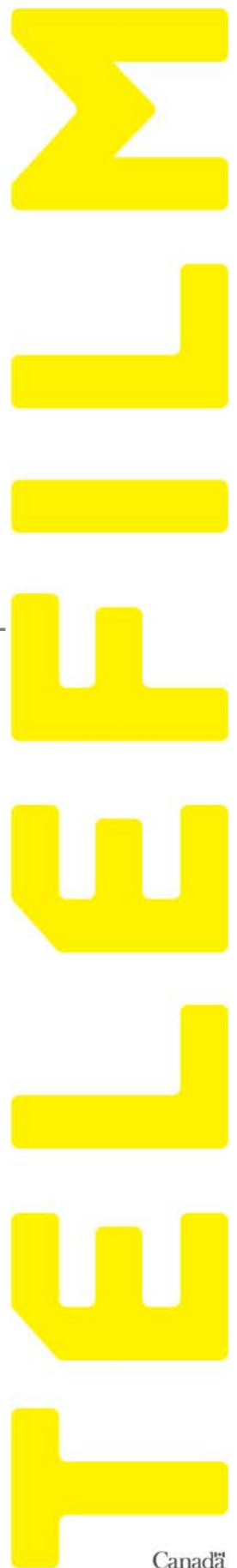


PROMOTION PROGRAM

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

APPLICABLE AS OF MAY 25, 2020

GUIDELINES



PROGRAM INTENT

Telefilm Canada's ("Telefilm") 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 stimulate 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 intentions are:

- To provide continued support to past promotional activities that have received funding under this Program during Telefilm's 2019-2020 fiscal year (the "2019-2020 Fiscal Year");
- 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 meet all the following eligibility criteria:

- Have received funding under this Program during the 2019-2020 Fiscal Year; and
- Fall within one of the following categories by meeting all the eligibility criteria for such category:

1) Canadian film festivals:

- The programming of the festival held in the 2019-2020 Fiscal Year must have had a minimum of 15% of recent Canadian works;
- A majority of these works must have been medium¹ or feature-length² films. However, when a festival's programming consists exclusively of short films³, 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 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 networks⁴:

- The official programming of the network held in the 2019-2020 Fiscal Year must have had a minimum 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 the Program's intentions. 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.;

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

² A feature film is a film having a running time of 75 minutes or longer.

³ A short film is a film having a running time of less than 30 minutes.

⁴ 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.

- 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 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;
- COVID-19 pandemic considerations:
 - The activity must be held in a substantively similar manner to its previous edition in the 2019-2020 Fiscal Year, subject to any alterations that are necessary due to the COVID-19 pandemic;
 - There must be sufficient and reasonable certainty that the activity can be held in a particular format in Telefilm's 2020-2021 fiscal year despite the COVID-19 pandemic;
 - The activity must be held in conformity with any and all municipal, provincial or federal public health measures that are applicable to such activity, in order to protect the health and safety of its participants, collaborators, employees and other organizers, as the case may be.

Note that all activities, whether newer or recurring, shall be subject to an evaluation process to assess their alignment with the Program's intentions and shall not be guaranteed funding under this Program.

4. TERMS OF FUNDING

Telefilm's financial participation 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. Telefilm's funding for 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 not exceed in any case Telefilm's financial participation in the 2019-2020 Fiscal Year.

Applicants 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 newer or recurring.

5. 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.

Please refer to Telefilm's [website](#) for the opening and closing dates for applications.

It should also be noted that applicants with complementary activities⁵ are encouraged to contact the Project Leader responsible for their organization's region to discuss the application process and whether a single application should be submitted for all activities or whether individual applications should be submitted for each complementary activity.

For more information, please refer to the [Frequently Asked Questions](#) or contact your Project Leader, National Promotion.

⁵ 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.

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](#).

All Telefilm programs are subject to the availability of funding from government and other sources.

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. Eligible costs should include all salaries, professional fees and direct expenses to be incurred in connection with the funded activity only, and more specifically related to:

- Programming: direct costs related to the elaboration and delivery of the activity's programming;
- Communication and promotion: direct costs related to the activity's communication and promotion strategy;
- Delivery: direct costs related to delivering the activity to its targeted audiences; and
- Administration: direct and reasonable costs related to the activity's various administrative fees; it being understood that costs related to the applicant's core activities and capital expenditures, such as rent, staff salaries, equipment rental and other maintenance charges, are only eligible if they are pro-rated and relate directly to the activity.⁶

If applicable, a standard Telefilm budget/cost report template should be prepared for each complementary activity taking place during the main activity, such that eligible costs for the activity and each of its complementary activities are treated separately.

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.

⁶ See [FAQs](#) for more details.