

# **PROMOTION PROGRAM - LIMITED EDITION STREAM**

## **Guidelines**

APPLICABLE AS OF MARCH 31, 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:

- The [General Admission Stream](#): aimed at small and emerging film festivals;
- This [Limited Edition Stream](#) (the focus of these guidelines): 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 Limited Edition Stream (the "Stream").

Please note that applicants may only submit one application for the same festival, either under the [General Admission Stream](#) or under this 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 General Admission Stream, and the Open Access Stream.

## Objectives of the Limited Edition Stream

- Consolidate support for established festivals and film markets<sup>1</sup> that have received financial assistance under the Program in the past;
- Help expand awareness of Canadian works among the general public;

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<sup>1</sup> The main purpose of a film market is to conduct sales and promote distribution activities, as opposed to events offering professional training or informal networking opportunities.

- Fund activities that are aligned with national and international market needs, while helping to promote Canadian content and talent;
  - 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).
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## **1. Applicant Eligibility Criteria**

### **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;
- be a Canadian-controlled corporation, as defined in sections 26 to 28 of the [Investment Canada Act](#), working in the film, television or digital media sectors;
- be financially sound and demonstrate, to Telefilm's satisfaction, that sound governance measures allowing the film festival or market to take place are in effect;
- have experience and expertise in organizing film festivals or markets of a nature and scope comparable to the one submitted for Telefilm funding.

### **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.

## **2. Eligibility Criteria for Film Festivals and Markets**

### **2.1. Film Markets**

To be eligible, film markets must have received funding through the Program in accordance with a funding agreement with Telefilm signed between April 1, 2019 and March 31, 2022.

### **2.2. Festivals**

#### **2.2.1. Basic Eligibility Criteria**

To be eligible, festivals must:

- a. have received more than \$5,000 in funding from Telefilm under the Program (excluding any funding from the Reopening Fund) for their previous edition in accordance with a funding agreement with Telefilm signed between April 1, 2019 and March 31, 2022<sup>2</sup>;

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<sup>2</sup> Please note that festivals which received funding of \$5,000 or less must apply for funding under the [General Admission Stream](#) unless otherwise advised by Telefilm. Telefilm may, at its discretion, advise an applicant to apply for funding in this Stream even the funding threshold indicated herein is not met. For more information, please see the Essential Information Guide on the Stream [webpage](#).

- b. have exhibited a minimum of 15% of recent Canadian works in the programming of their previous edition; and
- c. undertake to exhibit a minimum of 15% of recent Canadian works in the programming of the edition for which they seek funding from Telefilm.

**Note:** The percentage of recent Canadian works<sup>3</sup> is calculated as follows:

- i. It takes into account feature films (75 minutes and more), medium-length films (30 to 74 minutes) and short films (less than 30 minutes)<sup>4</sup> ;
- ii. The majority of these works must be medium- or feature-length films;
- iii. When the festival's programming consists exclusively of short films, this percentage can be met with the short film programming;
- iv. When the festival's programming consists of a combination of feature films, medium-length films and short films, the ratio will be 2:1<sup>5</sup> for medium-length films and 4:1<sup>6</sup> for short films;
- v. If the previous edition's programming contained more than 100 works, Telefilm will consider a minimum threshold of 15 Canadian works to be sufficient.

Telefilm may, at its discretion, advise an applicant to apply for funding under this Stream even if their film festival or market received \$5,000 or less in funding from Telefilm under the Program for their previous edition. Telefilm may, in its discretion, also accept festivals whose previous or 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](#).

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

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

- be held in-person or in a hybrid format; and
- take place between September 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 or film market 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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<sup>3</sup> See the Essential Information Guide for more details on what is considered a recent Canadian Work.

<sup>4</sup> For the purposes of these guidelines, music videos and television works are considered short films.

<sup>5</sup> This means that two medium-length films are equivalent to one feature film. Please refer to the [Essential Information Guide](#) for examples of calculations.

<sup>6</sup> This means that four short films are equivalent to one feature film. Please see the [Essential Information Guide](#) for examples of calculations.

### **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 or market, the promotion of Canadian content and talent should be demonstrated.

Telefilm will also consider the quality and recognition of the film festival or market, including team expertise, visibility, reach and impact at the regional, national and/or international level (e.g., market participation, audience size and evolution, recognition and presence of Canadian and international industry professionals, diversity).

Further, Telefilm will take into account the Applicant's history of fulfilment of Telefilm's contractual obligations, including but not limited to the on-time provision of reporting.

