

CANADA FEATURE FILM FUND

INTERNATIONAL MARKETING PROGRAM -
PARTICIPATION IN INTERNATIONAL FESTIVALS AND
EVENTS

GUIDELINES APPLICABLE AS OF OCTOBER 24TH, 2016



1. BACKGROUND

The Canada Feature Film Fund (CFFF) of Telefilm Canada (Telefilm) seeks to improve the long-term viability of the Canadian audiovisual industry. The CFFF's *International Marketing Program - Participation in International Festivals and Events* (the Program) is aimed at encouraging the international promotion of Canadian audiovisual works through participation in international festivals and events. This Program reflects Telefilm's priority of supporting the Canadian film industry to achieve new levels of success by supporting the marketing and promotion of Canadian content and talent abroad.

The financial support provided through this Program is aimed, firstly, at supporting the rights holders of feature films and short films selected at one of the festivals listed in [Annex A¹](#) or [Annex B²](#) and, secondly, supporting producers who are invited to present their development projects at international coproduction markets listed in [Annex C](#).

2. PARTICIPATION IN INTERNATIONAL FESTIVALS

2.1. Eligibility

2.1.1. Eligible applicants

Applicants eligible for support to participate in international festivals are companies meeting the criteria below. Applicant companies must:

- Be a producer, distributor or sales agent of an eligible project as defined in section 2.1.2;
- Be a Canadian-controlled company within the meaning of the [Investment Canada Act](#) and have its head office in Canada.

2.1.2. Eligible projects

Projects submitted to obtain support for participation in international festivals must meet the eligibility criteria set out below.

1) For **feature films**³:

- be a Canadian fictional or documentary feature film which is:
 - certified by the Canadian Audio-visual Certification Office (CAVCO) as a “Canadian film or video production” with a minimum of 8 out of 10⁴ points under the provisions of the [Income Tax Act](#) (Canada); OR

¹ Recognized festivals for feature films.

² Recognized festivals for short films.

³ Feature films are audiovisual productions of at least 75 minutes in length.

⁴ Theatrical documentaries must obtain a minimum of 8 out of 10 points or the prorated equivalent (i.e. a minimum of 80% of available CAVCO points).

- recognized as an Audiovisual Treaty Coproduction by the Minister of Canadian Heritage (see the guidelines on [audiovisual treaty coproductions](#)) and is a majority Canadian coproduction⁵;
- be officially selected at one of the international film festivals and in one of the tiers indicated in [Annex A](#);
- be intended for theatrical release.

2) For **short films**⁶:

- have a Canadian director and producer OR be recognized as an Audiovisual Treaty Coproduction and be a majority Canadian coproduction⁷;
- be selected for a world or international premiere at one of the festivals listed in [Annex B](#).

In addition, regardless of their format, all projects must:

- be made available in French or English (in its original or subtitled version);
- conform to the Canadian Association of Broadcasters (CAB) Code of Ethics and to all other programming standards endorsed by the CAB or the CRTC, and not contain any element that is an offence under the [Criminal Code](#), is libellous or in any other way unlawful.

2.2. Financial Support

2.2.1. Terms and conditions of financing

Subject to the overall availability of funds, Telefilm's financial participation will take the form of a non-refundable contribution to cover the eligible costs listed in the [Eligible Costs Matrix](#), up to a cumulative maximum of \$40,000 per project. Please note that short films are only eligible for a maximum assistance of \$2,500 per project.

The amount of financial assistance will be determined based on the tier of festival for which the project is selected, the eligible costs claimed and the overall availability of funds.

The level of financing per festival may not exceed the specified maximums for each tier of festival indicated in [Annex A or B](#), namely:

- tier 1: \$25,000
- tier 2: \$10,000
- tier 3: \$1,500, or \$5,000 for a world premiere

⁵ Treaty coproduction in which the Canadian financial participation represents the highest percentage of the overall financing of the project. In exceptional circumstances, minority Canadian coproductions which contain, in Telefilm's opinion, significant Canadian creative elements can be deemed eligible to this Program. Please contact Telefilm and read the FAQs before submitting an application for this type of production.

