

CANADA FEATURE FILM FUND

INTERNATIONAL MARKETING AND FESTIVAL
PARTICIPATION PROGRAM

GUIDELINES APPLICABLE AS OF JUNE 14TH, 2013

Ce document est également disponible en français



1. BACKGROUND

The Canada Feature Film Fund (CFFF) seeks to improve the long-term viability of the Canadian audiovisual industry. Through the CFFF International Marketing and Festival Participation Program (the Program), Telefilm Canada (Telefilm) encourages the marketing of Canadian short and feature films that have high potential for success. This Program reflects Telefilm's priority to support the Canadian film industry in the achievement of new levels of success by providing support for the marketing and promotion of Canadian content and talent abroad.

Participation in major festivals abroad can be highly beneficial to the promotion of Canadian content as it generates publicity for the productions. In addition, these events provide access to sources of investment, enhanced distribution and marketing initiatives and greater opportunities in international markets, all of which are key to the future success of the Canadian film industry.

This Program 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.

Complementary initiatives are also offered by Telefilm and include:

- 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.ca or contact the Festivals and Markets Division at festivals@telefilm.ca.

2. OBJECTIVES

In line with Telefilm Canada's strategic priorities, the Program aims to support the promotion and international marketing strategy of Canadian productions officially selected at one of the international festivals and in the tiers indicated in Annexes A (eligible festivals for feature films) and B (eligible festivals for short films).

3. ELIGIBILITY¹

3.1. Eligible Applicants – Feature Films

Eligible applicants are Canadian companies specialized in film production, distribution and sales and meeting the criteria below. Applicant companies must:

¹ See section 5 for eligibility criteria applicable to short films.

- Have developed an International Marketing Plan² defined as a complete and detailed international marketing and sales strategy developed for an eligible production³ (as defined in section 3.2);
- Own the right to exploit and benefit from the exploitation of an eligible production within the territories designated in the International Marketing Plan⁴;
- Be a Canadian-owned and controlled company within the meaning of the [Investment Canada Act](#) and have its head office in Canada;
- 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 in determining eligibility.

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

3.2. Eligible Productions – Feature Films

Financial assistance through the Program will be awarded to eligible short and feature films. For the eligibility criteria applicable to short films, please see section 5.2.

Feature films that wish to be eligible for financial assistance under this program must meet the following criteria:

- Be a Canadian feature length film⁵ that:
 - has been funded at the production stage under the CFFF production program; **or**
 - is either:
 - certified by the Canadian Audio-visual Certification Office (CAVCO) as a “Canadian film or video production” with a minimum of 8 out of 10⁶ points under the provisions of the [Income Tax Act](#) (Canada) and that has its copyright owned by Canadians; or
 - recognized as an Audiovisual Treaty Coproduction by the Minister of Canadian Heritage (refer to Telefilm’s guidelines entitled [International Coproductions](#));
 - will be made available in French or English (in its original or subtitled version);
 - is intended for theatrical release in Canada; and,

² An International Marketing Plan must only be provided when requesting financial support for **feature films** under this Program.

³ The term **eligible production** is used interchangeably with **eligible project, project, production or film** throughout the guidelines.

⁴ Applicants who are applying for short film support must own the right to exploit and benefit from the exploitation of the short film in the country of the eligible festival to which they apply.

⁵ Feature length means at least 75 minutes long.

⁶ Theatrical documentaries must obtain a minimum of 8 out of 10 points or the prorated equivalent (i.e. a minimum of 80% of available CAVCO points).

- conforms to the Canadian Association of Broadcasters (CAB) Code of Ethics and to all other programming standards endorsed by the CAB or the CRTC, and does not contain any element that is an offence under the [Criminal Code](#), is libellous or in any other way unlawful.
- Be officially selected at one of the international film festivals and in one of the tiers indicated in Annex A;
- 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 Audiovisual Treaty Coproduction, it must be a majority Canadian coproduction⁷.

4. FINANCIAL SUPPORT – FEATURE FILMS⁸

4.1. Nature and terms of financial participation

Financing through this Program will be provided to applicants and projects 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 100% of the eligible costs (see section 4.3) up to a cumulative maximum of \$40,000 per eligible production.

It is Telefilm’s expectation that a reasonable portion (generally, at least 30%) of its financial participation for Tier 1 and 2 festivals be spent on marketing and promotional activities at the festival.

