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|  | **Visibility Grid for Activities**  *Promotion Program promotion* |

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| --- | --- |
| Activity name: | Activity date: |
| Applicant name: | Current date: |
|  |  |

* If your activity receives only **Telefilm Canada** funding, complete only **Grid 1**.
* If your activity receives **Talent Fund and Telefilm** funding, complete only **Grid 2** - you will be notified.

**GRID 1 – TELEFILM CANADA**

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| **REQUIRED VISIBILITY ELEMENTS** | **DETAILS (placement, quantities, examples, etc.)** To be completed after activity is held |
| **TELEFILM** **LOGO AND MENTIONS** - In all formal and external communications (verbal, written, electronic or other), with logo size and placement reflecting Telefilm’s relative rank among financial partners. | |
| **Logo on posters** |  |
| **Logo on website** (with link to Telefilm website) |  |
| **Logo on catalogue/program/invitations** |  |
| **Logo on media releases** |  |
| **Telefilm message in catalogue/program** |  |
| **Ad in catalogue/program** |  |
| **Telefilm speaking opportunities** (media event, reception, event, etc.) |  |
| **Mention of Telefilm support** at media event, reception, event |  |
| **Mention of Telefilm support** on social media |  |
| **Web banner** |  |
| **Trailer** (shown at opening/closing ceremonies, beginning of screenings and other relevant events, workshops or panels) |  |
| **Pop up banner** |  |
| **Access to key events** Tickets or passes to be negotiated with Telefilm prior to event |  |
| **ADDITIONAL VISIBILITY ELEMENTS** If Telefilm support is > or = $25,000\* | **DETAILS** |
| **Targeted visibility opportunities** Propose visibility opportunities aligned with Telefilm’s objectives (e.g., Canadian screen‐based content and talent promotion). |  |
| **Mention of Telefilm support in media interviews** |  |
| **Opportunity to provide quote for media releases** |  |
| **IMPACT**– What impact did the funding provided by Telefilm have on your activity? (Describe in 2-3 lines) | |

**NOTE: The content and design of all communications materials are subject to prior approval by Telefilm.**

\* Telefilm reserves the right to require this visibility element when Telefilm’s support is less than $25,000

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|  | **Visibility Grid for Activities**  *Promotion Program* |

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| Activity name: | Activity date: |
| Applicant name: | Current date: |
|  |  |

* If your activity receives only **Telefilm Canada** funding, complete only **Grid 1**.
* If your activity receives **Talent Fund and Telefilm** funding, complete only **Grid 2** - you will be notified.

**GRID 2 – TALENT FUND AND TELEFILM CANADA**

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| --- | --- | --- |
| **REQUIRED VISIBILITY ELEMENTS** | **DETAILS (placement, examples, etc.)** To be completed after activity is held | **SPECIFIC FIGURES** |
| **TELEFILM AND TALENT FUND LOGOS AND MENTIONS**  In all formal and external communications (verbal, written, electronic or other), with logo size and placement reflecting Telefilm’s and Talent Fund’s rank among financial partners. | | |
| **Logo on posters** |  | Quantity printed: |
| **Logo on website** (with link to Telefilm/Talent Fund website) |  | Number of page visits: |
| **Logo on catalogue/ program/invitations** |  | Number of copies: |
| **Logo on media releases** |  | Number of recipients: |
| **Telefilm message in catalogue/program** |  | Number of copies: |
| **Ad in catalogue/program** |  | Number of copies: |
| **Telefilm speaking opportunities** (media event, reception, event, etc.) |  | Audience size: |
| **Mention of Telefilm support** at media event, reception, event, etc. |  | Audience size: |
| **Mention of Telefilm support** on social media |  | Number of impressions/views: |
| **Web banner** |  | Number of impressions/clicks: |
| **Trailer** (shown at opening/closing ceremonies, beginning of screenings and other relevant events, workshop or panels) |  | Audience size: |
| **Pop up banner** |  | Number of visitors: |
| **Access to key events** Tickets or passes to be negotiated with Telefilm prior to event |  | Number of tickets received: |
| **ADDITIONAL VISIBILITY ELEMENTS** If Telefilm/Talent Fund support is > or = $25,000\* |  | **SPECIFIC FIGURES** |
| **Targeted visibility opportunities** Propose visibility opportunities aligned with Telefilm’s objectives (e.g., Canadian screen‐based content and talent promotion). |  | \*As applicable |

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| --- | --- | --- |
| **Mention of Telefilm support in media interviews** |  | Audience or readership: |
| **Opportunity to provide quote for media releases** |  | Number of recipients: |
| **OTHER** |  | \*As applicable |
| **IMPACT**– What impact did the funding provided by Telefilm and the Talent Fund have on your activity? (Describe in 2-3 lines) | | |

NOTE: The content and design of all communications materials are subject to prior approval by Telefilm.

**Telefilm would like to receive digital photos and PDF files of promotional elements from your activity promoting the Talent Fund (mention or logo).**\* Telefilm reserves the right to require this visibility element when Telefilm’s support is less than $25,000