



International Marketing Program

International Sales Promotion Pilot Initiative French-language Feature Films

Guidelines

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 from the International Sales Promotion Pilot Initiative— French-language feature films (“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, Telefilm Canada seeks to encourage the marketing of Canadian feature films that have high box-office potential.

Telefilm and the industry stakeholders recognize the unique realities of the English and French-language markets and agree that asymmetrical approaches are needed to address particular issues in each of these markets. Telefilm has developed this Initiative to support the promotion and sales of Canadian French-language feature films in foreign markets needed to sustain current volumes of production.

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:

- International festival participation pilot initiative.
- Pre-selection screenings for major festivals.
- Online directory of major international festivals.
- Market screenings at selected events.
- Canada pavilions at major international markets.

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. Objective

As per Telefilm Canada's strategic priorities outlined in its Corporate Plan "*From Cinemas to Cell Phones 2006-2007 to 2010-2011*", the Initiative aims to support the promotion of Canadian French-language feature films in foreign markets. In particular, the Initiative focuses on providing financial assistance to the international marketing of films that have received funding through the Canada Feature Film Fund (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 its 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 assumes the responsibility of the implementation of the international marketing plan.

Each eligible applicant can apply for financial assistance through the Initiative for a maximum of two (2) eligible productions.

3.2. Eligible Productions

The film for which international marketing financing assistance is sought:

- Must have received funding from the Canadian Feature Film Fund (CFFF) – French-language market in either the current or the previous fiscal year.¹
- If it is an official co-production, it must be a majority Canadian co-production.²
- Must have a marketing and sales strategy for its promotion in foreign markets.
- Demonstrate potential for sales revenues in foreign markets.

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 with the applicant company.

4.2. Eligible costs

Eligible costs shall be limited to those related to the international marketing plan of the film as set out in the International Marketing Plan, including:

- Costs related to the creation and development of promotional materials.
- Printing and advertising costs for the overall promotion of the film in foreign territories.
- Costs related to industry screenings other than those organized by Telefilm Canada (for instance, market screenings at the European Film Market in Berlin and Marché du Film in Cannes).
- Accreditation costs for participation at established international TV or feature film trade markets where Telefilm does not have presence.

Costs related to subtitling and costs related to participation at international festivals are not eligible under this Initiative. Financial support for participation at selected festivals is available through the International Festival Participation Pilot Initiative.

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 \$50,000.

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

² Official coproduction in which the Canadian participation represents the highest percentage of the overall budget compared to the percentage of the other coproducing countries.

- Financial support for the international marketing plan 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 plans of the same company, given through any of Telefilm Canada's programs or initiatives, may not exceed a combined total of \$100,000 per fiscal year.

4.4 Repayment

Telefilm Canada will recoup its financial participation no less favourable 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

All applications, complete with the required documentation, must be submitted no later than 5 p.m. local time on the deadlines established for the Initiative. Refer to [Telefilm's website](#) for the deadline dates.

5.2. Application Procedure

Applicants must submit a completed and signed application form with all supporting material to Telefilm Canada's office in Quebec (see Annex 1 for contact information). 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:

- 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 foreign sales agent or distributor's track record, when the applicant is the producer.
- 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 non Canadian, copy of the distribution or sales agreement concluded with the Applicant.

5.3. Decision Making

All decisions to provide financing assistance for successful applications are final and will be made by Telefilm Canada's Regional Director, 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 20 working days after the application deadlines set for the Initiative.

Annex 1 – Telefilm Canada’s Regional Offices

The Initiative is delivered to clients from each of Telefilm Canada’s four offices. Officers are available to answer questions regarding the application or the documents required. However, applicants should send the application form duly completed with all supporting material to the Quebec office only.

<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>Québec Office</p> <p>360 St. Jacques Street Suite 500 Montréal, Quebec H2Y 1P5</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>