, unless this information has been specifically gathered by the festival. If there was a broadcast element to the screenings, please ensure that the number estimated is verifiable, reasonable, calculated based on third party information and in-line with the previous edition's attendance, as this figure may be audited by Telefilm Canada should the festival be funded.

- a. Number of individuals who attended Canadian film screenings in person (physically)
- b. Number of individuals who attended Canadian film screenings online (virtual and broadcast)
- c. Total number of individuals who attended film screenings, all categories, in person (physically)
- d. Total number of individuals who attended film screenings, all categories, online (virtual and broadcast)

**22. Programming**

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

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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 and short films.

Please note that a ratio will be applied in the calculation (2:1 for medium-length films and 4:1 for short films).

See the Essential Information Guide on the General Admission Stream [webpage](#) for more details and examples on this calculation.

- a. Canadian Feature Films
- b. Canadian Medium-Length Films
- c. Canadian Short Films
- d. All Feature Films
- e. All Medium-Length Films
- f. All Short Films

23. Confirmation if previous edition was impacted by the COVID-19 Pandemic

## Required Documents

A list of all required documents, and templates are available on the General Admission Stream [webpage](#).

Applicants must use the Telefilm Canada templates provided. Failure to upload the required documents using the templates provided could result in the application being disqualified.

The maximum file size allowed is 25 MB.

24. Provide your **Constitutive Documents** for the Applicant Corporation

Required only if it's the first time the applicant submits an application to Telefilm or if there has been changes since the applicant's last funding application to Telefilm.

25. Provide the **Corporate Information** for the Applicant Corporation

Form available on the General Admission Stream [webpage](#)

Required for all applications.