

PROMOTION PROGRAM INDUSTRY INITIATIVES STREAM

GUIDELINES

APPLICABLE AS OF AUGUST 6, 2021

Ce document est également disponible
en français

PROGRAM INTENT

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

The Program aims to stimulate demand for and creation of Canadian content. The Program is thus specifically focused on Telefilm's role as a promoter and supporter 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 and develop 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 other promotional activities, including business and professional development activities focused on promotion and talent.

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

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

These guidelines provide direction on the eligibility criteria and funding conditions under the Industry Initiatives Stream (the "**Stream**").

PURPOSE OF THIS STREAM:

- To consolidate support for promotional activities that have received financial assistance under the Program in Telefilm's 2020-2021 or 2019-2020¹ fiscal year;
- To help expand awareness of Canadian works among the general public;
- To fund activities that are aligned with national and international market needs, while helping to promote and develop Canadian content and talent;
- To develop the expertise of industry professionals;
- To attract private partners.

¹ If they did not receive funding under this Program in 2020-2021 because their 2020-2021 edition was cancelled due to the COVID-19 pandemic.

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;
- Demonstrate an experience and expertise in delivering activities of a comparable nature and scope as those submitted for Telefilm financing.

2. Eligibility Criteria for Promotional Activities

The Stream aims to support promotional activities that meet all the following eligibility criteria:

- Have received funding under the Program during Telefilm's 2020-2021 fiscal year or in Telefilm's 2019-2020 fiscal year, if they did not receive Telefilm funding in 2020-2021 because their last edition was cancelled due to the COVID-19 pandemic;
- Have had at least two (2) editions financed by Telefilm; and

1) National awards ceremonies for film, television, or digital media:

The official programming of the ceremony must consist of at least 75% of recent Canadian works, distributed during the previous year (with the exception of tributes and other celebrations).

2) Alternative distribution networks²:

The official programming of the network between April 1, 2020 and March 31, 2021 must have had a minimum of 75% recent³ Canadian works. This percentage 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)⁴.
- ii. The majority of these works must be medium- or feature-length films.
- iii. When the network's programming consists exclusively of short films, this percentage can be met with the short film programming.
- iv. When the network's programming consists of a combination of feature films, medium-length films and short

² 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.

³ For more information on what is considered as "recent work", please refer to the [Essential Information Guide](#).

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

films, the ratio will be 2:1⁵ for medium-length films and 4:1⁶ for short films.

If the previous edition's programming contained more than 300 works, Telefilm will consider a minimum threshold of 200 Canadian works to be sufficient.

3) Conferences aimed at the audiovisual industry:

Conferences, panels or networking events for members of the audiovisual industry.

4) Promotion and recognition support activities:

Activities mostly aimed at promoting Canadian content and talent to the general public.

5) Other promotional activities:

Promotional and talent development activities that include business development or professional development activities focused on promotion and talent.

COVID-19 pandemic considerations

- There must be sufficient and reasonable certainty that the promotional activity can be held in a particular format during Telefilm's 2021-2022 fiscal year despite the COVID-19 pandemic;
- The promotional activity shall be conducted in compliance with all applicable municipal, provincial and federal public health measures to protect the health and safety of participants, contributors, employees and other organizers, as applicable.

3. Evaluation Criteria for Activities

Alignment with the intentions of the Program and this Stream is critical in order to receive support under this Stream. In addition to the activity's scope and quality, promotion of Canadian content and talent must be demonstrated.

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 promotional activities aimed at the general public: awards/category centered on Canadian cinema, large public promotional event (a tribute, a particular theme, etc.).

In addition, the decision-making process will take into account Telefilm's objective to fund a balanced portfolio in terms of regional and industry sector representation and diversity of supported activities' missions (for example, supporting activities whose primary goal is to promote and develop the work of creators from under-represented groups such as Black and People of Colour, people from LGBTQ2+ communities, persons with disabilities, Indigenous people, women and members of official-language minority communities). The history, composition and timing of activities supported by the Program will be considered as well.

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

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

Please note that all activities shall be subject to an evaluation process to assess their alignment with the intentions of the Stream are not guaranteed funding under this Stream.

4. Terms of Funding

Telefilm's financial participation under this Stream will take the form of a non-repayable financial contribution to cover the applicant's eligible costs as described in the attached Appendix. Telefilm's financial participation for activities shall be based on, among other things, the budget of the activity, the level of private funding, the scope of the activity, and Telefilm's financial participation during Telefilm's 2020-2021 fiscal year⁷. All eligible applicants will be informed by Telefilm of the amount of financial participation they are eligible for, subject to compliance with the Stream's criteria.

Applicants are reminded that there is no guarantee whatsoever that an activity 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.

Note that all applicants must use Telefilm's financial participation towards eligible costs only, as set out in the Appendix, and that Telefilm reserves the right to reduce its financial participation upon review of the final cost documentation submitted by applicants.

5. How to Apply

All applicants must apply online using [Dialogue](#). Applicants must submit the appropriate application form, duly completed and signed, together with all required documentation, via Dialogue. A list of all documents required at the time an application is submitted is available on the Stream's [webpage](#). All subsequent documentation must be submitted on-line through Dialogue.

Please refer to Stream's [webpage](#) for the opening and closing dates for applications. Activities will be prioritized based on the date the activity is taking place. Applicants are recommended to apply when they can represent what will be delivered, including their ability to complete the projected expenses and income for the activity in the required Telefilm budget template. However, applicants should apply for funding no later than six to eight weeks in advance of the activity in order to ensure adequate time for evaluation and contracting. Telefilm cannot approve applications where there is significant uncertainty of the activity taking place.

It should also be noted that applicants with complementary activities⁸ are encouraged to contact the Project Leader responsible for their organization's region to discuss the application process and whether a single application should be submitted for all activities or whether individual applications should be submitted for each complementary activity.

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

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, Telefilm's interpretation shall prevail.

⁷ Or in Telefilm's 2019-2020 fiscal year, if they did not receive any funding in 2020-2021 because their 2020-2021 edition was cancelled due to the COVID-19 pandemic.

⁸ 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 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.

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.

APPENDIX

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 activity are submitted. Eligible costs should include all salaries, professional fees and direct expenses to be incurred in connection with the funded activity only, and more specifically related to:

- Programming: direct costs related to the elaboration and delivery of the activity's programming.
- Communication and promotion: direct costs related to the activity's communication and promotion strategy.
- Production: direct costs related to delivering the activity to its targeted audiences; and
- Administration: direct and reasonable costs related to the activity's various administrative fees; it being understood that costs related to the applicant's core activities and capital expenditures, such as rent, staff salaries, equipment rental and other maintenance charges, are only eligible if they are pro-rated and relate directly to the activity. These costs cannot exceed 25% of the activity's total direct costs.⁹

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 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 activity.

⁹ See the [Essential Information Guide](#) for more details.