
Canada Feature Film Fund

Guidelines

Marketing Program



Ce document est également disponible en français.
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1. CANADA FEATURE FILM FUND – MARKETING PROGRAM

1.1. Guidelines

These guidelines are for the Canada Feature Film Fund (CFFF) Marketing program for English and French-language productions. Separate guidelines for other CFFF programs (including development, production and complementary activities), are available at on the Telefilm Canada (Telefilm) [website](#).

There are two financing instruments within this program:

Selective component: The selective component is primarily for distributors with a box office track record sufficient to obtain a performance envelope. Telefilm selects from amongst projects in a highly competitive and oversubscribed environment.

Performance component: Resources are reserved for distributors who achieve success at the Canadian box office in the form of performance envelopes. Distributors with envelopes have greater autonomy, discretion and flexibility in using the funds to make Canadian feature films.

While compliance with these guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm funds. Telefilm may make adjustments to its guidelines and application forms from time to time as required. Telefilm has full discretion in the application of, or exception to, these guidelines to ensure that its funding is provided to those projects that meet its spirit and intent. In all questions of interpretation of either these guidelines, or the spirit and intent of this program, Telefilm's interpretation shall prevail.

1.2. Objectives, Spirit and Intent

The primary objective of the CFFF is to increase Canadian audiences in theatres for Canadian feature films.

This program is designed to support the marketing of Canadian feature films with the strongest box-office potential. Telefilm encourages diversity in feature film by supporting a range of genres, budgets, companies and regions. In this effort, Telefilm will also promote the development of partnerships among producers, distributors, exhibitors and international partners. The financial assistance provided will contribute to the overall growth, as well as professional and economic development of the Canadian film industry. Financing priority for this program is given to films that have been funded through the CFFF in Production (see section 3.1 for additional details).

While Telefilm does not intend to restrict filmmakers in their choices of stories or their natural settings, where possible priority will be given to projects which contain significant Canadian creative elements and present a distinctly Canadian point of view.

1.3. Expected Outcomes

The desired outcome of this program is that Canadian films are successfully marketed, and that they contribute to reaching the box office objective of 5% of the market-share of the total Canadian box office.

In order to reach this objective, the expectations are that:

- the English-language market share grows from \$8.5 million to \$12.5 million by 2011; and
- the French-language market maintains its share to at least \$22.5 million of the total box office.

2. ELIGIBLE APPLICANTS

2.1. Basic Criteria

Only Telefilm-approved theatrical distribution companies are eligible to apply to this program. In order to be considered eligible, the applicant must be a Canadian-owned and controlled corporation, as determined under Sections 26 to 28 of the [Investment Canada Act](#), with its head office based in Canada. In addition, when assessing an applicant's eligibility, Telefilm will evaluate whether:

- the applicant's activities take place in Canada;
- the financial stability of the applicant; and
- the applicant operates principally as a feature film distribution entity.

Furthermore, key distribution personnel exercising financial and distribution control over the project submitted to Telefilm must be Canadian citizens, within the definition of the [Citizenship Act](#), or permanent residents within the definition of the [Immigration and Refugee Protection Act](#).

Eligible distribution companies must demonstrate to Telefilm's satisfaction a commitment to distributing Canadian feature films and must possess the experience and level of expertise necessary to distribute the production. Telefilm's specific requirements will vary depending on the nature and scope of the project.

2.2. Additional Eligibility Criteria

Telefilm seeks to ensure that every production it supports is marketed and distributed effectively. Accordingly, it requires that all funded films be distributed by a Canadian company (or companies) whose primary business is the theatrical distribution of feature films in Canada.

To access marketing financing, distribution companies, in addition to meeting the basic eligibility criteria in sections 2.1 must meet the following eligibility criteria:

- the company must have been active in theatrical distribution in Canada for the last two years, by demonstrating a sufficient volume of business: over the past two years, the company must have released at least 12 films, of which a minimum of two must have been Canadian;
- the company must demonstrate on-going relevant expertise at all times and have one or more senior executives with five years experience in distribution companies of comparable size;
- the company must hold rights to at least three recent (produced in the last two years) films to be released within the next 18 months, two of which must be Canadian; and
- if affiliated with a Canadian broadcaster, the company must be a separately incorporated entity, distinct from the operations of the broadcaster(s) with which it is affiliated.

