

# PROMOTION PROGRAM

## GENERAL ADMISSION STREAM

### Guidelines

APPLICABLE AS OF MARCH 24, 2022

Ce document est également disponible  
en français.

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## Presentation of the Promotion Program

Telefilm Canada's ("Telefilm") Promotion Program (the "Program") provides financial support for activities organized in Canada that showcase Canadian content and talent.

The Program aims to stimulate demand for Canadian content. The Program is thus specifically focused on Telefilm's role as a promoter of Canadian multi-screen content and talent. It intends to leverage various activities held in Canada to enable the industry to strengthen its capacity to promote its productions in innovative ways.

Through various streams, the Program supports different types of activities, including Canadian film festivals and markets; national film, television and digital media awards ceremonies; alternative distribution networks; audiovisual industry conferences; and training activities, including business and professional development activities focused on training, mentorship, promotion and talent.

Applications for funding for activities traditionally related to the promotion of Canadian films and the Canadian film industry can be submitted through three separate streams:

- This [General Admission Stream](#) (the focus of these guidelines): aimed at small and emerging film festivals;
- The [Limited Edition Stream](#): aimed at long-established medium to large-scale film festivals and film markets;
- The [Industry Initiatives Stream](#): aimed at all activities not covered by the two above-mentioned streams (including, but not limited to, national film, television and digital media awards ceremonies; alternative distribution networks; audiovisual industry conferences; and training activities, including business or professional development activities focused on training, mentorship, promotion and talent).

These guidelines provide direction on the eligibility criteria and funding conditions under the General Admission Stream (the "Stream").

## Presentation of the Reopening Fund

The [Reopening Fund](#), announced by the Government of Canada on June 28, 2021, supports organizations and projects that deliver in-person experiences and events. Telefilm was mandated to administer \$10 million over two years to support film festivals across the country recover and enhance their online and in-person activities. Such reopening funds will be distributed through the Program via this Stream, the Limited Edition Stream and the Open Access Stream.

## Objectives of the General Admission Stream

The objectives of this Stream are to:

- Provide streamlined funding for small and emerging film festivals across the country that stimulate audience demand for Canadian content.
- Support a balanced portfolio of festivals in terms of regional representation and diversity of supported festivals' mandates (e.g., festivals whose primary mandate is to only showcase and promote the work of creators who belong to the following groups: Indigenous, Black, People of Colour, 2SLGBTQIA+, Persons with Disabilities, Women, Gender-Diverse identities and expressions, and/or Members of Official Language Minority Communities).

## 1. Eligibility Criteria for Applicants

### 1.1. Basic Eligibility Criteria

To be eligible, the applicant must meet all the following criteria:

- have a head office in Canada and operate in Canada; and
- be a Canadian-controlled corporation, as determined under sections 26 to 28 of the *Investment Canada Act*, working in the film, television or digital media sectors.

### 1.2. Additional Eligibility Criterion – Reopening Fund

In addition to the basic eligibility criteria indicated in section 1.1 above, in order to be eligible for reopening funds, the applicant must be in need of funding for business continuity and to safeguard jobs.

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## 2. Eligibility Criteria for Festivals

### 2.1. Basic Eligibility Criteria

This Stream aims to support film festivals in Canada:

- that are aimed at the **general public**. Student or amateur film festivals, screening series as well as festivals whose primary mandate is to screen and promote television and web-based content are not eligible;
- that will be taking place over **two consecutive days** or longer in the **same city or regional municipality**;
- that either have been **held at least once** in their current format in the last three (3) years **or** can demonstrate ability to deliver current format; and
- whose previous edition programming included:
  - a) a minimum of five feature films (or equivalent); and
  - b) a minimum of 15% of Canadian works.
- who undertake to include in the programming of the edition for which they seek funding from Telefilm:
  - c) a minimum of five feature films (or equivalent); and
  - d) a minimum of 15% of Canadian works.

**Note:** When the festival's programming consists of a combination of feature films (75 minutes and more), medium-length films (30 to 74 minutes) and short films (less than 30 minutes), the ratio will be 2:1.<sup>1</sup> for medium-length films and 4:1.<sup>2</sup> for short films.<sup>3</sup>

Telefilm may, at its discretion, provide flexibility on the minimum number of feature films (or equivalent) in the programming of the previous or current edition. Telefilm may, in its discretion, also accept festivals whose previous or

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<sup>1</sup> This means that two medium-length films are equivalent to one feature film. Please see the [Essential Information Guide](#) on the Stream [webpage](#) for examples of calculations.

