

## CANADA FEATURE FILM FUND

INTERNATIONAL MARKETING PROGRAM –  
EXPORT

GUIDELINES APPLICABLE AS OF OCTOBER 24<sup>th</sup>, 2016

Ce document est également disponible en français



## 1. BACKGROUND

The Canada Feature Film Fund (CFFF) aims to improve the long-term viability of the Canadian audiovisual industry. Through the International Marketing Program – Export (the Program), Telefilm Canada (Telefilm) seeks to encourage the international distribution of Canadian feature films by providing a financial contribution to distribution companies having acquired exploitation rights of selected projects on foreign territories. This Program reflects Telefilm’s priority to support the Canadian film industry in the achievement of new levels of success by providing support for international marketing initiatives.

## 2. PROGRAM OBJECTIVES

In line with Telefilm Canada’s strategic priorities, the Program aims to support the promotion and international marketing strategy of Canadian productions, increase the recognition of Canadian content and talent on the international scene, and make Canadian independent cinema competitive in the eyes of the community of international buyers.

## 3. ELIGIBILITY CRITERIA

### 3.1. Qualification Stage

Participation in the Program will be by invitation only. Telefilm will select projects among those that have been financed by the Canada Feature Film Fund (the Qualified Projects)<sup>1</sup>. Once the selection is made, Telefilm will notify the rights holders of the Qualified Projects of their selection so that they can promote their project to potential eligible applicants.

### 3.2. Application Stage

Qualified Projects that are invited to apply following their initial selection by Telefilm are not guaranteed to receive funding from Telefilm. Applicants must also meet the criteria outlined below.

#### 3.2.1. Eligible Applicants

Eligible applicants are companies specialized in film distribution, excluding sales agents, that:

- Own the rights to exploit a Qualified Project in the eligible territories as defined in Appendix A (the Eligible Territories) through a rights acquisition contract concluded after the selection of the Qualified Project by Telefilm;
- Have developed a marketing plan for a Qualified Project in the Eligible Territories;
- Be able to carry out the effective exploitation of the Qualified Project in one of the Eligible Territories;
- Commit to theatrically release the Qualified Projects in the Eligible Territories; and

---

<sup>1</sup> For more information on the selection process of Qualified Projects by Telefilm, please visit the Frequently Asked Questions section (FAQ).

- Be able to demonstrate that they have the required expertise to successfully carry out their marketing plan for the Qualified Project in the Eligible Territories.

Telefilm may also take into account the financial stability of the applicant in determining eligibility.

## **4. FINANCIAL SUPPORT**

### **4.1. Nature and Terms of Financial Participation**

Financing through this Program will be provided for applicants that meet the eligibility criteria set out in section 3 above, subject to the overall availability of funds and to the conditions listed below.

Telefilm's financing will be in the form of a non-refundable contribution of up to the lesser of the following amounts:

- Amount listed in the Eligible Costs Matrix;
- Costs paid by the applicant at the time of application for the acquisition of the exploitation rights.

Telefilm's financial participation in a project shall not exceed \$15,000 per Category B Territory and \$30,000 per Category A Territory, up to a maximum cumulative amount of \$45,000 per Qualified Project.

### **4.2. Eligible Costs**

The eligible costs are limited to those relating to the promotional campaign for the theatrical release of the Qualified Project, including:

- Cost of the creation of a new trailer;
- Advertising and marketing expenses, including the publicist;
- Airfare and reasonable accommodation expenses for the key talent (director, writer, lead actor or supporting actor);
- Cost of subtitling in a third language other than English or French if necessary for the screening of the Qualified Projects as part of the theatrical release in the Eligible Territories.

Please consult the Eligible Costs Matrix to determine the types of costs and amounts covered by Telefilm for each territory category. Costs already covered by another organization or company are not eligible.

## **5. HOW TO APPLY**

Applicants must electronically submit a completed application form with all the required supporting material via [eTelefilm](#).

## **6. GENERAL INFORMATION**

While compliance with the guidelines is a prerequisite to eligibility for funding, compliance does not guarantee entitlement to Telefilm funds. Telefilm may make adjustments to its guidelines and application forms from time to time as required. Telefilm has full discretion in the application and interpretation of

these guidelines to ensure that its funding is provided for those projects that meet its spirit and intent. In all questions of interpretation of either these guidelines or the spirit and intent of this Program, Telefilm's interpretation shall prevail.

The application forms and appendices contain relevant information and constitute an integral part of the guidelines.

Any information, in any form, provided, obtained, created, or communicated in connection with an application or project is subject to the [Access to Information Act](#) and the [Privacy Act](#).

## **APPENDIX A ELIGIBLE TERRITORIES**

The following territories are eligible for this Program:

Category A territories:

- United States
- United Kingdom
- France
- Germany
- Japan

Category B territories:

- Spain
- Italy
- Benelux (Belgium, Luxembourg and Netherland<sup>2</sup>)
- Switzerland
- Brazil
- Mexico
- Colombia
- Argentina
- Portugal
- Taiwan
- South Korea

---

<sup>2</sup> The Applicant must own the exploitation rights for the entire Benelux.