In addition, during the two-year period prior to submitting an application for marketing assistance, the company must have acquired and theatrically released eligible Canadian films made by non-related production companies comparable in number, budget and scope to films made by related production companies.¹

A start-up company, unable to meet all of the above eligibility criteria, may nonetheless apply for marketing financing if it meets the following conditions:

- has one or more senior executives with five years experience in distribution companies of comparable size;
- provides to Telefilm's satisfaction a corporate business plan for the distribution entity that, among other things, describes the plan for how the company will meet the above eligibility requirements; and
- in the case in which a company plans to access marketing assistance, the company will be expected to acquire and theatrically release a comparable number of eligible Canadian films produced by non-related production companies of a similar size and scope.

A start-up company, in addition to meeting the above criteria, may be required to submit additional supportive documentation to Telefilm in order to establish the company's viability as a Canadian distribution entity. This additional request is at the sole judgment of Telefilm and may be invoked at any time.

Telefilm, in its sole discretion, will make the decision as to whether or not a distribution company will be eligible for the requested purpose of receiving any financing from this program. Eligibility may be revoked or suspended at any time.

Telefilm may monitor the activities of all eligible distributors in light of concerns about potential reduction in non-related productions. In the event that Telefilm determines, based on its own judgment, that an eligible distributor has disproportionately reduced its non-related activity for the benefit of

¹ Telefilm will use the handbook of the Canadian Institute of Chartered Accountants as a guide in determining when two companies are related.

related production, Telefilm may elect to suspend activity with the company until such time as the activities of the eligible distributor are rebalanced in favor of non-related production.

2.3. Broadcaster-Affiliated Companies²

Broadcaster-affiliated distribution companies that meet the basic eligibility criteria in section 2.1 are eligible to apply to the selective component and are eligible to receive a performance envelope.

To ensure fair dealing and to meet the federal government's policy objective to foster a diversity of voices, Telefilm is of the view that safeguards are necessary. These safeguards include limiting the access of broadcaster-affiliated companies to a maximum of one-third of the overall selective and performance components.

Telefilm may monitor the activities of broadcaster-affiliated companies. In the event that Telefilm determines, based on its own judgment, that a broadcaster-affiliated company has practiced unfair dealing, Telefilm may elect to suspend activity with the company for two years.

3. ELIGIBLE PROJECTS³

3.1. Basic Criteria

In administering the CFFF, Telefilm seeks to support the promotion and marketing of feature films that are owned and controlled by eligible applicants and which contain significant Canadian creative elements. While Telefilm does not intend to restrict filmmakers in their choices of stories or their natural settings, it will, wherever possible, give priority to projects that present a distinctly Canadian point of view.

To be considered eligible for financing, a project must be either:

- a feature length film production funded at the production stage under the [CFFF Production programs](#); or
- a feature length film project that meets the eligible criteria of the [CFFF Production programs](#), with the understanding that for purposes of this program, this will include fiction and non-fiction films; or
- with respect to Canadian content certification, upon completion be **either**:

² A company is considered to be broadcaster-affiliated if it, or a corporate group of which it is a member, receives more revenue from CRTC-regulated operations (including without limitation, broadcasting, cable, satellite) than from combined production and distribution operations. For the purposes of the above, **corporate group** means two or more affiliated corporations. Telefilm will use the definition of **affiliate** set out in the *Canada Business Corporations Act*.

³ The term **eligible project** is used interchangeably with **film** or **project** throughout the guidelines.

- certified by the Canadian Audio-visual Certification Office (CAVCO) as a “Canadian film or video production” with a minimum of 8 out of 10 points under the provisions of the [Income Tax Act](#) (Canada) ; **or**
- certified as an official treaty coproduction by the Minister of Canadian Heritage (refer to Telefilm’s guidelines entitled [International Coproductions](#));
- if funded from an eligible distributor’s performance envelope, the project must comply with the *Additional Criteria for International Treaty Coproductions* as specified in the CFFF Production program [guidelines](#) for each linguistic market.