<sup>2</sup> This means that four short films are equivalent to one feature film. Please see the [Essential Information Guide](#) on the Stream [webpage](#) for examples of calculations.

<sup>3</sup> For the purposes of these guidelines, music videos and television works are considered short films.

current edition programming include a minimum of 10% of Canadian works. For more details, please see the Essential Information Guide available on the Stream [webpage](#).

## **2.2. Additional Eligibility Criteria – Reopening Fund**

In addition to the basic eligibility criteria, in order to be eligible for reopening funds, the festival must:

- be held in-person or in a hybrid format; and
- take place between July 1, 2022, and June 30, 2023.

Further, a maximum of 2 editions of a festival can be funded through the Reopening Fund.

## **2.3. COVID-19 Pandemic Considerations**

The festival must be held in conformity with any and all municipal, provincial or federal public health measures that are applicable to it, in order to protect the health and safety of its participants, collaborators, employees and other organizers, as the case may be.

All Applicants are encouraged to consult Public Health Canada's [Risk Mitigation Tool for Gathering and Events Operating During the COVID-19 Pandemic](#) for event planners.

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## **3. Evaluation Criteria**

Alignment with the intentions of the Program and this Stream is required in order to receive funding. In addition to the scope and quality of the film festival, the promotion of Canadian content and talent should be demonstrated.

In addition, the decision-making process will take into account Telefilm's objective to fund a balanced portfolio in terms of regional representation and diversity of supported festivals' mandates (e.g., festivals whose primary mandate is to only showcase and promote the work of creators who belong to the following groups: Indigenous, Black, People of Colour, 2SLGBTQIA+, Persons with Disabilities, Women, Gender-Diverse identities and expressions, and/or Members of Official Language Minority Communities). The history, composition and timing of activities supported by the Program as well as the breadth of applications and applicants/organizing teams will be considered as well.

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## **4. Terms of Funding**

### **4.1. Regular Stream Funding**

Funding will be in the form of a non-recoupable contribution of **\$5,000**. Please note that applicants may only submit one application for the same festival, either under the [Limited Edition Stream](#) or under this Stream.

Applicants or organizing teams that operate multiple festivals during the year will be subject to a maximum annual funding amount of \$15,000 within this Stream.

### **4.2. Reopening Fund Top-Up**

In addition to the regular stream funding indicated above, applicants and festivals who meet the additional eligibility criteria for the Reopening Fund will receive a top-up. Such top-up will be in the form of a non-recoupable contribution of \$7,500, which may be increased, in Telefilm's discretion, to \$15,000 in the case of larger-scale festivals.

Applicants qualifying for support for the same activities from more than one of the organizations delivering the Reopening Fund are required to seek funding from only one source within the family of participating organizations.

#### **4.3. Access to Funding and Eligible Costs**

Telefilm's funding, including that from the Reopening Fund, must be used to cover direct expenses relating to the programming, promotion, delivery and administration of the festival. Furthermore, costs covered by Telefilm must not be borne by any other entity or program.

It is important to note that funds under this Stream are limited and that not all applicants who meet the eligibility criteria are guaranteed to receive funding. Also note that applicants who have received Telefilm funding under the Program in past years are not guaranteed to receive funding via this Stream or any other stream of the Program.

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## **5. Application Process**

Applications under this Stream must be submitted during the appropriate application period indicated on the Stream's [webpage](#), based on the dates during which the festival is held. Please consult the Stream's [webpage](#) for the dates of the application periods.

All applications must be submitted online via [Dialogue](#) and include the documents included in the list of required documents available on the Stream's [webpage](#). Please note that incomplete applications may be automatically rejected.

**All first-time applicants are encouraged to contact the resource-person for their region as listed on the Stream's webpage before applying.**

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## **6. General Information**

While compliance with the guidelines is a prerequisite to eligibility for funding, it does not guarantee entitlement to Telefilm funds. Telefilm may adjust its guidelines and application forms from time to time as required. Telefilm has full discretion in the application and interpretation of these guidelines to ensure that its funding is provided to those activities that meet the Stream's spirit and intent. In all questions of interpretation of either these guidelines, or the spirit and intent of this Stream, Telefilm's interpretation shall prevail.

Any information, in any form, provided, obtained, created or communicated in connection with the application is subject to the [Access to Information Act](#) and the [Privacy Act](#).

All Telefilm programs are subject to the availability of funding from government and other sources.