

# PROMOTION PROGRAM

FUNDING OF ACTIVITIES CONTRIBUTING TO  
THE PROMOTION OF CANADIAN CONTENT AND TALENT

APPLICABLE AS OF DECEMBER 15, 2017

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 promotional 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;
- 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 Program aims to support promotional activities that fall within one of the categories listed below and meet the eligibility criteria for these categories:

### 1) Canadian film festivals:

- The festival must have been held at least three times in its current format;
- The programming of the festival over the last two editions must have had a minimum average of 15% of recent Canadian works;

- A majority of these works must have been medium<sup>1</sup> or feature-length<sup>2</sup> films. However, when a festival's programming consists exclusively of short films<sup>3</sup>, 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.

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

- The ceremony must have been held at least three times in its current format;
- The official programming of the ceremony must consist of at least 75% of Canadian works distributed during the previous year (with the exception of tributes and other celebrations).

**3) Alternative distribution networks<sup>4</sup>:**

- The network must have been held at least three times in its current format;
- The official programming over the last two editions of the network must have had a minimum average of 75% of recent Canadian works. A majority of these works must have been medium or feature-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.

**4) Conferences aimed at the audiovisual industry:**

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

**5) Promotion and recognition support activities:**

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

**6) Other promotional activities:**

- Promotional activities that include notably research related to the audiovisual industry, business development or professional development activities focused on promotion.

### 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.

**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

<sup>1</sup> A medium-length film is a film having a running time of 30 to 74 minutes.

<sup>2</sup> A feature film is a film having a running time of 75 minutes or longer.

<sup>3</sup> A short film is a film having a running time of less than 30 minutes.

<sup>4</sup> 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.

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 Indigenous 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.

Note that all activities, whether new or recurring, shall be subject to an evaluation process to assess their alignment with Telefilm's strategic objectives and shall not be guaranteed Telefilm funding.

## 4. TERMS OF FUNDING

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

### 4.1. Terms of funding for recurring activities

Long-standing activities that have received recurring Telefilm funding in the past and have proven their success in promoting Canadian content and talent will benefit from a streamlined funding process.

Around the beginning of Telefilm's fiscal year<sup>5</sup>, applicants for these types of activities will be advised by Telefilm of the funding amount that they are eligible to receive. This amount will be established as follows:

- 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 activity's two preceding editions, of the sum of the following elements:
  1. Total private funding (sponsorships<sup>6</sup>, 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 activity's qualification: if held in a city of less than 500,000 residents and/or in a official linguistic minority context and/or related to Indigenous communities, the activity's percentage shall benefit from an enhancement when Telefilm's contribution is calculated;
- The financial contribution shall be all-inclusive and include complementary activities<sup>7</sup> notwithstanding if these activities are designed or held by partners/sub-contractors or others.

### 4.2. Terms of funding for newer or non-recurring activities

Telefilm's funding for these activities shall be based on, among other things, the budget of the activity, the level of private funding, the scope of the activity, and shall generally not exceed 30% of the total budget of the activity.

---

<sup>5</sup> Telefilm's fiscal year starts on April 1<sup>st</sup>.

<sup>6</sup> 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.

<sup>7</sup> 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 a recurring activity on a regular basis, even if these complementary activities are branded differently from the recurring activity or slightly change from one edition to the other.

Please note that applicants must submit one application for all of the non-recurring activities that they intend to hold in the same year and that these activities 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 generally be limited to a maximum of \$125,000 per fiscal year<sup>8</sup> for all non-recurring activities of an applicant.

Applicants for all activities 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 whether or not the activity is new or recurring.

## 5. HOW TO APPLY

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

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 a recurring promotional activity shall not be separate applications but must be included in the corresponding application for said recurring activity. Similarly, all new or non-recurring activities 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.

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](#).

---

<sup>8</sup> Telefilm's fiscal year runs from April 1<sup>st</sup> to March 31<sup>st</sup>.

## 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. 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 main recurring activity;
- 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;
- 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 activity are eligible<sup>9</sup>.
- If applicable, costs related to complementary activities taking place during the main recurring activity (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 activity.

---

<sup>9</sup> See [FAQs](#) for more details.