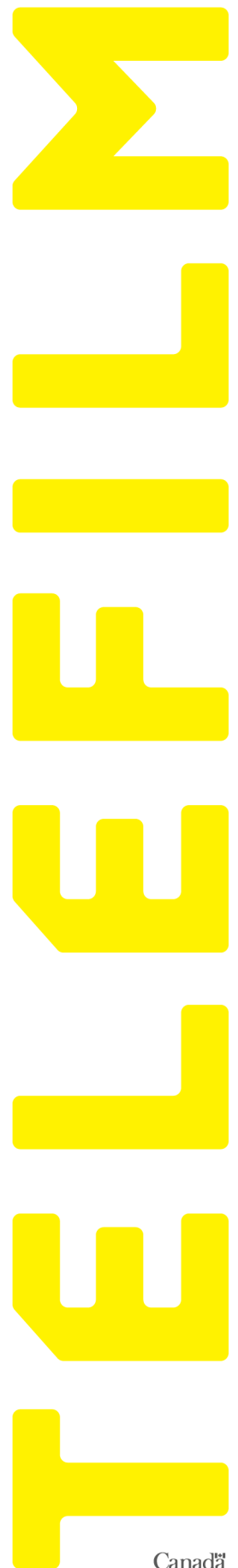


PROMOTION PROGRAM

FUNDING OF EVENTS AND
INITIATIVES CONTRIBUTING TO THE PROMOTION
OF CANADIAN CONTENT AND TALENT

APPLICABLE AS OF MAY 28TH, 2015

GUIDELINES



PROGRAM INTENT AND OBJECTIVES

Telefilm Canada's Promotion Program (the "Program") targets Canadian organizations active in film, television or digital media. It offers financial support for public events and for initiatives (jointly referred to as the "activities") held in Canada that promote Canadian content and talent.

The Program aims to achieve Telefilm's strategic objective of stimulating demand for Canadian content. The Program is therefore particularly concerned with Telefilm's role as promoter of screen-based Canadian content and talent. Its aim is to make use of various activities held in Canada to help strengthen the industry's capability to promote its productions in innovative ways.

The Program's objectives are:

- To support activities in tune with domestic and international market needs, while contributing to the promotion of Canadian content and talent;
- To help expand public awareness of Canadian works; more specifically, by facilitating regional access to Canadian audiovisual works and talent;
- To attract private partners;
- To develop the expertise of industry professionals.

1. ELIGIBILITY CRITERIA FOR APPLICANTS

An applicant must meet all of 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;
- Have its head office in Canada and carry out its activities in Canada;
- Key personnel responsible for the activity must be Canadian citizens within the definition of the [Citizenship Act](#) or permanent residents within the definition of the [Immigration and Refugee Protection Act](#).
- Be financially sound and demonstrate, to Telefilm's satisfaction, that sound governance practices allowing for the activity to be conducted are in place.

2. ELIGIBILITY CRITERIA FOR ACTIVITIES

The Program has two types of eligible activities: events and initiatives. Each of these activities has its own eligibility and funding criteria, which are described hereunder.

2.1.1. Eligibility as an event

To be eligible as an event, all of the following criteria must be met:

- **Types of eligible events:** mainly, film festivals, national awards ceremonies (film, television, or digital media) or alternative distribution networks¹ for Canadian audiovisual works, primarily intended for the public.
- **History:** the event must have been held at least three times in its present format.
- **Canadian content:**

Festivals: a minimum average of 15% of the festival’s official programming over the last two editions of the event must consist of recent Canadian works, a majority of which must be medium² or feature-length³ films. However, when a festival’s programming consists exclusively of short films⁴, this percentage can be met with the short film programming. For festivals with over 100 works, Telefilm will consider a minimum threshold of 15 Canadian works as sufficient.

Distribution networks: a minimum average of 75% of the network’s official programming over the last two editions of the program series must consist of recent Canadian works, a majority of which must be medium or full length films. However, when a network’s programming consists exclusively of short films, this criterion can be met with the short film programming. For networks with over 100 works, Telefilm will consider a minimum threshold of 75 Canadian works as sufficient.

Awards ceremonies: 75% of the official programming must consist of Canadian works distributed during the previous year (with the exception of tributes and other celebrations);

2.1.2. Eligibility as an initiative

To be eligible as an initiative, all of the following criteria must be met:

- **Types of initiatives:** specific promotional activities aimed at raising the profile of Canadian content or talent, business development or professional development activities focused on promotion. Initiatives can be offered to the general public or to Canadian professionals in the film, television or digital media sectors.
- **History:** the initiative must be designed and offered by an organisation recognized for its mission, activities and outreach in the film, television or digital media sectors. The organisation must demonstrate that it has the requisite experience and expertise in delivering initiatives of comparable nature and scope to the proposed initiative, over a period of at least the two preceding years.

3. EVALUATION CRITERIA FOR ACTIVITIES

To receive support under this Program, an activity must be clearly aligned with Telefilm’s strategic objectives. In addition to the activity’s scope and quality, promotion of Canadian content and talent must be demonstrated.

¹ Alternative distribution networks are distribution methods that complement or replace the traditional theatrical distributor-exhibitor model, whose primary aim is to promote Canadian content and to facilitate and increase its accessibility to Canadian audiences.

² A medium-length film is a film having a running time of 30 to 74 minutes.

³ A feature film is a film having a running time of 75 minutes or longer.

⁴ A short film is a film having a running time of less than 30 minutes.