4. SELECTIVE COMPONENT

Telefilm seeks to improve box office results for the English-language market, while ensuring the sustainability and continued success of the French-language market. The higher the request for assistance to Telefilm, the greater the expectation of box office performance Telefilm will have.

4.1. Best Practices Approach to Successful Marketing

In general, Telefilm supports a best practice approach to administrative procedures for the Marketing program that speaks to the objective of improved box office performance for Canadian films. It is acknowledged that the contribution of the market voice, that is the involvement and commitment of the distributor early on, is critical to a project’s success. To this end Telefilm continues to promote the development of partnerships among producers, distributors, exhibitors and international partners.

The National Feature Film Executive will take into account the nature, size and scope of the film in ensuring that:

- discussions about a production’s marketing plan, key art, posters, trailers, focus groups and test screenings occur once a project’s marketing application has been accepted;
- the appropriate financial commitments are made within marketing budgets and contracts to realize the ambition of the marketing plan and the box office projections;
- with Telefilm’s support, that distributors and exhibitors will work to effectively stagger the release of similarly targeted Canadian films, and work to maximize the positioning of a film’s posters and trailers; and
- minimum production and marketing spends occur in unit publicity, production promotion and test screening.

4.2. Selection Process

Applicants must submit a full application for financing, to their local office, no later than at the time of delivery of the film to them by the producer, or risk not being financed. This lead time is required to ensure there is a reasonable opportunity for meaningful consultation prior to Telefilm’s decision to

participate. In addition, it will help ensure that there are appropriate lead times for campaigns, and that strategic release dates can be established.

Telefilm will commit resources to successful applications in the year in which the film is to be released (or the year before, in the case of releases early in the next fiscal year), subject to the financial constraints of agreements with government within which Telefilm operates. **Distributors are required to fully commit their performance envelope before submitting an application to the selective component.**

Applications from eligible distributors must include a detailed marketing plan for the Canadian theatrical release providing:

- a detailed description of how the box-office projections are built up given the demographics of the film (which includes a positioning statement⁴ for the film);
- the proposed release pattern;
- the performance of comparable films;
- a description of the key marketable elements of the film; and
- a description of how the proposed advertising spend drives the box-office projection, including the type of media targeted, tie-in's, cross-promotions, etc.

Telefilm's evaluation of an application will be based on:

- the box-office expectations for the film;
- the detailed marketing plan
- the size and strength of the distributor's P&A commitment;
- the distributor's risk in the project (minimum guarantee (MG), P&A commitment, pre-sold broadcast licenses); and
- the distributor's track record.

In granting marketing support, Telefilm will give priority to the projects supported in production by the CFFF that are most likely to contribute to achieving the box-office objectives within each linguistic market. Films for which distributors have made P&A commitments at the production stage will receive particular consideration.

Given the strong demand, it is likely that the films funded through the CFFF in production will quickly exhaust the selective marketing resources. However, should any monies remain uncommitted, Telefilm is prepared to consider marketing support for eligible productions not funded by the CFFF and, in exceptional cases, feature-length documentaries, where such projects are expected to help achieve the CFFF box-office objectives.

⁴ A positioning statement is intended as a statement designed to position the film in the minds of the intended audience. It identifies the target audience, and the elements of the film which will attract these target filmgoers. It outlines the salient marketing characteristics (or hooks) of a film.

5. PERFORMANCE COMPONENT

5.1. Envelope System

The CFFF recognizes achievement at the Canadian box office by earmarking resources to successful distribution companies 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:

- envelopes should only be earmarked for those companies with the most distinguished track record of performance at the Canadian box office;
- performance envelopes must be sufficiently large to avoid the companies having to apply to the selective components for top-up resources; and
- the envelopes should afford these exceptional companies greater predictability of financial support, decision-making autonomy and greater flexibility in using the resources, as compared to companies that must apply to the selective components.

