

# PROMOTION PROGRAM

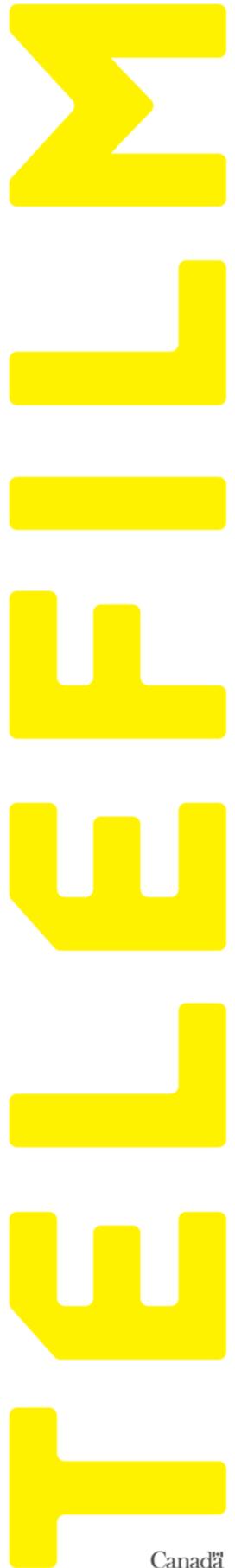
LIMITED EDITION STREAM

FUNDING FOR MEDIUM AND LARGE CANADIAN  
FESTIVALS AND FILM MARKETS

EFFECTIVE MAY 4, 2021

GUIDELINES

Ce document est également disponible en français



## INTENT OF THE PROMOTION PROGRAM

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

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

Applications for funding for activities traditionally related to the promotion 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;
- This [Limited Edition Stream](#) (the focus of these guidelines): includes long-established medium to large-scale film festivals and film markets;
- The stream covering 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 business or professional development activities focused on promotion, and other promotional activities). The parameters of this third stream will be announced shortly.

These guidelines provide direction on the eligibility criteria and funding conditions under the Limited Edition Stream (the "Stream").

Please note that applicants may only submit one application for the same festival, either under the [General Admission Stream](#) or under this stream.

### PURPOSE OF THIS STREAM:

- consolidate support for established festivals and film markets<sup>1</sup> that have received financial assistance under the Program in Telefilm's 2020-2021 or 2019-2020<sup>2</sup> fiscal year;
- help expand awareness of Canadian works among the general public;
- fund activities that are aligned with national and international market needs, while helping to promote Canadian content and talent;
- support a balanced portfolio of festivals in terms of regional representation and missions (e.g., festivals whose primary mission is to showcase the work of creators from underrepresented groups who historically have not had equitable access to opportunities in the industry).

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<sup>1</sup> The main purpose of a film market is to conduct sales and promote distribution activities, as opposed to events offering professional training or informal networking opportunities.

<sup>2</sup> 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. APPLICANT ELIGIBILITY CRITERIA

An applicant must meet all of the following eligibility criteria:

- i. be a Canadian-controlled corporation, as defined in sections 26 to 28 of the [Investment Canada Act](#), working in the film, television or digital media sectors;
- ii. have a head office in Canada and operate in Canada;
- iii. key personnel responsible for the film festival or market must be Canadian citizens as defined in the [Citizenship Act](#) or permanent residents as defined in the [Immigration and Refugee Protection Act](#);
- iv. be financially sound and demonstrate, to Telefilm's satisfaction, that sound governance measures allowing the film festival or market to take place are in effect;
- v. have experience and expertise in organizing film festivals or markets of a nature and scope comparable to the one submitted for Telefilm funding;

## 2. ELIGIBILITY CRITERIA FOR FILM FESTIVALS AND MARKETS

### 2.1. Basic eligibility criteria

#### 2.1.1. Film markets

Film markets must have received Telefilm funding through the Program in 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.

#### 2.1.2. Festivals

To be eligible, festivals must:

- a. have received more than \$5,000 in funding from Telefilm 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<sup>3</sup>; and
- b. have proposed a minimum of 15% of recent Canadian works in the programming of their previous edition. 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)<sup>4</sup>;
  - ii. The majority of these works must be medium- or feature-length films;
  - iii. When the festival's programming consists exclusively of short films, this percentage can be met with the short film programming;
  - iv. When the festival's programming consists of a combination of feature films, medium-length films and short films, the ratio will be 2:1<sup>5</sup> for medium-length films and 4:1<sup>6</sup> for short films.

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<sup>3</sup> Please note that festivals which received funding of \$5,000 or less must apply for funding under the [General Admission Stream](#).

