

THEATRICAL EXHIBITION PROGRAM

GUIDELINES

APPLICABLE AS OF SEPTEMBER 23, 2021

Ce document est également disponible
en français

Program Intent and Objectives of the Theatrical Exhibition Program

The Theatrical Exhibition Program (the “**Program**”) of Telefilm Canada (“**Telefilm**”) is a program that aims to support the exhibition of Canadian films in theatres across Canada.

The objectives of the Program are to:

- Encourage Canadian theatres to increase programming and attendance of Canadian films across the country;
- Encourage Canadian theatres to reserve a prominent place for Canadian films in their programming and promotion;
- Stimulate the return of Canadian audiences to Canadian theatres;
- Improve promotion for the theatrical release of Canadian films;
- Foster public access to Canadian works.

Recovery Fund

[The Recovery Fund for Arts, Culture, Heritage and Sport Sectors](#) (the “**Recovery Fund**”) announced by the Government of Canada on June 28, 2021, will be administered by existing Canadian Heritage programs as well as programs delivered by the Canada Council for the Arts and Telefilm Canada.

Telefilm will allocate a portion of the recovery funds through this Program to support exhibitors across the country to recover and resume pre-pandemic level of activities.

1. Eligibility Criteria

1.1. General eligibility criteria for applicants

Applicants must meet the following eligibility criteria:

- Be a company acting as a commercial theatre operator¹;
- Be a Canadian-controlled corporation, as determined under sections 26 to 28 of the [Investment Canada Act](#);

Note: This new eligibility criterion is introduced to the Program this year as the funding includes funds from the Recovery Fund. Applicants who have received funding under this Program in the past and do not meet this eligibility criteria may still be eligible for funding under this Program. This funding will be determined based on the number of applications received and the availability of funds and may be subject to additional conditions. We invite the applicants concerned to communicate with the contact person whose contact details are available on the Program [webpage](#) before applying.

- Have their head office in Canada and carry out their activities in Canada;
- Have a ticket and box-office reporting system that complies with audiovisual industry standards;
- Be in need of funding for business continuity and to safeguard jobs.

In addition, applicants must undertake to exhibit in each of their theatres one or more Canadian feature films in Canada during the calendar year following the execution of a financing agreement with Telefilm, namely fictional or documentary films of 75 minutes or more that have:

- received a minimum of 6 out of 10 points from the Canadian Audio-Visual Certification Office (CAVCO); OR

¹ Theatres operated by municipalities are also eligible.

- received a preliminary or final recommendation by Telefilm as an audiovisual coproduction governed by a Canadian treaty.

Applicants will be required to submit to Telefilm a report detailing the Canadian feature films exhibited during the year in each of their theatres benefiting from financing under this Program and the use of the funds.

Only one funding request may be submitted per year to Telefilm for all the theatres operated by the same Corporate Group. For the purposes hereof, a Corporate Group is defined as the applicant and its Related Parties². Consequently, different companies composing a Corporate Group cannot submit separate applications.

2. Terms of Funding

Subject to the availability of funds, Telefilm's funding will take the form of a non-repayable contribution of up to \$ 30,000 per theatre³, up to a total financial participation of \$ 500,000 per Corporate Group⁴.

Please note that Telefilm's funding for fiscal 2021-2022 includes funds from the Recovery Fund.

Telefilm's funding must be used towards:

- Promotional expenses for the theatrical release of Canadian films during the upcoming year;
- Expenses related to promotional initiatives aimed at encouraging the return to theatres of Canadian audiences;
- Basic operating costs, if needed for business continuity;
- Costs related to sanitary measure improvements in relation with the COVID-19 Pandemic;
- Costs related to digital transformation of the applicant's business model to respond to the digital needs of today.

The costs covered by Telefilm are not borne by any other entity or program.

3. 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 Program website. All subsequent documentation must be submitted on-line through [Dialogue](#). If you have technical difficulties, please contact the Resource-Person indicated on the Program's [webpage](#).

Please refer to Program's [webpage](#) for more details on the application process, including the opening and closing dates for this Program.

4. GENERAL INFORMATION

While compliance with the guidelines is a prerequisite to eligibility for funding, compliance 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 of these guidelines to ensure that funding is provided for those

² "Related Parties" are defined as parties that are related within the meaning of the CPA Canada Handbook, as that definition may be amended, completed or replaced from time to time, and as that definition may be adapted by Telefilm to the context of the film and television industry. In accordance with Section 3840 of the CPA Canada Handbook, "Related parties exist when one party has the ability to exercise, directly or indirectly, control, joint control or significant influence over the other. Two or more parties are related when they are subject to common control, joint control or common significant influence. Related parties also include management and immediate family members."

³ For the purposes of this Program, Telefilm will consider a maximum of one theatre per civic address.

⁴ Please note that funding may be higher or lesser, depending on the number of applications received.

activities that meet its spirit and intent. In all questions of interpretation of either these guidelines, or the spirit and intent of this Program or of the Recovery Fund, Telefilm's 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](#).