

CANADA FEATURE FILM FUND

ALTERNATIVE DISTRIBUTION PROGRAM

GUIDELINES

Ce document est également disponible en français



TABLE OF CONTENTS

1.	ALTERNATIVE DISTRIBUTION PROGRAM	3
2.	PROGRAM OBJECTIVES.....	3
3.	PROGRAM ELIGIBILITY.....	3
4.	NATURE AND TERMS OF FINANCIAL PARTICIPATION.....	4
5.	ASSESSMENT OF APPLICATIONS AND DECISION MAKING.....	4
6.	SUBMISSION REQUIREMENTS	5
7.	HOW TO APPLY	5
ANNEX:	RECOGNIZED CANADIAN FESTIVALS	ERREUR ! SIGNET NON DEFINI.

1. ALTERNATIVE DISTRIBUTION PROGRAM

Applicants are encouraged to read these guidelines carefully. This document contains essential information on eligibility criteria and the application process. While compliance with these guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm Canada funds.

Telefilm Canada 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 the Program, Telefilm Canada's interpretation shall prevail.

Telefilm Canada reserves the right to make adjustments to the guidelines to reflect the changes of the market evolution. The applicable guidelines for a project will remain in force for the entire life of the project.

Any information concerning and/or relating to any aspect of the funding application, the project, any previously completed project, the applicant and any related party to the applicant, as well as any other individual project and/or personal information, will remain confidential subject to the provisions of the [Access to Information Act](#) and the [Privacy Act](#).

Application forms available on Telefilm Canada's [website](#) contain relevant information and constitute an integral part of these guidelines. Telefilm Canada reserves the right to make adjustments to these guidelines and related application forms as the need arises.

2. PROGRAM OBJECTIVES

The objective of the Canada Feature Film Fund (CFFF) is to increase the number of Canadians watching Canadian films in theatres, aiming to capture 5% of the domestic box office. In reaching this target, a key challenge is to increase the theatrical circulation of Canadian feature films to all communities across Canada, including increasing audiences in the English-language market, as well as for French language films outside major cities in Quebec.

The Program plays an important role in meeting this challenge by providing financing to organizations that use alternate distribution methods to the traditional theatrical distributor-exhibitor model in promoting and releasing Canadian films.

3. PROGRAM ELIGIBILITY

Financial support is available to Canadian owned and controlled companies¹ actively involved in the production, marketing, distribution and/or exhibition of Canadian feature films². More specifically:

¹ As defined in the [Investment Canada Act](#) and the eligible applicants section of the [CFFF Production and Marketing guidelines](#).

² As defined in the eligible projects section of the [CFFF Production and Marketing guidelines](#) and the [Theatrical Documentary Program](#) (English- language) guidelines for theatrical documentaries.

If you are	With a	Then you are eligible for
A Canadian owned and controlled production company	Low budget ³ Canadian fiction film or feature length theatrical documentary produced without the support of a Canadian distributor, that now has either: a) A commitment from an exhibitor for the theatrical release of the film; or b) Been accepted into a recognized Canadian festival (See <i>Annex</i>)	Marketing support for the release of your film: a) up to \$30,000 in prints and advertising (P&A) support; or b) up to \$50,000 in P&A and blow-up costs
A Canadian owned and controlled distribution company	Low budget film supported through Telefilm Canada's Low Budget Independent Feature Film Assistance Program	Marketing support for the release of the film: a) up to \$30,000 in P&A support; or b) up to \$50,000 in P&A and blow-up costs
An eligible Canadian owned and controlled distribution company ⁴	French language film with a production budget greater than \$1.25 million	a) Up to \$20,000 in P&A support for the theatrical release of the film to French language communities outside of Quebec; or b) Up to \$20,000 in P&A support for the theatrical release of the film outside of the major centres of Montreal, Quebec City, Gatineau, Sherbrooke and Trois-Rivières in Quebec

4. NATURE AND TERMS OF FINANCIAL PARTICIPATION

Marketing Support

The nature and terms of Telefilm Canada's financial participation and repayment of this participation are dependent on the type of alternative distribution assistance being requested.

For more information on Telefilm Canada's financial participation and terms of repayment, contact a [business analyst in your regional Telefilm Canada office](#).

5. ASSESSMENT OF APPLICATIONS AND DECISION MAKING

Application Deadlines

There is no application deadline for the Program. Applications are accepted and reviewed on an on-going basis.

Closing Date

To allow for sufficient time to review and contract applications prior to Telefilm Canada's fiscal year end of March 31, applications seeking financing within the current fiscal year must be received no later than the second week of December.

³ For the purposes of the Program, a low budget film is considered to be a film with a budget of \$1.25 million or less for the English-language market, or with a budget of \$1.5 million or less for the French-language market.

⁴ As defined in the [Investment Canada Act](#) and the eligible applicants section of the [CFFF Production and Marketing guidelines](#).

Decision Making

Applicants must submit an application for financing to their regional Telefilm Canada office.

Decisions for marketing funding in support of both English language and French language projects are made by the regional Feature Film executives.

Applications will be evaluated on the demonstrated benefits for the increased circulation and audience awareness of Canadian feature films.

6. SUBMISSION REQUIREMENTS

The submission requirements for funding from the Program vary depending on the type of support being requested. For details on the documentation required in support of your application contact the [Coordinator in your regional Telefilm Canada office](#).

7. HOW TO APPLY

Application forms and all supporting material must be sent to the Telefilm Canada office in your region to the attention of the Alternative Distribution Program Coordinator. Application forms and coordinates for the regional offices are available on Telefilm Canada's [web site](#).

All material submitted with the application form will be retained by Telefilm Canada.

Originals should not be submitted. Telefilm Canada is not responsible for the loss or damage, whatever the cause, of support material.

ANNEX

RECOGNIZED CANADIAN FESTIVALS

- Atlantic Film Festival
- Banff Television Festival
- Calgary International Film Festival
- Canadian Film Centre's Worldwide Short Film Festival
- Carrousel international du film de Rimouski
- Cinéfest Sudbury International Film Festival
- Cinéfranco
- Cinémental
- Edmonton International Film Festival
- Festival de cinéma des 3 Amériques
- Festival du cinéma international en Abitibi-Témiscamingue
- Festival du film de l'Outaouais
- Festival du film et de la vidéo autochtones de Montréal
- Festival du nouveau cinéma de Montréal
- Festival international du cinéma francophone en Acadie
- Festival international du film pour enfants de Montréal
- Festival international du film sur l'art
- Flicks: Saskatchewan International Children's Film Festival
- Freeze Frame
- Gimli Film Festival
- Global Visions Film Festival
- Hot Docs Canadian International Documentary Festival
- Images Independent Film and Video Festival
- ImagineNative Film + Media Festival
- Montreal World Film Festival
- NSI Film Exchange
- Ottawa International Animation Festival
- Reel 2 Real International Film Festival For Youth
- Reel Asian International Film Festival
- ReelWorld Film Festival
- Regard sur le court métrage au Saguenay
- Rencontres internationales du documentaire de Montréal
- Rendez-vous du cinéma québécois
- Rendez-vous du cinéma québécois et francophone de Vancouver
- Sprockets
- St. John's International Women's Film & Video Festival
- Toronto International Film Festival
- Vancouver International Film Festival
- Victoria Independent Film & Video Festival
- Vues D'Afrique
- Whistler Film Festival
- Yorkton Short Film & Video Festival