



International Marketing Program

International Festival Participation Pilot Initiative

Guidelines

Applicants are encouraged to read these guidelines carefully as they contain essential information on eligibility criteria and the application process. While compliance with these guidelines is a prerequisite to eligibility for funding from the International Festival Participation Pilot Initiative ("the Initiative"), it cannot guarantee entitlement to financing.

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 projects that meet its spirit and intent. In all questions of interpretation of either these guidelines or of the spirit and intent of the CFFF, Telefilm Canada's interpretation shall prevail.

The application forms, which are also available on the [Telefilm Canada website](#), contain relevant information and constitute an integral part of the guidelines.

Telefilm Canada reserves the right to make adjustments to these guidelines from time to time as the need arises.

1. Background

In line with the objective of the Canada Feature Film Fund (CFFF) to increase Canadian audiences for Canadian feature films in order to capture 5% of the domestic box office, Telefilm Canada seeks to encourage the marketing of Canadian feature films that have high box-office potential.

As stated in its Corporate Plan "*From Cinemas to Cell Phones: 2006-2007 to 2010-2011*", Telefilm Canada considers that participation in major festivals and markets abroad can be highly beneficial to the promotion of Canadian works as it generates additional publicity for the production. In addition, these events provide access to sources of investment, enhanced distribution and marketing initiatives, and greater opportunities in international markets, which are all key to the future of the Canadian film industry.

As part of the International Marketing Program, this Initiative complements the pool of Telefilm's services and initiatives available for both language markets, which are aimed at improving the market preparedness of producers and distributors, increasing the visibility of Canadian productions abroad, and providing networking opportunities to industry professionals at major international markets and festivals. Such complementary services and initiatives are offered

through Telefilm's Industry Development Operations Department (Festivals and Markets Division), and include the following:

- Pre-selection screenings for major festivals.
- Online directory of major international festivals.
- Market screenings at selected events.
- Canada pavilions at major international markets.
- Pilot Initiative for International sales promotion, French-language feature films.

For more information on these and other initiatives to promote Canadian works abroad, visit Telefilm's website at www.telefilm.gc.ca or contact the Festivals and Markets Division at festivals@telefilm.gc.ca.

2. Objectives

In line with Telefilm Canada's strategic priorities, the Initiative aims to support the promotion and international marketing strategy of Canadian productions officially selected at one of the following international festivals: Berlin, Cannes, Pusan, Sundance and Venice. Telefilm considers these five festivals most apt to generate additional publicity for the production and contribute to obtain audience targets as set in the CFFF.

3. Eligibility

3.1. Eligible Applicants

Eligible applicants are Canadian production, distribution and sales companies meeting the following criteria:

- Must have developed an International Marketing Plan defined as a complete and detailed international marketing and sales strategy developed for an Eligible Production (as defined in section 3.2);
- Must own the right to exploit and benefit from the exploitation of an Eligible Production within the territories designated in the International Marketing Plan;
- Must be a Canadian-owned and controlled company with head office based in Canada within the meaning of the *Investment Canada Act*;
- Must be able to demonstrate the required expertise to successfully complete their International Marketing Plan;
- Preference will be given to projects that have a sales agent attached.

To assess the viability of the project, Telefilm may also choose to look at the financial stability of the applicant (with appropriate exceptions for new companies) in determining eligibility.

Canadian production companies that have ceded their international exploitation rights to a foreign distributor or sales company (active for more than 2 years) may be eligible. In this case, the applicant company must include in its application package a copy of the contract with the foreign company, and assume the responsibility of the implementation of the International Marketing Plan.

3.2. Eligible Productions

Financial assistance through the Initiative will be awarded to support the International Marketing Plan of productions meeting the following criteria:

- Be a Canadian feature film as defined in the “Eligible Projects” section of the [CFFF guidelines](#).
- Be officially selected at one of the following five major international film festivals: Berlin, Cannes, Pusan, Sundance or Venice.
- Have an International Marketing Plan indicating the marketing and sales strategy developed for participation at the festival for which the film has been selected.
- Demonstrate potential for sales revenues in foreign markets.
- If the film is an official co-production, it must be a majority Canadian co-production.¹

4. Financial support

4.1. Nature and terms of financial participation

Telefilm Canada’s financing will be in the form of a non-interest bearing advance. Telefilm Canada will recoup its financing according to the contract it enters into with the applicant company.

4.2. Eligible costs

Eligible costs shall be limited to those related to the promotional campaign for the selected film at the festival, including:

- Printing and advertising costs incurred for participation at the festival.
- Air fare and reasonable accommodation expenses for the applicant and film’s artistic crew (director, screenwriter and main cast).
- Hiring of a publicist.
- Subtitling into third languages other than English and French.

