



**Call for entries
FEATURE-LENGTH FILMS**

Telefilm Canada's
PERSPECTIVE CANADA_CANNES 2009
MARCHÉ DU FILM (MIF)
Cannes, MAY 13-22, 2009

PERSPECTIVE CANADA_CANNES is a Telefilm Canada initiative showcasing 10 recent Canadian films at the MARCHÉ DU FILM (MIF) at the Cannes Film Festival with the objective of increasing their international exploitation.

Submission deadline to Telefilm Canada
Completed application form (No DVD required):
March 19, 2009

The selection process will be conducted by Telefilm Canada.
Telefilm Canada will render this decision on MARCH 23, 2009

Information on the MARCHÉ DU FILM:
<https://www.marchedufilm.com/>

PERSPECTIVE CANADA_CANNES

The 4th edition of PERSPECTIVE CANADA_CANNES will take place during the MARCHÉ DU FILM (Cannes Market) that runs parallel to the Festival de Cannes. The showcase strives to increase the international exploitation of Canadian feature-length narrative films and to spotlight Canadian companies, films, and talent to the 10 500 accredited professionals, including buyers, sellers, and producers participating to the MIF.

Every film selected will screen twice between May 15 and May 22nd, in one of the screening rooms of the MIF. The hourly average rate of the selected screening slots at the MIF is 550 Euros (this rate applies for film in 35mm, under 110 minutes). Telefilm Canada may consider presenting one (1) film in HDcam; the hourly average rate for this screening format is 840 euros (this rate applies for film under 110 minutes).

PERSPECTIVE CANADA_CANNES participants will benefit from a promotional campaign developed and entirely funded by Telefilm Canada to guarantee the best possible exposure for the invited Canadian films.

SELECTED FILMS

Rights holder of FEATURE films that have received Telefilm Canada investment through the Canada Feature Film Fund ("CFFF") must cover 50% of the screening costs of the two (2) screening slots booked at the market; therefore, the applicant will pay for one screening, and Telefilm Canada will pay for the other screening.

Rights holder of feature films that have not received Telefilm Canada investment through the CFFF must cover 100% of the screening costs, i.e. pay for the two screenings.

In the case of a foreign-based international sales company representing an invited Canadian film, Telefilm Canada will invoice the Canadian-controlled production company for the screenings.

ELIGIBILITY REQUIREMENTS FOR SUBMISSION

To be considered eligible, a film must meet the following basic criteria:

1. Be eligible under the CFFF Guidelines (http://www.telefilm.gc.ca/03/311.asp?fond_id=1):

Be a **CFFF funded Canadian film**;

or

- A **non-CFFF funded Canadian film** subject to pre-selection or selection during one of Telefilm Canada's Selection Screenings in Montréal (e.g. Cannes 2009, Berlin 2009, Sundance 2009, Locarno 2008, Karlovy Vary 2008, Venice 2008, Pusan 2008);
2. Be a majority Canadian official co-production or a minority Canadian official co-production directed by a Canadian;
3. Be produced in the 12 months prior to the MIF;
4. **Market** premieres or films that have only screened in one other major market, the 2008 American Film Market in Los Angeles (AFM) **or** the 2009 European Film Market in Berlin (EFM). Excluded are films which have already participated in the MIF or in the Cannes Film Festival in 2008.

To be considered eligible, applicants must:

1. Be a Canadian owned and controlled (within the meaning of the *Investment Canada Act*) distribution or production company as defined in the CFFF Guidelines: http://www.telefilm.gc.ca/03/311.asp?doc_id=126&fond_id=1
2. Applicant or the foreign-based international sales companies (as applicable) of a selected film shall be accredited to participate at the MIF (accreditation required by April 6th 2009).

