

# INTERNATIONAL PROMOTION PROGRAM

## ESSENTIAL INFORMATION GUIDE

### 1. What type of letter of invitation must be submitted when applying for support to participate in an international festival?

The applicant must submit an official letter from the festival 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;
- 3) The list of costs covered by the festival or event organizer, if applicable.

### 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, namely 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. Are travel expenses covered by Telefilm during the COVID-19 pandemic?

Due to the exceptional circumstances caused by the COVID-19 pandemic, and in accordance with the Government of Canada's Travel Advice and Advisories urging all Canadians to avoid non-essential travel, travel expenses are no longer deemed eligible costs, and this until further notice.

Telefilm is closely monitoring Government of Canada Travel Advice and Advisories and will update this Program as the situation evolves.

**5. Does Telefilm cover costs other than those for Press and Promotion?**

No.

**6. What is included in Press and Promotion costs?**

Press and Promotion costs include the publicist's fees as well as the costs related to the promotional campaign and third language subtitling.

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

Generally, financing for extraordinary international marketing campaigns aims to support projects that were financed by Telefilm in production. Applicants who wish to apply for an extraordinary marketing campaign must communicate with the contact persons listed on the program website before applying.

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

Yes. Note, however, that Telefilm funding for these projects can only be used to cover expenses incurred by Canadian applicants.

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

Yes, provided that the NFB is a minority co-producer and is not the applicant.

**10. Can I submit my film to Telefilm through a link hosted on a video-sharing platform or website?**

Yes. Please provide a free access link without an expiry date to one of the digital platforms on which the Project is distributed.