

THEATRICAL DOCUMENTARY PROGRAM

EVALUATION GRID

Criteria	Assessment considerations	Weight
Creative Elements	Originality, quality of research, cinematic and narrative potential, director's vision, engagement with relevant communities	50
Track Record of the Team (i.e., Producer, Director, Screenwriter)	Relevant experience and expertise, capacity to move the project to production and to execute its vision, past performance (critical acclaim, audience engagement, visibility, etc.)	20
Project Viability	Project readiness, financial viability, confirmed financing, feasibility of the production schedule, access to relevant locations and interview subjects	10
Theatrical Potential, Promotion Strategy and Audience Reach Potential	Potential to stand out and make an impact, promotion and marketing strategy, capacity to reach and maximize audience, track record of attached distributor, identification of target market and marketing hooks	20
	Total	100

Portfolio Balance Decision making will take into account Telefilm's objective to foster a diversity of voices in the industry, ensuring Telefilm funds a balanced portfolio of productions reflecting a variety of genres, budget and company sizes, regions across the country, and different viewpoints. To that effect, Telefilm may notably prioritize projects whose key creatives (director and/or screenwriter and/or producer) self-identify as Racialized Persons (including, but not limited to, Black and People of Colour), Indigenous, Women, and Members of Official Language Minority Communities.

For more information, please see the Theatrical Documentary Program Guidelines and the Essential Information Guide on the Program's [webpage](#).