
CANADA FEATURE FILM FUND

Festivals Performance Program

Guidelines



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1. GENERAL INFORMATION

Telefilm Canada provides financial support to Canadian festivals through two instruments: a competitive component the *"Skills and Screens Program"* and a performance-based component the *"Festivals Performance Program"*. Within the *Festivals Performance Program*, resources in the form of performance envelopes are reserved for festivals who achieve success at reaching Canadian audiences. Festivals with envelopes have greater autonomy, discretion and flexibility in using the funds toward core funding of their event. Festivals may also be eligible to apply for financing from the *Skills and Screens Program*, according to which Telefilm Canada prioritizes and selects from amongst events in a highly competitive environment. These guidelines are for the *Festival Performance Program* ("the Program").

While compliance with these guidelines is a prerequisite to eligibility, compliance does not guarantee funding from the Program. Telefilm Canada has full discretion in administering its programs and in the application of these guidelines to ensure that its funding is provided to those festivals that meet its objectives, spirit and intent. In all questions of interpretation of either these guidelines or the objectives, spirit and intent, Telefilm Canada's interpretation shall prevail.

The application form available on Telefilm Canada's [website](#) contains relevant information and constitutes an integral part of these guidelines. Telefilm Canada reserves the right to make adjustments to these guidelines and application forms from time to time as the need arises.

2. OBJECTIVES, SPIRIT AND INTENT

2.1 Objectives

The primary objective of the Canada Feature Film Fund (the "CFFF") is to increase Canadian audiences for Canadian feature films. This Program plays an important role in meeting this objective by financially supporting Canadian festivals that have a distinguished track record in:

- reaching Canadian audiences;
- showcasing Canadian feature length films; and
- contributing to the appreciation and awareness of Canadian film.

2.2. Spirit and Intent

The CFFF recognizes achievement at reaching Canadian audiences by earmarking resources to successful festivals for their subsequent eligible activities (performance envelopes). The following objectives govern the envelope system as a means to achieve the overall objective of the CFFF:

1. envelopes should only be earmarked for those festivals with the most distinguished track record of performance at reaching Canadian audiences;
2. performance envelopes must be sufficiently large to avoid the festivals having to apply to the competitive component for "top-up" resources; and

3. the envelopes should afford these exceptional festivals greater predictability of financial support, decision-making autonomy and greater flexibility in using the resources, as compared to festivals that must apply to the competitive component of the *Skills and Screens Program*.

In the event of changes in management or ownership of a festival for which an envelope has been earmarked (sale, merger, change in management, etc.) Telefilm Canada, at its sole discretion, will review the degree to which those newly involved effect the track record and whether the festival still merits the increased autonomy and flexibility as provided by performance envelopes. In the event that Telefilm Canada, in its sole discretion, is not satisfied that the ongoing earmarking of the performance envelope will meet the spirit and intent of the CFFF, these funds will be transferred for use in the competitive component to which all festivals will be eligible to apply.

3. EXPECTED OUTCOMES

The expected outcomes of the Program are the following:

- In the short term, provide transparent, flexible and predictable core funding to Canadian festivals able to achieve a significant performance threshold.
- Over the medium term, increase Canadian audience awareness of Canadian feature films.
- Over the long term, contribute to the achievement of the overall objectives of Telefilm Canada and the CFFF.

4. ELIGIBILITY

4.1 Eligible Applicants

To be eligible for assistance, a festival must meet ALL of the following criteria:

- Achieve a minimum of 100,000 in overall attendance at the screening of feature length films¹ at the festival;
- Submit a standard [performance report](#) in accordance with Telefilm Canada's requirements;
- Be in existence for at least 3 years;
- Be a Canadian-owned and controlled company as determined under Sections 26 to 28 of the [Investment Canada Act](#);
- Have a head office based in Canada and the company's activities should take place in Canada;
- Board members and key members of the organization must be Canadian citizens, within the definition of the [Citizenship Act](#), or permanent residents, within the definition of the [Immigration and Refugee Protection Act](#);
- Provide evidence of the company and festival's financial stability (including not running consistent or significant deficits); and

¹ The duration of a feature length film is 75 minutes and includes feature length fiction, documentaries and animation.

- Provide evidence of the company and festival's commitment and approach to ensuring good governance.

4.2 Eligible Costs

Eligible costs shall be limited to those related to the production of the festival and that have been identified in the project proposal approved in advance by Telefilm Canada, taking into consideration that:

- Normally, only expenses incurred in Canada are eligible for financing assistance. However, Telefilm Canada will consider the eligibility of international expenses when comparable services are not available within Canada and they are integral to the success of the event.
- As demand for funding always exceeds available resources, any applicant that proceeds to incur costs in expectation of receiving Telefilm Canada's financial participation does so at their own risk.

5. ENVELOPE CALCULATION

This Program has an annual budget which may change from year to year; subject to available funding and overall priorities within the CFFF.