In the event of changes in management or ownership of a company for which an envelope has been earmarked (such as a sale, merger, change in management, etc.) Telefilm, at its sole discretion, will review the degree to which those involved in creating the exceptional track record in Canadian box office remain involved and, thus, merit the increased autonomy and flexibility as provided by performance envelopes. In the event that Telefilm, 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 selective component to which all distribution companies will be eligible to apply.

Clients, and especially those distributors who have been offered performance envelopes for a certain fiscal year, are hereby advised that they should not rely on past guidelines and practice for anticipating or predicting an envelope for and the following fiscal and beyond.

5.2. Accessing the Envelopes

Distributors with performance envelopes have conditional privileges that are not provided to companies that must apply to the highly oversubscribed and competitive selective process. Access to an envelope is a privilege, not a right. **Under no circumstances are the envelopes transferable.** Financing available through a performance envelope must be used during the fiscal year in which the envelope was obtained.

A company that does not meet the eligibility criteria set forth in Section 2 of these guidelines, at the time a project is submitted, shall not have access to any performance envelope generated by the exploitation of the resulting film for as long as that performance envelope shall last.

Telefilm expects distributors to manage their envelopes so as to ensure that adequate resources are prioritized and available for the theatrical release of CFFF-funded films for which distributors have made

a marketing commitment. It is likely that the films funded through the CFFF in production will quickly exhaust the distributors' performance envelopes. However, should any monies remain uncommitted, distributors may use the envelope to support any CFFF eligible film and feature-length documentaries.

Telefilm will commit resources for successful applications in the year in which the film is to be released, (or the year before, in the case of releases early in the next fiscal year), subject to the financial constraints of agreements with the government within which Telefilm operates. **Distributors are required to fully commit their performance envelope before submitting an application to the selective component.**

Eligible distributors must submit a complete application for financing, to their local office, at the time of delivery of the film to them by the producer, or risk not being financed.

Applications must include a detailed marketing plan for the Canadian theatrical release providing:

- a detailed description of how the box-office projections are built up given the demographics of the film (which includes a positioning statement for the film);
- the proposed release pattern;
- the performance of comparable films;
- a description of the key marketable elements of the film; and
- a description of how the proposed advertising spend drives the box-office projection, including the type of media targeted, tie-in's, cross-promotions, etc.

In exceptional cases, Telefilm is prepared to consider marketing support for feature documentaries, where such projects are expected to contribute to the box-office objectives of the CFFF.

6. ELIGIBLE COSTS

Telefilm's financing will be in the form of a repayable non-interest bearing advance up to 75% of the eligible Canadian marketing costs for the release of the film.

Financing is available for Canadian feature film theatrical release costs at various stages, including, but not limited to, the creation of materials such as posters, teaser trailers and test screenings, test marketing and campaign creation, prints and advertising (P&A) and on-line marketing activities⁵ (services and tools) designed to reinforce the film's promotion and marketing.

⁵ Examples of online activities include, but are not limited to: online marketing, search engine optimization and web technology specialists; launch of a website with enriched content; the creation and addition of content on social media (e.g. blogs, Facebook, Twitter, YouTube); and personnel to maintain ongoing activity on social networks.

In the English-language market, with respect to any project that has received a significant production investment (deemed to be a total production investment of \$1.5M or greater) from the CFFF, Telefilm will require that the distributor professionally test screen the project at least twice: once prior to picture lock⁶ and once before finalizing the marketing strategy. This test screening will be executed by a Telefilm approved entity. In certain instances, Telefilm may also require that a distributor professionally test screen a film that has received a production investment of less than \$1.5M.

Telefilm will subsidize, at 100%, the test screening costs for national selective projects funded through the CFFF Production program of the English-language market. The advance will be in the form of a repayable non-interest bearing advance. Telefilm will also consider similarly subsidizing Telefilm-initiated test screenings of projects, supported at the production stage, at the local level, on a case by case basis.

Distributors may use their performance envelopes for Canadian projects toward either English- or French- language applications.