4.3. Financial caps

Telefilm Canada’s maximum levels of financing given to an applicant will be determined by the following criteria:

- Financial support per application given through the Initiative may not exceed the lesser of 75% of the applicant’s eligible costs or \$20,000.
- Financial support for the international marketing of a feature film, given through any of Telefilm Canada’s programs or initiatives, may not exceed a combined total of \$50,000 per fiscal year.
- Financial support for the international marketing of films exploited by the same company, provided through any of Telefilm Canada’s programs or initiatives, may not exceed a combined total of \$100,000 per fiscal year.²

¹ Official coproduction in which the Canadian participation represents the highest percentage of the overall budget compared to the percentage of the other coproducing countries.

4.4 Repayment

Telefilm Canada will recoup its financial participation no less favourably than pro rata and pari passu with all other financial contributions to the budget of the international marketing plan, after deduction of the distribution commission.

5. How to apply

5.1. Application deadlines

There are no application deadlines for the Initiative, but applicants must submit their completed applications at least 3 weeks prior to the opening day of the festival for which participation support is being requested.

Although there are no application deadlines for the Initiative, please [consult Telefilm's website](#) for up-to-date information on cut-off dates for applications seeking funding on the current fiscal year.

5.2. Application procedure

Applicants must submit a completed and signed application form with all supporting material to the Telefilm Canada office in their region (see Annex 1 for details on where to apply). The following documents must accompany the application form as they will be used to determine eligibility to the Initiative, as well as the amount of financial support given by Telefilm:

- Official letter from the festival confirming the Eligible production's selection at the festival and detailing the costs covered by the festival.
- A detailed International Marketing Plan including:
 - Description of the international sales and promotion strategy;
 - A detailed description of the eligible costs;
 - A detailed budget;
 - Targeted foreign territories and media;
 - International sales revenues estimation (gross and net) by media and foreign market.
- A brief description of the applicant's track record.
- A brief description of the sales agent's track record.
- A brief description of the film director's track record, main cast and their track record, and the film's domestic performance if it has been released on the domestic market.
- A letter by the Applicant confirming that costs applied for will not be covered by any other federal or provincial support program.
- If the sales agent or the international distributor is not Canadian, copy of the distribution or sales agreement concluded with the Applicant.

² Telefilm Canada's fiscal year starts in April 1st and ends in March 31st.

5.3. Decision making

All decisions to provide financing assistance for successful applications are final and will be made by Telefilm Canada's Regional Directors, based on recommendations made by the Project Leader, Festivals and Markets division of Industry Development Operations, in consultation with the CFFF marketing analysts.

5.4. Notification of decision

Applicants will receive written notification of the results of their application. Every effort is made to advise applicants of results with the least possible delay. Applicants will be notified in writing approximately 15 working days following the submission of a complete application.

Annex 1 – Telefilm Canada’s Regional Offices

The Initiative is delivered to clients from each of Telefilm Canada’s four offices. Applicants should send the application form, duly completed with all required documentation, to the applicant’s local Telefilm Canada office, to the attention of the local Programs and Initiatives Delivery Officer listed below. 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 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.

<p>Atlantic Office (NS, NL, NB, PE)</p> <p>1717 Barrington Street Suite 300 Halifax, Nova Scotia B3J 2A4</p> <p><i>Contact person:</i> National Officer-Programs and Initiatives Delivery Industry Development Operations</p> <p>Phone: (902) 426-8425 Toll free : 1-800-565-1773 Fax: (902) 426-4445</p>	<p>Quebec Office</p> <p>360 St. Jacques Street Suite 700 Montréal, Quebec H2Y 4A9</p> <p><i>Contact person:</i> Officer-Programs and Initiatives Delivery Industry Development Operations</p> <p>Phone: (514) 283-6363 Toll Free : 1-800 567-0890 Fax: (514) 283-8212</p>
<p>Ontario and Nunavut Office</p> <p>474 Bathurst Street Suite 100 Toronto, Ontario M5T 2S6</p> <p><i>Contact person:</i> Officer-Programs and Initiatives Delivery Industry Development Operations</p> <p>Phone: (416) 973-6436 Toll free : 1-800-463-4607 Fax: (416) 973-8606</p>	<p>Western Office (BC, YT, AB, MB, SK, NT)</p> <p>609 Granville Street Suite 410 Vancouver, British Columbia V7Y 1G5</p> <p><i>Contact person:</i> Officer-Programs and Initiatives Delivery Industry Development Operations</p> <p>Phone: (604) 666-1566 Toll free : 1-800-663-7771 Fax: (604) 666-7754</p>