Please note that, in exceptional circumstances and subject to overall availability of funds, Telefilm could consider providing financing above the cumulative project maximum of \$40,000 for productions that are undertaking extraordinary international marketing campaigns. Such campaigns are for projects selected to multiple tier 1 festivals or for projects undertaking an Oscar campaign. In the case of the latter, Telefilm may consider, among other things, whether the project has an American/foreign distributor attached that is providing financial commitment to the Oscar campaign, the recent prizes won at tier 1 festivals, the creative team’s track record or whether the film has been selected as Canada’s official film entry in the Foreign Language category.

In the cases where Telefilm agrees to provide a higher level of support, Telefilm will determine, on a case-by-case basis, the form of its financial participation for the amounts exceeding the \$40,000, and whether the support above \$40,000 may be recoupable.

4.2. Financial caps

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

⁷ Audiovisual Treaty Coproduction in which the Canadian participation represents the highest percentage of the overall budget compared to the percentage of the other coproducing countries.

⁸ For details regarding the financial support provided to short films under this Program please refer to section 5.3.

- Financial support for an eligible production presented at a festival will be determined based on the level of recognition by the festival and the film's premiere status, as described in Annex A.
- The level of financing per festival may not exceed the maximums provided for each tier, the list of which is indicated in Annex A:
 - o tier 1: maximum of up to \$25,000
 - o tier 2: maximum of up to \$10,000
 - o tier 3: maximum of up to \$5,000

4.3. Eligible costs

Eligible costs are outlined in the Standard International Marketing Budget available on Telefilm's [website](#). The eligible costs are limited to those related to the promotional campaign for the participation of the selected production at the festival, including:

- Printing and advertising costs incurred for participation at the festival;
- Airfare and reasonable accommodation expenses⁹ for the key representative of the applicant and the film's artistic crew (including the key representative of the applicant, the director and/or two other members from the film's artistic crew. These costs must be for Canadian citizens within the definition of the [Citizenship Act](#), or permanent residents within the definition of the [Immigration and Refugee Protection Act](#). Please refer to the [Standard International Marketing Budget](#) for the maximum number of people eligible per festival tier);
- Hiring of a publicist;
- Subtitling into a third language other than English or French necessary for the screening of the selected productions at the festival¹⁰;

Costs already assumed by another organization or company, or defrayed by a festival, are not eligible.

5. SPECIFIC CRITERIA FOR SHORT FILMS

These criteria are for short films submitted for funding under this Program.

5.1. Eligible Applicants – Short Films

Applicants must meet the applicants' eligibility criteria set out in section 3.1 above.

5.2. Eligible Productions – Short Films

Financial assistance through the Program will be awarded to short films that:

⁹ Restaurant invoices and *per diems* are not eligible costs.

¹⁰ This subtitled version of the film should be made available to the distribution rights holders for potential sales to the territories for which the subtitling applies.

- have a Canadian director and producer and that have their copyright owned by Canadians OR, if they are recognized as Audiovisual Treaty Coproductions, are majority coproductions;
- are under 30 minutes of duration;
- will be made available in French or English (in their original or subtitled version);
- are selected for a world or international premiere at one of the festivals listed in Annex B;
- conform to the Canadian Association of Broadcasters (CAB) Code of Ethics and to all other programming standards endorsed by the CAB or the CRTC, and do not contain any element that is an offence under the [Criminal Code](#), is libellous or in any other way unlawful;

5.3 Financial Support – Short Films

Financial support for short films under this Program will be in the form of a non-refundable contribution of a maximum cumulative amount of \$1,500 per production, subject to overall availability of funds.

Telefilm’s contribution can be solely used to cover the Digital Cinema Package (DCP) costs required for the showing of the film at the eligible festivals. Applicants will be required to submit the invoices for these costs to Telefilm.

Applicants whose DCP costs are already assumed by another organization or company, or defrayed by a festival, are not eligible.

6. HOW TO APPLY

Applicants must submit their completed applications at least three weeks prior to the opening day of the festival for which participation support is being requested. Please consult Telefilm’s [website](#) for up-to-date information on closing dates for applications seeking funding in the current fiscal year.

Applicants must submit a completed and signed application form with all the required supporting material to the Telefilm Canada office in their region (see Telefilm's [website](#) for the address and other contact information) or file their application electronically via [eTelefilm](#).

The following documents must accompany the application form:

- 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 Plan¹¹, if applicable, including:
 - o A description of the international sales and marketing strategy;
 - o A detailed budget with a description of the eligible costs (please refer to the Standard International Marketing Budget available on Telefilm’s [website](#));
- A letter by the applicant confirming that costs applied for will not be covered by any other

¹¹ Applicants who apply for short films do not have to provide an International Marketing Plan. They will however be required to submit invoices for their DCP costs.