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

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

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

If the previous edition's programming contained more than 100 works, Telefilm will consider a minimum threshold of 15 Canadian works to be sufficient.

## **2.2. COVID-19 pandemic considerations**

- There must be sufficient and reasonable certainty that the film festival or market can be held in a particular format during Telefilm's 2021-2022 fiscal year despite the COVID-19 pandemic;
- The film festival or market 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**

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

Furthermore, Telefilm will consider the quality and recognition of the film festival or market, including team expertise, visibility, reach and impact at the regional, national and/or international level (e.g., market participation, audience size and evolution, recognition and presence of Canadian industry professionals).

### **3.1. Additional evaluation criteria for festivals:**

- i. The festival's innovative and competitive nature in terms of content and programming, promotion and visibility, leveraging of digital platforms, revenue models, etc.;
- ii. The specific actions undertaken in support of the promotion of Canadian content and talent, including visibility and promotional activities for the general public: awards/category focused on Canadian cinema, Canadian film opening or closing the festival, general public event to highlight the festival (tribute, special 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 festivals' missions (for example, supporting festivals whose primary mission is to showcase the work of creators from under-represented groups such as racialized people, 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.

Please note that all festivals and film markets are assessed to ensure alignment with the intentions of the Stream and 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 will be based on, among other things, the film festival or market's budget, the private financing obtained, the film festival or market's size, and Telefilm's financial participation during fiscal year 2020-2021<sup>7</sup>. All eligible applicants will be informed by Telefilm, prior to the opening of the Stream, of the amount of financial participation they are eligible for, subject to compliance with the Stream's criteria.

Also, if all or part of a film festival or market will be held virtually, applicants may be eligible for additional funding. We invite applicants to clearly indicate this when submitting an application.

Applicants are reminded that Telefilm's financial participation is not guaranteed from year to year for any activity.

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<sup>7</sup> 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.

Telefilm's financial participation is contingent on the applicant's continued compliance with the eligibility and evaluation criteria described above, as well as the availability of funds in the Program.

All applicants must only use Telefilm's financial participation to cover the eligible costs described in the Appendix. Telefilm reserves the right to reduce its financial participation upon review of final cost reports submitted by applicants.

## 5. HOW TO APPLY

Applications under this Stream must be submitted during one of the two application periods available, depending on the scheduled dates of the film festival or market.

Applications for film festivals and markets taking place between May 17, 2021, and December 31, 2021, must be submitted during the first opening period, while applications for film festivals or markets taking place between January 1, 2022, and March 31, 2022, must be submitted during the second opening period.

Please consult Telefilm's [website](#) for the dates of each opening period.

**All applicants must file their application electronically via [Dialogue](#)**, attaching all required documents listed on Telefilm's website. All subsequent documentation must also be submitted electronically via Dialogue.

Applicants with complementary activities<sup>8</sup> are encouraged to contact the Project Leader responsible for their organization's region to discuss the application process and whether they should submit a single application for all activities or a separate application for each complementary activity.

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

## 6. GENERAL INFORMATION

Compliance with the guidelines is a prerequisite for funding eligibility but does not guarantee access to Telefilm funding. Telefilm reserves the right to modify its guidelines and application forms as needed. The implementation and interpretation of these guidelines are at Telefilm's sole discretion, and Telefilm ensures that its funding is granted to festivals and film markets that respect the Stream's spirit and intent. For any questions regarding the interpretation of these guidelines or the spirit and intent of the Stream, Telefilm's interpretation shall prevail.

All information provided, obtained, created or disclosed 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.

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<sup>8</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 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.

## **APPENDIX**

### **Eligible costs**

The applicant must comply with the types of eligible costs set out in Telefilm's standard budget/cost report. These costs must be itemized when submitting the film festival or market's financial statements. Eligible costs include all salaries, professional fees and direct expenses incurred in connection with the funded festival or film market only and, more specifically, costs related to the following items:

- Programming: direct costs related to the development and delivery of the festival or film market programming;
- Communication and Promotion: direct costs related to the communication and promotion strategy of a film festival or market;
- Production: direct costs of delivering the film festival or market to its targeted audiences;
- Administration: direct and reasonable costs related to the various costs of administering the film festival or market; it is understood that costs related to the applicant's core business and capital expenditures, such as rent, staff salaries, equipment rentals and other maintenance charges, are eligible provided that they are prorated and directly related to the funded film festival or market<sup>9</sup>.

Only Canadian expenses will be eligible; however, Telefilm will assess the eligibility of expenses incurred abroad when services of a comparable nature are not available in Canada and are essential to the success of the film festival or market.

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<sup>9</sup> See the [Essential Information Guide](#) for more information on this topic.