

Event name _____ Event or Initiative date(s) _____

Applicant name _____ Date (of this document) _____

Standard Visibility Elements	Report on Specific Details AFTER Event/Initiative
Recognition of Telefilm Canada and/or the Talent Fund	
<input type="checkbox"/> In all external and formal communications (verbal, written, electronic or other) Telefilm's and, when applicable, the Talent Fund's financial participation will be recognized in a manner mutually agreed upon between the parties.	
Use of Telefilm Canada and/or Talent Fund's logo	
<input type="checkbox"/> In all formal and external communications (printed, electronic or other) Telefilm's and, when applicable, the Talent Fund's logo will be prominently visible on all marketing material and documents, with logo size and location reflecting the relative rank of Telefilm and/or the Talent Fund among financial partners. <input type="checkbox"/> Telefilm will be provided with digital photos demonstrating use of Telefilm and/or Talent Fund branded materials in a timely manner following the completion of the event. <input type="checkbox"/> At Telefilm's request and when applicable, the Applicant must include the logos of the Talent Fund's main contributors. The use of these logos must be approved in advance by Telefilm.	
Communication materials	
<input type="checkbox"/> Content and design of communications materials (media releases, PSAs, electronic bulletins) where Telefilm and/or the Talent Fund appears, are subject to prior approval by Telefilm <input type="checkbox"/> Telefilm will be afforded key opportunities for acknowledgement by the event/initiative, such as call for entries, press conference, sponsors' reception etc. <input type="checkbox"/> Telefilm will be given the opportunity to provide a quote for inclusion in media releases, where applicable <input type="checkbox"/> Event/initiative spokesperson(s) will acknowledge Telefilm's and/or the Talent Fund's participation at media events and/or interviews <input type="checkbox"/> Telefilm will receive the opportunity to provide an ad and a welcome message from Telefilm representative in the program book, and/or industry guide <input type="checkbox"/> Telefilm's and/or the Talent Fund's corporate video clip will be shown at the event/initiative's opening and closing ceremonies, at the beginning of screenings, and at any Telefilm and/or Talent Fund branded industry panel or workshop	
Web site	
<input type="checkbox"/> Telefilm Canada's and/or the Talent Fund's name and logo will appear on the organization or event's website <input type="checkbox"/> Telefilm's and/or the Talent Fund's logo on the web site will include a link to Telefilm's and/or the Talent Fund's website	
Telefilm speaking opportunities	
<input type="checkbox"/> A Telefilm representative will be given the opportunity to speak at the event at points mutually agreed upon between the two parties	
Contribution to Canadian talent and content promotion	
IF TELEFILM SUPPORT >= \$25,000*: <input type="checkbox"/> Within the event or initiative, applicant should propose activities and visibility opportunities aligned with Telefilm's objective regarding Canadian screen-based content and talent promotion <i>* Telefilm reserves the right to require this visibility element when Telefilm's support is less than \$25,000.</i>	
Access to Event	
<input type="checkbox"/> Telefilm will be allocated tickets /passes to key events. The number of tickets/passes to be negotiated and mutually agreed upon between the two parties	