



## SKILLS & SCREENS PROGRAM: VISIBILITY EVALUATION GRID

<p><b>Within the context of the event/initiative, it is agreed that the following visibility elements will be offered to Telefilm Canada:</b></p>
<p><b>1. Recognition of Telefilm Canada</b></p> <p>In all external and formal communications (verbal, written, electronic or other) Telefilm’s financial participation will be recognized in a manner mutually agreed upon between the two parties</p>
<p><b>2. Use of Telefilm Canada logo</b></p> <ul style="list-style-type: none"> <li>- In all formal and external communications (verbal, written, electronic or other) Telefilm’s logo will be prominently visible on all marketing material and documents, with logo size and location reflecting the relative rank of Telefilm among financial partners.</li> <li>- Telefilm will be provided with digital photos demonstrating use of Telefilm-branded materials in a timely manner following the completion of the event.</li> </ul>
<p><b>3. Communication materials</b></p> <ul style="list-style-type: none"> <li>- Telefilm will be provided with a media schedule (names of print/broadcast/online media where ads will be placed, markets served, frequency and dates) for all ads bearing Telefilm logos and references.</li> <li>- Content and design of communications materials (media releases, PSAs, electronic bulletins) where Telefilm appears, are subject to prior approval by Telefilm.</li> <li>- Telefilm will be afforded key opportunities for acknowledgement by the event/initiative, such as call for entries, press conference, sponsors’ reception etc.</li> <li>- Telefilm will be given the opportunity to provide a quote for inclusion in media releases, where applicable.</li> <li>- Event/initiative spokesperson(s) will acknowledge Telefilm’s participation at media events and/or interviews.</li> <li>- Telefilm will receive the opportunity to provide an ad and a welcome message from Telefilm representative in the program book, and/or industry guide.</li> </ul>
<p><b>4. Web site</b></p> <ul style="list-style-type: none"> <li>- Telefilm Canada’s name and logo will appear on the organization or event’s website.</li> <li>- Telefilm’s logo on the web site will include a link to Telefilm’s website.</li> </ul>
<p><b>5. Telefilm speaking opportunities</b></p> <p>A Telefilm representative will speak at the event at points mutually agreed upon between the two parties.</p>
<p><b>6. Access to Event</b></p> <p>Telefilm will be allocated tickets /passes to key events . The number of tickets/passes to be negotiated and mutually agreed upon between the two parties.</p>
<p><b>7. Telefilm signs and banners</b></p> <ul style="list-style-type: none"> <li>- Telefilm Canada corporate signs will be given space at the opening and closing ceremonies and/or key initiatives within the larger event/initiative for the duration of</li> </ul>

said event/initiative

- Telefilm's predominant visibility in the form of a self-supporting banner or corporate poster (provided by Telefilm) will be visible at the event/initiative venue

**8. Telefilm corporate video clips**

- Telefilm's tribute video clip will be shown at the event/initiative's opening and closing ceremonies, at the beginning of screenings, and at any Telefilm branded industry panel or workshop

**9. Verbal acknowledgement**

- Welcoming remarks at the opening of event/initiative will begin with acknowledgment of Telefilm's participation