Within the available resources, Telefilm Canada will calculate and reserve an amount for each eligible festival based on their contribution to the objectives of the Program relative to all eligible festivals.

Performance envelopes for a given fiscal year² are based on the festival's performance report for the previous edition of their event held between November 1 and October 31 of the previous fiscal year (the "Reference Period").

Listed below are the performance criteria for performance envelopes:

- 20% of the Program's total budget will be allocated based on the festivals' ability to generate total feature film audience attendance;
- 20% of the Program's total budget will be allocated based on the number of Canadian feature films programmed;
- 20% of the Program's total budget will be allocated based on the festivals' ability to generate revenues; and
- 40% of the Program's total budget will be allocated based on the festival's historical level of funding received from the previous Canada Showcase Program.

In future years, Telefilm Canada intends to:

- Closely monitor the calculation of the performance envelopes according to the objective, spirit and intent of this Program and the CFFF;
- Reduce the historical access performance criteria in favour of a performance criteria related to Canadian audiences for Canadian feature films; and

² Telefilm Canada's fiscal year is from April 1 to March 31.

- Extend the annual Reference Period and move toward a rolling average in the performance data to minimize the impact of annual market changes.

Festivals, especially those festivals with a Performance Envelope in any given fiscal year are hereby advised that they should not rely on past guidelines and practice for anticipating or predicting an envelope for future years.

6. FINANCIAL PARTICIPATION

Telefilm Canada will provide financial assistance to festivals in the form of a contribution. The specific terms of the contribution will be detailed in the festival's contribution agreement with Telefilm Canada.

Telefilm Canada will calculate annually the amounts that each eligible festival may receive. Depending on their yearly performance relative to all eligible festivals, their level of funding might vary from year to year.

While each individual festival's level of funding may vary due to their annual performance, a *Fair Warning Policy* will be implemented for festivals that fail to achieve the minimum audience threshold of 100,000 in overall attendance:

- a. First year: a 10% funding reduction from the previous year's level of received funding;
- b. Second year: a 50% funding reduction from the previous year's level of received funding; and
- c. Third year: Ineligibility to the Program until the audience threshold of 100,000 in overall attendance is met again.

Performance funding reserved for an eligible festival may not exceed the lesser of 10% of the total approved festival budget or \$750,000.

If an eligible festival raises financing from other sources in excess of Telefilm Canada's approved budget, Telefilm Canada may reduce the envelope accordingly.

7. ACCESSING THE ENVELOPE

Festivals with performance envelopes have conditional privileges that are not provided to festivals that must apply to the highly oversubscribed and competitive process. Access to an envelope is a privilege, not a right. **Under no circumstances are the envelopes transferable.**

8. HOW TO APPLY

8.1 Application Process

Step 1

Eligible festivals wanting to be considered for a performance envelope in any given fiscal year, must submit a performance report for the previous edition of their event held between

November 1 and October 31 of the previous fiscal year to Telefilm Canada no later than January 31.

A copy of the [performance report](#) can be found on Telefilm Canada's website.

Step 2

Eligible festivals will receive a written notification by mid-February informing them of their performance envelope for the next fiscal year. Telefilm Canada reserves the right to adjust the amount if the review of the festival's completed application warrants it.

Step 3

Festivals must submit their completed application form and Telefilm's standard budget, duly completed with all required documentation at least **10** weeks prior to the opening day of the festival for which financial support is being requested. Decisions are typically rendered 8 to 10 weeks following receipt of the complete applications.

Step 4

Festivals must submit their final cost report and drawdown requirements according to the date mentioned in the festival's contribution agreement with Telefilm Canada. Festivals which do not fully cash out their envelope by this deadline will lose the funds remaining in their envelope. The funds remaining within their envelope will be transferred to other priority areas within the CFFF.

8.2 Where to apply

All applications are handled through the local Telefilm Canada offices.

Apply on-line

To expedite the treatment of applications, Telefilm Canada encourages its clients to submit their applications through eTelefilm®, a fast, secure and user friendly on-line service. Clients that submit applications via eTelefilm® enjoy access to direct deposit for Telefilm Canada funding payments. To register on-line visit: www.telefilm.gc.ca/eTelefilm.

Apply by mail

Applicants must send the application form and Telefilm Canada's standard budget, duly completed with all required documentation, to the applicant's local Telefilm Canada office. Applications should be sent to the attention of the Initiatives and Programs Delivery Officer, Industry Development Operations, as listed on [Telefilm Canada's website](#). Officers are available to answer questions regarding the application or the documents required.

Applications from the Western provinces and the Territories must be directed to Telefilm Canada's office in Vancouver; applications from Ontario and Nunavut must be sent to the Toronto office; the Montreal office covers all French-language applications from across the country as well as English-language applications from Quebec; and the Atlantic Provinces are served by Telefilm Canada's Halifax office. The applicant must apply to the office described above based on where the applicant entity's head office is located.