Foreign costs are ineligible for purposes of receiving subsidy in this program. In the case of a coordinated day and date release with the United States of America, a Canadian distributor may test screen outside of Canada, and may acquire their marketing elements (i.e. trailers) from outside of Canada. Such costs would be eligible for purposes of recovery and recoupment, however they would not be eligible for subsidy through this program.

Only exceptionally, Telefilm will allow foreign costs associated with test screenings, and the creation of trailers, to be eligible for subsidy through this program due to the lack of the availability of expertise within Canada. The distributor’s marketing plan must reflect the need for such and must obtain Telefilm’s prior approval for these exceptional costs.

7. REPAYMENT

Telefilm will recoup its financing according to the recoupment schedule outlined below:

Tier 1	50% to Telefilm and 50% to the distributor, until full recoupment of the distributor’s financial contribution of the approved costs
Tier 2	100% to Telefilm until full recoupment of 50% of its financial support
Tier 3	100% to the distributor until full recoupment of the MG and any additional eligible and admissible distribution expenses ⁷
Tier 4	100% to Telefilm until full recoupment of the remaining 50% of its financial support
Tier 5	100% of Telefilm’s pre picture lock test screening support

⁶ Any point in the post-production process that still involves picture cutting and/or editing. Once all picture editing is complete, the film’s visual elements are considered locked (picture lock) and post-production can move to the next phase, the sound edit and mix.

⁷ Net of any fees or expense reimbursement paid or payable to the distributor from the production budget.

Standard distribution terms and conditions

Telefilm may impose caps or limitations on deductible distribution fees and expenses. Please consult Telefilm's business policies with respect to [Distribution Terms and Contract Requirements](#).

8. APPLICATION PROCESS

Applicants should submit the appropriate application form, duly completed and signed, together with the Telefilm standard budget and all required documentation by the applicable deadline(s). [Application forms](#) and the [Client Service Charter](#) are available on Telefilm's [website](#).

8.1. How to Apply

Apply by mail

Applications should be sent to the Telefilm office in the applicant's region to the attention of the Project Coordinator, who is available to answer any questions regarding the application or the documents required. Please consult the [contacts section](#) of Telefilm's website for the name of the appropriate contact person.

Applicants from	Telefilm Office	Address
British Columbia, Alberta, Saskatchewan, Manitoba, Yukon, Northwest Territories	Western Region	609 Granville Street Suite 410 Vancouver, British Columbia V7Y 1G5 Phone: (604) 666-1566 Toll-free: 1-800-663-7771 Fax: (604) 666-7754
Ontario, Nunavut	Ontario	474 Bathurst Street, Suite 100 Toronto, Ontario M5T 2S6 Phone: (416) 973-6436 Toll-free: 1-800-463-4607 Fax: (416) 973-8606
Quebec	Quebec	360 St. Jacques Street Suite 500 Montréal, Québec H2Y 1P5 Phone: (514) 283-6363 Toll-free: 1-800-567-0890 Fax: (514) 283-8212

Newfoundland & Labrador, Nova Scotia, New Brunswick, Prince Edward Island	Atlantic Region	1717 Barrington Street Suite 300 Halifax, Nova Scotia B3J 3A4 Phone: (902) 426-8425 Toll-free: 1-800-565-1773 Fax: (902) 426-4445
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Applicants with their head office in one province or territory, but with a branch office in another province or territory must demonstrate a commitment to build the applicant branch office as a self-sufficient and autonomous production (or distribution) unit when applying to the regional office in which the branch office is located.

8.2. When to Apply

8.2.1. Selective component

In order to ensure funds are reserved for successful applicants, Telefilm requires receipt of completed applications no later than at the time of delivery of the film to the distributor by the producer, or risk not being financed.

8.2.2. Performance component

An envelope is awarded to a distribution company for marketing, and must be used in accordance with the CFFF Guidelines. For a detailed explanation of performance envelope disbursement requirements, and relevant dates, please refer [Date References for Performance Envelope Calculations and Disbursements](#) at the Telefilm website. Please note that the Telefilm's fiscal year runs from April 1 to March 31.

