

PROMOTION PROGRAM

Frequently Asked Questions

1. Why are you only accepting applications for activities that received funding in Telefilm’s 2019-2020 fiscal year?

Telefilm wishes to continue to support past promotional activities that have received funding under the Promotion Program during Telefilm’s 2019-2020 fiscal year. Due to the exceptional circumstances caused by the COVID-19 pandemic, Telefilm’s financial participation shall be focused on supporting existing clients’ past promotional activities during this time.

2. Can I apply for funding even if I have never held my promotional activity before?

No. Due to the exceptional circumstances resulting from the COVID-19 pandemic and the availability of funds, Telefilm will only support promotional activities that received Telefilm funding in the 2019-2020 fiscal year.

3. When should applications be submitted?

Applications should be submitted during the open application period for each fiscal year (please verify the applicable opening and closing dates on Telefilm’s website). We will prioritize activities based on the date the activity is taking place. We recommend applicants do not apply until they can represent what will be delivered, including their ability to complete the projected expenses and income for the activity in the required budget document. 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.

4. How will Telefilm’s funding for my activity be determined?

Due to the COVID-19 pandemic and the potential impacts on many organizations’ ability to present past activities in their original, historic manner, all applications, whether previously identified as recurring or non-recurring, will undergo an evaluation to determine the amount of Telefilm’s financial participation. This evaluation will include among other things a review of the activity proposal, as well as the projected revenues and expenses described in the activity’s budget. Regardless of the amount requested by the applicant, Telefilm’s financial participation shall not exceed its participation in the activity for the 2019-2020 fiscal year or the amount of projected expenses described in the activity’s budget. Please also note that Telefilm’s funding remains contingent upon an applicant’s ongoing ability to meet the eligibility and evaluation criteria described in the Program guidelines, as well as the availability of funds in the Program.

5. If a complementary activity previously received Telefilm funding as a stand-alone application, does it have to be included in the application for the main activity (such as a festival, for example) with which it is associated?

Please note that for Telefilm’s 2020-2021 fiscal year, applicants who have complementary activities previously supported by Telefilm are encouraged to contact their Project Leader to discuss whether the application for such activity should be stand-alone or included with the main activity. Complementary activities are defined in the Program guidelines 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 main activity on a regular basis.

6. What happens if my activity plans change due to unforeseen circumstances related to COVID-19 after my promotion agreement is executed with Telefilm?

Telefilm recognizes that planned activities applying for Promotion Program funding may change after the application is submitted or after the promotion agreement has been signed with Telefilm due to the extraordinary circumstances related to the COVID-19 pandemic. Telefilm will work with applicants on a case by case basis to review such situations. However, any funding provided by Telefilm can only be used for the eligible costs of approved promotional activities and cannot be used for the organization's emergency or other working capital related expenses.

7. What does Telefilm consider as a material change to a promotional activity for the purposes of the application form?

A material change is a change that could have, in Telefilm's opinion, an impact on the applicant's ability to conduct the activity as initially planned. Material changes could include, among other things:

- Changes in key personnel if the new key personnel has less or non-equivalent experience;
- A change in the date of an activity that is now set in a similar period as another similar sized activity in the same region;
- Change in the targeted market;
- Change in delivery format (for example, cinema screenings changed to online screenings);
- Loss of partnership, etc.

8. What is a "Canadian work"?

A Canadian work is an audiovisual work that has either been 1) certified by the Canadian Audiovisual Certification Office (CAVCO) as a "Canadian film or video production", 2) recognized as an audiovisual treaty coproduction by the Minister of Heritage or 3) directed and produced by Canadians and its copyright is owned by Canadians. It includes feature films, medium or short films, television programs and digital productions.

9. What is counted in the 15% of Canadian works for festivals (or 75% for an alternative distribution network)?

Telefilm considers only recent Canadian works; i.e., generally films which have been completed and distributed in the last two calendar years.

Telefilm considers all formats to determine Canadian works. However, the majority of the 15% (or 75%) must be feature length films (i.e. 75 minutes or more) or medium length films (i.e. 30 to 74 minutes) unless the event is exclusively specialized in short films (i.e. less than 30 minutes).

For example, in the case of a film festival that is not focussed on short films, if the program totals seventy-five (75) films, 15% or eleven (11) of those films must be recent Canadian films and of those eleven Canadian films, at least 50% or six (6) must be feature or medium length film.

10. How are in-kind sponsorships treated?

Telefilm recognizes in-kind sponsorships (other than monetary) at thirty-three percent (33%) of their reported value. Accounting for in-kind sponsorships can leave room for interpretation. To accelerate the decision-making process and limit due diligence, Telefilm wishes to rely only on information that is easily verifiable from an accounting standpoint.

11. What is the percentage of administrative costs that can be included in the budget of a promotional activity?

Administrative costs should generally not be higher than 25% of the direct costs of the activity (direct costs are equal to the total budget minus administrative costs).

12. Who do you consider as "key personnel" for a promotional activity?

The key personnel would include the Executive Director, the Festival director, the Communications/Marketing Director and the Content Programming Director or their equivalent.