#### **3.1. Additional Evaluation Criteria for Festivals:**

Telefilm will also consider the following criteria for film festivals:

- the festival's innovative and distinctive nature in terms of content and programming, promotion and visibility, partnerships, international initiatives, leveraging of digital platforms, revenue models, etc.;
- the specific actions undertaken in support of the promotion of Canadian content and talent, including visibility and promotional activities for the general public: awards/category focused on Canadian cinema, Canadian film opening or closing the festival, general public event to highlight the festival (tribute, special theme, etc.) as well as the composition of the Canadian content and programming within the overall festival's activities;
- the demonstration of its leadership in reflecting and serving underrepresented groups, including the content, programming, and team;

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 will be considered as well.

### **4. Terms of Funding**

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

Telefilm's financial participation under this Stream will be in the form of a non-repayable contribution to cover the applicant's eligible costs as described in the attached Appendix. Telefilm's funding will be based on, among other things, the film festival or market's budget, the private financing obtained, the film festival or market's size, and Telefilm's funding for the previous edition festival or film festival. All eligible applicants will be informed by Telefilm, prior to the opening of the Stream, of the amount of funding they are eligible for, subject to compliance with the Stream's criteria.

#### **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 incumbent on the budget or actual costs of the past editions of the festival – as indicated in the table on the next page.

<b>Budget/Actual Costs</b>	<b>Top-Up Amount</b>
<\$200,000	\$ 15,000
\$200,000-\$400,000	\$ 30,000
>\$400,000-\$600,000	\$ 45,000
\$600,000-\$1M	\$ 75,000
>\$1M	\$ 150,000

Please note that the Reopening Fund top-up may be higher or lesser than the amounts indicated in the table above, depending on the number of applications received and availability of funds.

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 the eligible costs described in the Appendix. Telefilm reserves the right to reduce its funding upon review of final cost reports submitted by applicants. Furthermore, costs covered by Telefilm must not be borne by any other entity or program.

Telefilm's financial participation is contingent on the applicant's continued compliance with the eligibility and evaluation criteria described above, as well as the availability of funds in the 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. Further, applicants and activities 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.

## **5. How to Apply**

Applications under this Stream must be submitted during the appropriate application period indicated on the Stream's [webpage](#), depending on the scheduled dates of the film festival or market. Please consult Telefilm's [website](#) 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.

Applicants with complementary activities<sup>7</sup> are encouraged to contact the National Promotion Project Leader responsible for their organization's region to discuss the application process and whether they should submit a single application for all activities or a separate application for each complementary activity. If a single application is recommended for all activities, a separate budget by activity must be provided at application, and details on the complementary activities must be included in the activity proposal. A separate activity report, final cost report and visibility grid will also be required for each activity at final reporting.

For more information, please consult the [Essential Information Guide](#) or contact your National Promotion Project Leader.

<sup>7</sup> Complementary activities are defined as promotional actions, or professional business or skills development activities geared toward promotion (forums, workshops, conferences, professional networking and meetings, etc.) that take place during the main activity on a regular basis, even if these complementary activities are branded differently from the main activity or slightly change from one edition to the other.

## **6. General Information**

Compliance with the guidelines is a prerequisite for funding eligibility but does not guarantee access to Telefilm funding. Telefilm reserves the right to modify its guidelines and application forms as needed. The implementation and interpretation of these guidelines are at Telefilm's sole discretion, and Telefilm ensures that its funding is granted to festivals and film markets that respect the Stream's spirit and intent. For any questions regarding the interpretation of these guidelines or the spirit and intent of the Stream, Telefilm's interpretation shall prevail.

All information provided, obtained, created or disclosed 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.



## **APPENDIX**

### **Eligible Costs**

The applicant must comply with the types of eligible costs set out in Telefilm's standard budget/cost report. These costs must be itemized when submitting the film festival or market's financial statements. Eligible costs include all salaries, professional fees and direct expenses incurred in connection with the funded festival or film market only and, more specifically, costs related to the following items:

- Programming: direct costs related to the development and delivery of the festival or film market programming;
- Communication and Promotion: direct costs related to the communication and promotion strategy of a film festival or market;
- Production: direct costs of delivering the film festival or market to its targeted audiences;
- Administration: direct and reasonable costs related to the various costs of administering the film festival or market; it is understood that costs related to the applicant's core business and capital expenditures, such as rent, staff salaries, equipment rentals and other maintenance charges, are only eligible if they are prorated and directly related to the funded film festival or market. **These costs cannot exceed 25% of the activity's total direct costs.**<sup>8</sup>

If applicable, a standard Telefilm budget/cost report template should be prepared for each complementary activity taking place during the main activity, such that eligible costs for the activity and each of its complementary activities are treated separately.

Only Canadian expenses will be eligible. However, Telefilm will assess the eligibility of expenses incurred abroad when services of a comparable nature are not available in Canada and are essential to the success of the film festival or market.

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<sup>8</sup> See the [Essential Information Guide](#) for more details.