

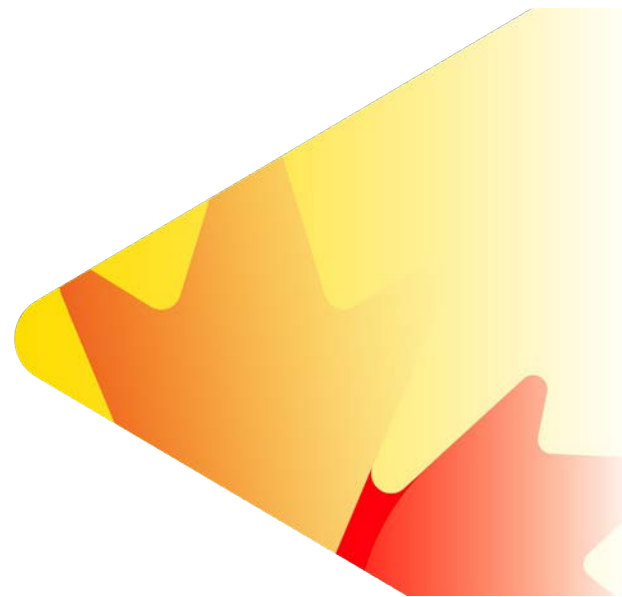
# Promotion Program General Admission Stream

For Festivals Taking Place Between April 1, 2022 and June 30, 2022

## Preview of the Application Form

**Please note that this is not an official application form and you must apply on the Application Form via 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.
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 core mission, target audience(s), venue(s) and how your festival enhances the awareness and promotion of Canadian films and talent. **Furthermore, in order for Telefilm Canada to determine the festival's eligibility to the Reopening Fund as well as the amount of top-up from said Fund, please indicate if any component(s) of the festival will be held in-person and provide the expected cost of the festival (rounded to the nearest thousand) and the average festival budget (pre-COVID-19 pandemic).**
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.
11. Start Date  
Start date of the festival must begin between April 1, 2022 and June 30, 2022.
12. End Date  
End date of the festival.

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### 13. Activity Location

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

### 14. City in which the festival is presented

### 15. 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 associated with the festival.

## 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.

### 16. Contact for all correspondence

### 17. Contract signatory

## Previous Edition

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

### 18. 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”.

### 19. 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 and not only tickets redeemed. If there was a broadcast element to the screenings, please ensure the amount estimated is verifiable and in-line with the previous year's attendance, as this figure may be audited by Telefilm Canada should the festival be funded.

- a. In person attendance at all Canadian film screenings
- b. Online participation (registrations) at all Canadian film screenings
- c. Total in person attendance at film screenings, all categories
- d. Total online participation (registrations) at film screenings, all categories

### 20. 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 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

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

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

## Required Documents

A list of all required documents, and templates are available on Telefilm Canada's [website](#). 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.

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

Only if updated or modified since the applicant's last funding application to Telefilm Canada.

23. Provide the **Declaration of Canadian Status of Corporation and Corporate Information** for the Applicant Corporation

Form available on Telefilm Canada's [website](#)

\*Please note that if the person identified in Dialogue as the signatory of the Telefilm agreement is not listed in the Corporate declaration form as having signing authority, a resolution of the Board of directors confirming the signatory's signing authority must be submitted to Telefilm Canada.