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

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

**TELEFILM CANADA**

The visibility elements below are provided as examples. If any of these elements can't be offered or are not suitable for your activity, please contact your regional project manager to discuss and suggest alternatives.

|  |  |
| --- | --- |
| **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