SELECTION CRITERIA

Telefilm Canada will assess the eligible Canadian productions using an evaluation grid. The selection of the 10 films into a PERSPECTIVE CANADA screening series will be made according to the sliding priority scale below, i.e. **the selection will be prioritized according to this tier until the slated has been filled.**

1. Eligible films that are officially selected by the Festival de Cannes 2009 (either in the Official Selection, in Director's Fortnight, or in the Critics'week); or presented as *World premiere* at the 2009 Berlinale or at Sundance 2009.
2. CFFF funded films which have a sales agent attached and presented as **Market premieres** at MIF.
3. CFFF funded films presented as **World premieres** at the 2009 European Film Market (EMF) in Berlin.
4. Eligible films selected or pre-selected by one of the festival programmers when scouting films at the Telefilm Canada's Selection Screenings in Montréal (Cannes 2009, Sundance 2009, Berlin 2009, Locarno 2008, Karlovy Vary , Venice 2008, and Pusan 2008).
5. Eligible films that have won a recognized award, a special mention or recognition on the national or international festival circuit in the 10 months leading up to the market.
6. Eligible films with the most distinguished track record of performance at the Canadian box office of the 10 months leading up to the market.

On a case-by-case evaluation, other films may participate on an invitation-only basis by Telefilm Canada:

1. Non-CFFF Canadian film which have garnered recognition on the national or international festival circuit or that have a distinguished track record of performance at the Canadian box office in the 10 months leading up to the market.

Telefilm Canada shall seek to maintain an appropriate regional balance, so as to encourage films and distribution and production companies from all regions of Canada.

Priority will be given to films that have not screened in any previous PERSPECTIVE CANADA market screening series.

The final selection will be conducted by Telefilm Canada.

APPLICANT OBLIGATIONS

REPRESENTATION OF THE FILM DURING THE CANNES MARKET

Films selected must be represented at the MIF by the international distribution company or, in the case the film is not attached to an international distribution company, by the producer of the Canadian production company.

09/03/06

SCREENING COSTS & INVOICE

The Applicant agrees to cover 50% (if CFFF-funded film) or 100% (if non-CFFF film) of the **theatre rental costs** for the two presentations of the applicant's film as part of the PERSPECTIVE CANADA_CANNES.

In the case of a foreign-based international sales company representing an invited Canadian film, the Applicant agrees that Telefilm Canada will invoice the appropriate screening fees to the Canadian-controlled production company for the theatre rental at the market.

SURVEY

The Applicant also agrees, after the market screening, to complete a **survey** for Telefilm Canada regarding the satisfaction and outcomes of the initiative.

DEADLINES

Applicant must meet the **MIF's deadlines**:

- **Print copy delivery**: screening material need to be delivered by **May 8 at the Cannes market**. ** Telefilm Canada will coordinate one (1) consolidated shipment of the selected films.

- **Market accreditation** of your company (by April 6th 2009).

Consult details of accreditation via Telefilm Canada:

<http://www.telefilm.gc.ca/05/519/appel.asp?lang=en&idappel=150>

- **Market screening registration** form to be completed on-line. Once your film is selected and your 2 screenings slots confirmed by Telefilm Canada, you will be required to fill the "Screenings" form on line in order to confirm your slots and associate the screenings to your company's name (or to your sales agent's company if applicable).

Applicant must also meet **Telefilm Canada's delivery deadlines**:

- **Materials for the production of the promotional campaign** (excerpt of the film or trailers for the promo reel; info on the film and image of the film for the AD campaign and the Canada brochure)

- **Consolidated shipment of the prints** of the selected films in Perspective Canada coordinated and paid by Telefilm Canada from Montréal to Cannes (Marché du film). Screening materials need to be delivered at your charge to our Montréal's office by **April 29th, 2009**.

HOW TO APPLY:

Enter your film by returning the signed and completed TELEFILM SUBMISSION FORM by email to **Danielle Bélanger** (belangd@telefilm.gc.ca) **and** **Émilie Karuna** at (karunae@telefilm.gc.ca) by **Thursday, March 19, 2009**.

Should you require additional information, please contact **Danielle Bélanger** (belangd@telefilm.gc.ca) 514-283-0838, 1-800 567-0890, ext. 2204.