Telefilm reserves the right to withdraw the privilege of an envelope or modify the conditions related to the use of an envelope at any time.

Performance envelopes must be 80% drawn down⁸ (disbursed) and 100% committed by March 31. Companies that have not utilized their performance envelope by November 30 of a given fiscal year will be required, by that date, to submit formal applications for funding of projects that will draw down (disburse) at least 80% of any remaining envelope amount by March 31.

Furthermore, in order to satisfy Telefilm's cash management requirements, that portion of a performance envelope that is not contracted by January 31 will no longer be available. Additionally, based on the January 31, contracting deadline, that portion of a performance envelope that will fail to meet the 80% disbursement criteria by March 31, will no longer be available.

⁸ Save for a maximum of 20% of the total performance envelope that need not be drawn down.

ANNEX I: HOW A PERFORMANCE ENVELOPE FOR MARKETING IS CALCULATED AND ALLOCATED

The method used in the calculation of a distribution performance envelope is described in this annex.

For purposes of these calculations, **Gross Canadian Box Office** is defined as the box-office figures supplied to Telefilm Canada by the Motion Picture Theatre Association of Canada (MPTAC). The **Adjusted Box Office** is defined as the Gross Canadian Box Office as it is adjusted per the description contained in Part A below.

Part B describes the process of how Telefilm identifies the films that will qualify a distributor for an envelope. Part C details the calculation and methodology applied in arriving at the amount of an envelope. Part D outlines the caps that are applied to companies with envelopes.

PART A: What is Adjusted Box Office

The Gross Canadian Box Office is the primary criterion used for the calculation of envelope amounts. However, these amounts are adjusted for a film whose primary audience is children, and are further adjusted depending on the film's level of Canadian content, the number of screenings as well as awards received at festivals and award ceremonies. The result of these adjustments is the Adjusted Box Office used by Telefilm to determine which films qualify their producer(s) for an envelope and to what extent.

Adjustment # 1: Children's Films Adjustment

A film aimed primarily at a children's audience is disadvantaged when compared with other films because of the ticket price differential. In order to compensate for this differential, Telefilm adjusts the Gross Canadian Box Office of a film for children up by 25%.

It is the responsibility of the film's producer to advise Telefilm whether they wish their film to be considered as a children's film, with appropriate documentation in support of the claim. Notification should be made no later than three months following the theatrical release of the film.

Telefilm, in its sole discretion, will use one or more of the following indicators to help identify children's films for the purposes of a Gross Canadian Box Office adjustment, including, but not limited to:

- films that receive a General Audience (G) or a Parental Guidance Suggested (PG) rating;
- the film's target audience is clearly identified by the producer and/or distributor as children under the age of 13;
- the film's marketing campaign is clearly targeted to children 13 years or younger;
- the story is told from the point of view of an individual(s) who is 13 years of age or younger;
- the distributor, in cooperation with a primary school(s), organizes a special screening for children 13 years of age or younger;

- films that are officially presented in at least two internationally recognized children’s film festivals (a list of recognized children’s festivals can be found on Telefilm’s [website](#)); and
- films based on a pre-existing property (such as a book), generally recognized to be aimed at children.

Adjustment # 2: Canadian Content Weighting

Companies that make the greatest use of Canadian talent will have their envelope amounts weighted as follows:

- a Canadian film with an 8/10 CAVCO score or a minority official coproduction will have its Gross Canadian Box Office multiplied by 0.8;
- a Canadian film with a 9/10 CAVCO score or a 50% Canadian official coproduction will have its Gross Canadian Box Office multiplied by 0.9; and
- a Canadian film with a CAVCO score of 10/10 or a majority Canadian official coproduction will have its Gross Canadian Box Office multiplied by 1.0.

Adjustment # 3: Festivals and Awards Bonus

To acknowledge critical acclaim and excellence in addition to Canadian box office, the Gross Canadian Box Office will be weighted favourably based on the number of screenings and awards at selected international film festivals, awards at selected Canadian film festivals, as well as nominations and awards at selected Canadian and international awards ceremonies.