⁶ Short films are audiovisual productions of 30 minutes or less.

⁷ See note 5.

- o short film festivals listed in [Annex B](#): \$2,500

Please consult the [Eligible Costs Matrix](#) per festival tier to determine the types of expenses and amounts covered by Telefilm for each type of expense. It is important to note that the costs already borne by another organization or corporation, or defrayed by a festival, cannot be included in the amounts claimed from Telefilm.

Telefilm financing is conditional upon at least one member of the key Canadian⁸ personnel of the project (producer, director, writer, lead actor or 2nd lead actor) being present at the festival for which the eligible project has been selected. Please consult the [Eligible Costs Matrix](#) to determine the number and the type of eligible positions per festival tier.

2.2.2. Extraordinary marketing campaigns

In exceptional circumstances and subject to the overall availability of funds, Telefilm may take into consideration financing requests exceeding the cumulative maximum of \$40,000 for extraordinary international marketing campaigns. Such campaigns are generally for projects selected at the Oscars, the Golden Globes, the BAFTA or the Césars in the category of "Best Film" or "Best Foreign Film" or at other major international festivals or markets.

Applicants must provide a Marketing Plan indicating the budget details for their campaign and describing the international marketing strategy they intend to follow. They must also show that they have the necessary expertise to successfully carry through their Marketing Plan.

The amount of financial assistance granted by Telefilm will be determined based, among other things, on the stature of the festivals for which the project has been selected, the budget and the Marketing Plan submitted, the Canadian talent that will be present at the various events planned for the marketing campaign, as well as the support provided for the campaign by the foreign distributor(s) of the project.

Telefilm will determine the form of its financial participation on a case-by-case basis for the amount exceeding \$40,000, and whether the support above \$40,000 will be recoupable or not.

Applicants who wish to submit an application for an extraordinary marketing campaign must contact Telefilm prior to submitting their application.

3. INVITATIONS TO INTERNATIONAL EVENTS – COPRODUCTION MARKETS

Subject to the overall availability of funds, Telefilm will provide a non-refundable financial contribution of \$1,500 to Canadian-controlled⁹ companies operating as production companies and whose producers have been invited to present one of their development projects to one of the coproduction markets listed in [Annex C](#). This contribution is intended to cover travel expenses incurred for the participation in the applicable event. Furthermore, please note that participants whose travel expenses are already paid for by another organization or corporation, or by the event to which they have been invited, cannot benefit from Telefilm's financial support.

⁸ Canadian citizens within the meaning of the [Citizenship Act](#) or permanent residents within the meaning of the [Immigration and Refugee Protection Act](#).

⁹ As defined in the [Investment Canada Act](#).

In addition, please note that only participants who have received a **formal invitation** from organizers of the events listed in [Annex C](#) will be eligible.¹⁰ Therefore, this financial assistance is not intended for participants who register as exhibitors or participants in international markets, but rather, for participants selected by organizers of the events listed in [Annex C](#) to present their project at a coproduction forum.

Please note that the same company may not apply for more than three different events.

4. HOW TO APPLY

Applicants should submit their duly completed applications at least three weeks prior to the opening day of the festival or event for which a financial contribution is being requested. In all cases, applications must be submitted before the holding of the festival or event in which the applicants wish to participate.

Applicants must submit a duly completed application form with all the required supporting materials electronically via [eTelefilm](#).

5. GENERAL INFORMATION

Compliance with these guidelines is a prerequisite to eligibility for financing but 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 financing is provided to those projects that meet the spirit and intent of the Program. In all questions of interpretation of either these guidelines or the spirit and intent of the Program, Telefilm's interpretation shall prevail.

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

¹⁰ Proof of the invitation must be submitted to Telefilm when the application is filed.