Evaluation criteria for activities:

- The quality and recognition of the activity: team expertise, visibility, reach and impact at the regional, national and/or international levels (e.g. market interest, audience size and evolution, recognition and attendance by Canadian industry professionals);
- The innovative and competitive nature of the activity in terms of content and programming, promotion and visibility, leveraging of digital platforms, income model, etc.;
- Specific actions displayed in support of Canadian content and talent promotion, including for film festivals visibility and promotional activities aimed at the general public: awards/category centered on Canadian cinema, Canadian film opening or closing the festival, large public promotional event (a tribute, a particular theme, etc.).
- Balance of activities supported by Telefilm: funding decisions shall aim to diversify activities supported by Telefilm in terms of industry sectors, regional needs, official linguistic minorities and Aboriginal communities. Please note that each Telefilm regional office serves specific markets, and may therefore have its own development priorities. In addition, the history, make-up and calendar of the activities supported through the Program shall be taken into consideration.

Applicants seeking funding for activities having previously obtained funding from Telefilm and that have not undergone any significant change(s) shall have access to a simplified application process (for example, applicants will be able to submit fewer documents than the number required in the case of a non-recurrent activity or in the case of an activity that has undergone significant change(s)). Please note, however, that all activities, whether new or recurrent, shall be subject to an evaluation and shall not be guaranteed Telefilm funding.

4. TERMS OF FUNDING

4.1. Terms of funding for events

This component aims to streamline the funding application process for long-standing events that have received recurring Telefilm funding in the past and have proven their success in promoting Canadian content and talent.

Telefilm's funding for events will be in the form of a non-repayable financial contribution that applicants must use to cover eligible costs as described in the attached Annex.

- The financial contribution amount shall correspond to a percentage (set on an annual basis according to the funds' availability) of the amount representing the average, over the event's two (2) preceding editions, of the sum of the following elements:
 1. Total private funding (sponsorships⁵, contributions, licensing rights and cash donations); and
 2. Total "own-source" revenues (box office, derivative product and services, etc.).
- The amount of the financial contribution shall vary according to the event's qualification: if held in a city of less than 500,000 residents and/or in an official linguistic minority context and/or related to Aboriginal

⁵ For in-kind sponsorships, please consult the [FAQs](#) for the proportion of declared value that will be taken into account. In-kind sponsorships will be valued at their exchange value in accordance with the Accounting Standards of the CICA Handbook.

communities, the event's percentage shall benefit from an enhancement when Telefilm's contribution is calculated;

- The financial contribution shall be all-inclusive and include complementary activities⁶ to the event, notwithstanding if these activities are designed or held by partners/sub-contractors or others;

4.2. Terms of funding for initiatives

Telefilm's funding for initiatives will be in the form of a non-repayable financial contribution that must be used to cover eligible costs as described in the attached Annex.

Telefilm's financial contribution shall be based on, among other things, the budget, the level of private funding and the scope of the initiative and shall generally not exceed 30% of the total budget of the initiative.

Please note that applicants must submit one application for all of the initiatives that they intend to hold in the same year and that these initiatives will be evaluated as a whole.

Funding shall be subject to availability of funds in the Program at the time the application is evaluated and will be limited to a maximum of \$125,000 per fiscal year⁷ for all the initiatives of an applicant.

Applicants are reminded that there is no guarantee whatsoever that an event or an initiative will obtain Telefilm funding from one year to the next. Telefilm funding is contingent upon an applicant's ongoing ability to meet the eligibility and evaluation criteria described above as well as the availability of funds in the Program.

5. HOW TO APPLY

All applications must be submitted online via [eTelefilm](#).

Applications must be submitted during the **open application period**. Please refer to Telefilm's [website](#) to learn about the start and end dates of the application period.

Applicants are asked to submit their applications for all activities held during the same fiscal year at the same time. Complementary activities relating to an event shall not be separate applications but must be included in the corresponding application for said event. Similarly, all initiatives presented by an applicant must be incorporated within one application.

For more information, please refer to the [Frequently Asked Questions](#) or contact your [Project Leader, National Promotion](#).

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 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 Program's spirit and intent. In all questions of interpretation of either these guidelines, or the spirit and intent of this Program, Telefilms' interpretation shall prevail.

⁶ Complementary activities are defined as promotional actions, or professional business or skills development activities geared toward promotion (workshops, conferences, professional networking and meetings, etc.) generally taking place during the event on a regular basis, even if these complementary activities are branded differently from the event or slightly change from one edition to the other.

⁷ Telefilm's fiscal year runs from April 1st to March 31st.

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](#).

ANNEX

Eligible costs

The applicant shall comply with the types of eligible costs set out in the standard Telefilm budget/cost report template. Such costs shall be itemized at the time documents assessing the outcome of the event or initiative are submitted. They should include all salaries, professional fees, and direct expenses related to:

- Programming: direct costs related to elaboration and delivery of the programming and the various complementary contents and activities offered during the event or initiative;
- Communication and promotion: direct costs related to the event or initiative's communication strategy and promotional activities;
- Production: direct costs related to delivering the event or initiative to its targeted audiences;
- Administration: Costs related to the applicant's core activities and capital expenditures, such as rent, real-estate purchases and maintenance charges are not eligible. However, reasonable administrative costs specific to the event or initiative are eligible.
- If applicable, costs related to complementary activities taking place during the event (e.g. professional conferences, workshops, or markets that may occur within a festival) should be identified and included in the final cost report;
- Only Canadian costs shall be eligible; however, Telefilm shall assess the eligibility of costs incurred outside Canada when similar services are not being offered in Canada and when they are crucial to the success of the event or initiative.