

CANADA FEATURE FILM FUND

EXPORT ASSISTANCE PROGRAM

GUIDELINES APPLICABLE AS OF JULY 16, 2018

Ce document est également disponible en français

EXPORT

1. BACKGROUND

The Canada Feature Film Fund (CFFF) aims to improve the long-term viability of the Canadian audiovisual industry. Through the Export Assistance Program (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 eligible projects on selected 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'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 cinema competitive in the eyes of the community of international buyers.

3. ELIGIBILITY CRITERIA

Funding under this Program is attributed to projects and applicants who meet the eligibility criteria set out below, subject to the overall availability of funds.

To be eligible, an applicant must:

- Be a company specializing in the theatrical distribution of films, excluding a sales agent;
- Own the rights to exploit an eligible project in one or more of the eligible territories set out in the appendix;
- Have paid a minimum guarantee for the acquisition of the rights of the project on the eligible territories;
- Be responsible for the effective exploitation of the project in all of the eligible territories for which the applicant is applying (the applicant cannot apply for funding in a territory that will be sub-distributed by a third party);
- Have developed a marketing plan for the project in the eligible territories;
- Have committed to theatrically release the project within the upcoming year in the eligible territories to which the applicant is applying.

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

To receive funding under this Program, an applicant must have acquired the rights to a project that:

- Is a feature length film (of at least 75 minutes) of any genre;

- Has received production financing from Telefilm;
- Is either:
 - Certified by the Canadian Audiovisual Certification Office (CAVCO) as a “Canadian film or video production” with a minimum of 8 out of 10 points under the provisions of the [Income Tax Act](#) (Canada); or
 - Recognized as a treaty coproduction by the Minister of Canadian Heritage (see Telefilm’s [guidelines](#) on Audiovisual Coproductions). Note that only those coproduction projects for which the revenues in the eligible territories are paid to the Canadian producer will be eligible for funding;
- Has a maximum total budget of 2.5 million dollars;
- Was not theatrically released in the eligible territories for which the applicant is applying.

4. TERMS OF FUNDING

Subject to the overall availability of funds, Telefilm’s funding will be in the form of a non-repayable financial contribution up to the lesser of the following amounts:

- The minimum guarantee paid by the applicant for the acquisition of the exploitation rights of the project in all the eligible territories for which the applicant is applying; or
- \$45,000 per eligible territory, for a maximum cumulative amount of \$90,000 per project.

Telefilm’s financial participation must be used to cover eligible costs relating to the promotional campaign for the theatrical release of the project.

Please consult the [Eligible Costs Matrix](#) available on Telefilm’s website to determine the types of costs and amounts covered by Telefilm. Costs already covered by another organization or company are not eligible.

5. HOW TO APPLY

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

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 ELIGIBLE TERRITORIES

The following territories are eligible for this Program:

- Argentina
- Australia
- Benelux (Belgium, Luxembourg and Netherland¹)
- Brazil
- China
- Colombia
- Denmark
- Finland
- France
- Germany
- Italy
- Japan
- Mexico
- New Zealand
- Norway
- Portugal
- South Korea
- Spain
- United States
- United Kingdom
- Sweden
- Switzerland
- Taiwan

¹ The Applicant must own the exploitation rights for the entire Benelux.