Each screening, nomination or award received at selected international and Canadian festivals and award ceremonies will result in a bonus of 5% towards the Gross Canadian box office amount for the eligible film, to a maximum of 20%.

The selected festivals and awards include:

- screenings in the official program(s) (including recognized sidebars) of the major international festivals listed below;
- awards received at the major international festivals listed below;
- awards received for Best Motion Picture and Achievement in Direction at *Les Prix Jutra* and the Academy of Canadian Cinema and Television Film Awards (Genies);
- selected awards received at key Canadian festivals listed below; and
- nominations and awards received at the Academy Awards (Oscars[®]), the Golden Globe Awards and the *César* awards.

International festivals

Telefilm may make adjustments to this list, from time to time as required, without notice.

- Amsterdam, Cinekid (children)
- *International Filmfestspiele* Berlin: Official Selection, Panorama, Forum,
- Kinderfilmfest

- Cannes Film Festival: Official Competition, *Un Certain Regard*, Directors' Fortnight and International Critics' Week
- Chicago
- Giffoni Film Festival (children)
- Karlovy Vary
- Locarno
- Malmo (children)
- New York Film Festival
- Park City (Sundance)
- Pusan, South Korea
- Rotterdam, The Netherlands
- San Sebastian, Spain
- Shanghai
- Sydney
- Tokyo
- Venice : *Biennale di Venezia – Mostra Internazionale del Cinema, Venice Days* (Directors' Fortnight equivalent)
- Zlin (children)

Canadian festivals & awards

Telefilm may make adjustments to this list without notice.

- World Film Festival (*Grand Prix des Amériques, Prix Air Canada, Golden Zenith for Best Canadian Film, Award for Most Popular Canadian Film*).
- Toronto International Film Festival (People's Choice Award, the Toronto City Award for Best Canadian Feature Film, the City TV Award for Best Canadian First Feature Film, the Discovery Award and the FIPRESCI Award).
- Atlantic Film Festival (People's Choice Awards for Best Feature and Best Canadian Feature).
- Vancouver International Film Festival (Most Popular Canadian Film).

PART B: How Does a Film Qualify

The reference period

Please refer to [Date References for Performance Envelope Calculations and Disbursements](#) at the Telefilm website for specific references for this year's envelope calculations.

Generally performance envelopes are based on Canadian films released in Canadian theatres over the span of three years. The calculation period of a year runs from July 1 and ends June 30. The films must be at least 8/10 on the CAVCO scale or are official coproductions.

A film qualifies its distributor(s) for an envelope if it meets the following performance criteria:

- the film ranks within the top 15% of films in the list of eligible films, as measured by the Adjusted Box Office; and
- each linguistic market is ranked separately and the top 15% from each linguistic market are qualified⁹.

PART C: Calculating the Envelope Amount

When a film is deemed qualified, it entitles its distributor(s) to a performance envelope subject to the following:

Initial funds available for the distribution performance component (85% of total resources allocated to distribution) are allotted among all qualifying films on a pro rata basis according to the Adjusted Box Office of each film. Funds that are unallocated due to the application of the cap will be moved to the selective component. Any adjustment made to the calculation of one film after letters announcing performance envelopes have been issued will be calculated at the reward ratio determined at the moment of initial calculations. The distributor of record is identified for each qualifying film, and the amount of the film envelope determined according to the pro rata allocation is attributed to the appropriate distribution company(ies). The results are cumulative, such that multiple qualifying films may result in the attribution of multiple amounts to the same distribution company(ies).

PART D: Application of Caps

Telefilm will limit the annual amount allocated in the performance-based calculations for distributors as follows: a distribution company, together with any related company(ies), may not be allocated more than \$3.5 million.

A company may be eligible to be allocated three separate performance based envelopes in the same year: English-language production, French-language production and distribution. The total amount that may be allocated to one company, together with any related company(ies), will not be allowed to exceed \$6 million. In the case where this cap is to be applied, Telefilm will consult with the company in determining how to apply it.

⁹ Films with box office of less than \$2000 will not be counted.