

PROMOTION PROGRAM GENERAL ADMISSION STREAM

GUIDELINES

APPLICABLE AS OF MAY 6, 2021

Ce document est également disponible
en français.

Updated on December 2, 2021.

INTENT AND OBJECTIVES OF THE PROMOTION PROGRAM

Telefilm Canada's ("Telefilm") Promotion Program (the "Program") provides financial support for promotional 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 promotional activities, including Canadian film festivals and markets; national film, television and digital media awards ceremonies; alternative distribution networks; audiovisual industry conferences; promotional and recognition support activities; and business and professional development activities focused on promotion and other promotional activities.

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

- This [General Admission Stream](#) (the focus of these guidelines): provides \$5,000 in streamlined annual funding to small and emerging film festivals;
- The [Limited Edition Stream](#): includes long-established medium to large-scale film festivals and film markets;
- The [Industry Initiatives Stream](#): covers all promotional 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; promotional and recognition support activities; and business or professional development activities focused on promotion, and other promotional activities).

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

INTENT AND OBJECTIVES OF THIS STREAM

- Provide streamlined funding for smaller and emerging film festivals across the country that stimulate audience demand for Canadian content.
- This Stream also aims to support a balanced portfolio of festivals in terms of regional representation and type of festival (including, for example, festivals whose main mandate is to showcase and promote works of creators from underrepresented groups who have not historically had equitable access to industry opportunities).

1. Eligibility Criteria for Applicants

Applicants must meet all the following eligibility criteria:

- 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; and
- Have their head office in Canada and carry out their activities in Canada.

2. Eligibility Criteria for Festivals

2.1. Basic Eligibility Criteria

This Stream aims to support film festivals¹ in Canada:

- That are aimed at the **general public**. Student or amateur film festivals as well as festivals whose primary mandate is to screen and promote television and web based content are not eligible;
- That are taking place over **two consecutive days** or longer;
- That include a **minimum of 10%** of Canadian Works in their programming;
- That have been **held at least once** in their current format in the previous year or, if last year's edition was cancelled or held in a different format due to the COVID-19 Pandemic, in the last two (2) years;
- Whose previous edition included a **minimum of 10%** of Canadian works in their programming.

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 2:1² for medium-length films and 4:1³ for short films.

2.2. COVID-19 Pandemic Considerations:

- There must be sufficient and reasonable certainty that the festival can be held in a particular format during the dates indicated on the Stream's webpage despite the COVID-19 Pandemic;
- 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.

3. Terms of Funding

Funding under the Stream will be provided to applicants who meet the eligibility criteria listed above and will be in the form of a non-recoupable contribution of an amount of a total of **\$5,000**. Telefilm's contribution must be used to cover direct expenses relating to the programming, promotion, delivery and administration of the festival. Please note that applicants may only submit one application for the same festival, either under the [Limited Edition Stream](#) or under this Stream.

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 via the Promotion Program in past years are not guaranteed to receive funding via this Stream or the regular Promotion Program.

Further, Telefilm will review the applications received during each application period on a first-come, first-served basis. However, decision-making will take into account Telefilm's objective to ensure that its overall funding under this Stream is balanced in terms of regional representation, as well as in terms of mandates of festivals supported (for example, by supporting festivals whose primary mandate is to showcase works of creators from underrepresented groups such as Racialized Persons, LGBTQ2+, Persons with Disabilities, Indigenous, Women and Official Language Minority Communities).

¹ A film festival is a multi-day (minimally two consecutive days) event during which a selection of films is screened for the general public.

² This means that two medium-length films are equivalent to one feature film. Please refer to the [Essential Information Guide](#) for examples of calculations.

³ This means that four short films are equivalent to one feature film. Please see the [Essential Information Guide](#) for examples of calculations.

4. 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 Telefilm's [website](#) for the dates of the application periods.

All applications must be submitted online via [Dialogue](#) and include the Canadian status declaration⁴ and incorporation documents (or if the applicant is a non-profit organization, the articles of constitution). Please note that incomplete applications will be automatically rejected.

All first-time applicants are encouraged to contact the resource-person for their region at info@telefilm.ca before applying.

5. General Information

While compliance with the guidelines is a prerequisite to eligibility for funding, it does not guarantee entitlement to Telefilm funds. Telefilm may make adjustments to 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.

⁴ Form available on Telefilm's [website](#).