- organisation or any other federal or provincial support program;
- A copy of the applicant's distribution or sales agreement, if applicable;
- Two DVD copies or equivalent (eg. Blu-Ray) of the film if the film did not receive production financing from Telefilm;
- Confirmation letter of CAVCO's certification number, if applicable.

All decisions to provide financing assistance for successful applications will be made by Telefilm Canada's national feature film directors.

7. 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 to 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 annexes 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](#).

ANNEX A

FUNDING LEVELS AND LIST OF RECOGNIZED FESTIVALS FOR FEATURE FILMS

Support will be given in accordance with the recognized sections at one of the recognized film festivals and the film's premiere status at the festival, as described below:

TIER 1 – max. \$ 25,000 of Telefilm financing

Festival: Berlin International Film Festival

Eligible sections: Competition, Out of Competition, Panorama, Generation, Forum

Premiere status of the film: World or international premiere

Festival: Cannes International Film Festival

Eligible sections: Official competition, Un Certain Regard, Out of Competition, Semaine Internationale de la Critique, La Quinzaine des Réalisateurs

Premiere status of the film: World or international premiere

Festival: Sundance Film Festival

Eligible sections: World Competition (Narrative and Documentary), Park City at Midnight, Premieres

Premiere status of the film: World or international premiere

Festival: Venice Film Festival

Eligible sections: Venezia Competition, Venezia Out of Competition, Venezia Orizzonti, Giornate degli Autori, Semaine de la critique

Premiere status of the film: World or international premiere

TIER 2 – max. \$ 10,000 of Telefilm financing

Festival: Berlin International Film Festival

Eligible sections: Special Screening, Panorama, Generation, Forum

Premiere status of the film: European premiere

Festival: Busan Film Festival

Eligible sections: Flash Forward, Gala, World Cinema

Premiere status of the film: World premiere

Festival: Karlovy Vary Film Festival

Eligible sections: Competition, Out of Competition, Forum of Independents Competition

Premiere status of the film: World or international premiere

Festival: Locarno Film Festival

Eligible sections: Official Competition, Filmmakers of the Present Competition, Piazza Grande

Premiere status of the film: World or international premiere

Festival: Rotterdam International Film Festival

Eligible sections: Tiger Awards Competition, Bright Futures, Spectrum

Premiere status of the film: World or international premiere

Festival: San Sebastian Film Festival

Eligible sections: Official Section, Zabaltegi – New Directors

Premiere status of the film: World or international premiere

Festival: Sundance Film Festival

Eligible sections: Spotlight, New Frontier

Premiere status of the film: World, international or American premiere

Festival: Telluride Film Festival

Eligible sections: N/A

Premiere status of the film: World, international or American premiere

TIER 3 – Max. \$5,000 of Telefilm financing

International festivals or institutions organizing showcases or program sidebars spotlighting Canadian cinema in collaboration with Telefilm

European Film Festivals:

Goteborg International Film Festival: Scandinavian premiere

Karlovy Vary Film Festival

Locarno Film Festival

International Rome Film Festival: International and/or world premiere

San Sebastian Film Festival

Sitges Film Festival (Specialized film festival)

Eligible sections: non-competitive sections

Premiere status of the film: European premieres, except if mentioned otherwise

American Film Festivals:

AFI FEST - American Film Institute (Los Angeles)

Los Angeles Film Festival

New Directors, New Films (New York)

New York Film Festival

Seattle International Film Festival

Slamdance (Park City)

SXSW (Austin)

Tribeca Film Festival

Eligible sections: all

Premiere status of the film: World, international or American premiere

Asian Film Festivals:

Busan Film Festival

International Film Festival of India (Goa)

Mumbai Film Festival

Shanghai International Film Festival

Tokyo International Film Festival

Eligible sections: all

Premiere status of the film: World, international or Asian premieres

* World premiere: means the first time that a film is presented in the world

* International premiere: means the first time that a film is presented outside of Canada

* American, European, Asian or Scandinavian premiere: means the first time that a film is presented in these territories.

ANNEX B

LIST OF RECOGNIZED FESTIVALS FOR SHORT FILMS

World or international premiere at one of these festivals:

- Berlin International Film Festival
- Cannes International Film Festival – Official Selection, Semaine Internationale de la Critique, La Quinzaine des Réalisateurs
- International Short Film Festival Clermont-Ferrand
- Locarno Film Festival
- International Short Film Festival Oberhausen
- Oscars (one of the five final nominees)
- Sundance Film Festival
- Tampere Film Festival
- Tribeca Film Festival
- Telluride Film Festival
- Venice Film Festival (Horizon)