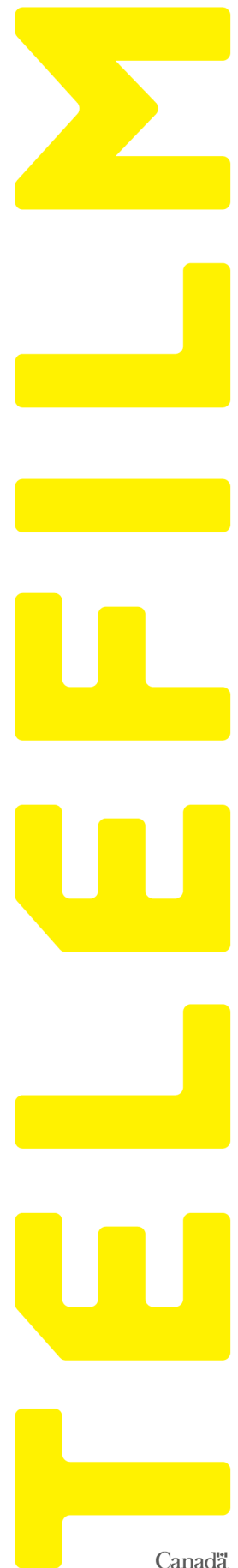


**PROMOTION PROGRAM
GENERAL ADMISSION STREAM**

GUIDELINES APPLICABLE AS OF FEBRUARY 15, 2021



PROGRAM AND GENERAL ADMISSION STREAM INTENT AND OBJECTIVES

Telefilm Canada's Promotion Program (the "**Program**") offers financial support for promotional activities held in Canada that promote Canadian content and talent.

As part of the Program, Telefilm is launching a new pilot funding stream called the General Admission Stream (the "**Stream**") which will provide streamlined funding for smaller and emerging film festivals across the country that stimulate audience demand for Canadian content.

This Stream also aims to support a balanced portfolio of festivals in terms of regional representation and type of festival (including, for example, festivals whose main mandate is to showcase and promote works of creators from underrepresented groups who have not historically had equitable access to industry opportunities).

These guidelines provide direction regarding the Stream's eligibility criteria, as well as the terms and conditions of funding.

Applicants who wish to apply to the regular Program must meet the criteria set out in the Program's guidelines available [here](#).

Please note that applicants can only submit one application for the same festival, either through the regular Program¹ or through this Stream.

1. ELIGIBILITY CRITERIA FOR APPLICANTS

Applicants must meet all 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; and
- Have their head office in Canada and carry out their activities in Canada.

2. ELIGIBILITY CRITERIA FOR FESTIVALS

2.1. Basic Eligibility Criteria

This Stream aims to support film festivals in Canada:

- That are aimed at the **general public**. Student or amateur film festivals as well as festivals whose primary mandate is to screen and promote television and web based content are not eligible;
- That are **two days** or longer;
- That include a **minimum of 10%** of Canadian Works in their programming;

¹ Please note that the Promotion Program is currently under review.

- That have been **held at least once** in their current format in the previous year or, if last year's edition was cancelled or held in a different format due to the COVID-19 Pandemic, in the last two (2) years;
- Whose previous edition included a **minimum of 10%** of Canadian works in their programming.

Note: The calculation of percentage of Canadian works takes into consideration both feature-length films (75 minutes or more) and short content works (films of less than 75 minutes and content created for digital platforms). However, short content works are calculated on a 4 to 1 ratio².

2.2. COVID-19 Pandemic considerations:

- There must be sufficient and reasonable certainty that the festival can be held in a particular format in Telefilm's 2021-2022 fiscal year despite the COVID-19 Pandemic;
- The festival 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.

3. TERMS OF FUNDING

Funding under the Stream will be provided to applicants who meet the eligibility criteria listed above and will be in the form of a non-recoupable contribution of an amount of a total of **\$5,000**. Telefilm's contribution must be used to cover direct expenses relating to the programming, promotion, delivery and administration of the festival.

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. Also note that applicants who have received Telefilm funding via the Promotion Program in past years are not guaranteed to receive funding via this Stream or the regular Promotion Program.

Further, Telefilm will review the applications received during each application period on a first-come, first-served basis. However, decision-making will take into account Telefilm's objective to ensure that its overall funding under this Stream is balanced in terms of regional representation, as well as in terms of mandates of festivals supported (for example, by supporting festivals whose primary mandate is to showcase works of creators from underrepresented groups such as Racialized Persons, LGBTQ2+, Persons with Disabilities, Indigenous, Women and Official Language Minority Communities.

4. HOW TO APPLY

Applications under this Stream must be submitted during one of the two available application periods, based on the dates during which the festival is held.

Festivals held between April 1, 2021 and September 30, 2021 must apply during the first application period, while festivals held between October 1, 2021 and March 31, 2022 must apply during the second application period. Festivals who have already received funding for their edition running between April

² Meaning that 4 short content works equal one feature-length film. Please see the [Essential Information Guide](#) for calculation examples.

1, 2021 and June 30, 2021 will have to request funding for their 2022 edition at a later date to be announced.

Please refer to Telefilm's website for the specific opening dates for each application period.

All applications must be submitted online via [Dialogue](#) and include the Canadian status declaration³ and incorporation documents (or if the applicant is a non-profit organization, the articles of constitution). Please note that incomplete applications will be automatically rejected.

All first-time applicants are encouraged to contact the resource-person for their region at info@telefilm.ca before applying.

5. 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 Stream's spirit and intent. In all questions of interpretation of either these guidelines, or the spirit and intent of this Stream, 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](#).

³ Form available on Telefilm's [website](#).