

# **CANADA FEATURE FILM FUND (CFFF)**

## **INTERNATIONAL PROMOTION PROGRAM**

### Guidelines

APPLICABLE AS OF MARCH 31, 2023

Ce document est également disponible  
en français.

**Table of Contents**

**Program Objectives .....3**

**1. Participation in International Festivals .....3**

    1.1. Eligibility Criteria for Applicants .....3

    1.2. Eligibility Criteria for Projects .....3

    1.3. Financial Support .....4

    1.4. Extraordinary Marketing Campaigns .....5

**2. Participation in Telefilm’s International Initiatives .....6**

**3. Invitation to Coproduction Markets .....6**

**4. Application Process .....6**

**5. General Information .....7**

## Program Objectives

The Canada Feature Film Fund (“CFFF”) of Telefilm Canada (“Telefilm”) seeks to improve the long-term viability of the Canadian audiovisual industry. The CFFF’s International Promotion Program (the “Program”), previously known as the Participation at International Festivals and Events Support Program, is aimed at encouraging the international promotion of Canadian audiovisual works through participation in international festivals and events. The Program reflects Telefilm’s priority of supporting the Canadian film industry to achieve new levels of success by supporting the marketing and promotion of Canadian content and talent abroad.

### 1. Participation in International Festivals

#### 1.1. Eligibility Criteria for Applicants

To be eligible, the Applicant must:

- be the producer, distributor or sales agent of an eligible project as defined in section 1.2; **and**
- be a Canadian-controlled company within the meaning of the [Investment Canada Act](#) and have its head office in Canada.

#### 1.2. Eligibility Criteria for Projects

Projects eligible for support for participation in international festivals are short or feature films, television series and extended reality (XR) projects that meet the following eligibility criteria:

1) For **feature films**<sup>1</sup>:

- be a Canadian fictional or documentary feature film that has either been certified by the Canadian Audio-visual Certification Office (CAVCO) as a “Canadian film or video production” with a minimum of 8 out of 10<sup>2</sup> points under the provisions of the [Income Tax Act](#) (Canada) or is eligible for such certification; **and**
- have been officially selected at one of the international film festivals and in one of the tiers indicated in Appendix A.

2) For **short films**<sup>3</sup>:

- be directed and produced by Canadian citizens as defined in the *Citizenship Act*, or permanent residents of Canada as defined in the *Immigration and Refugee Protection Act*; **and**
- be selected at one of the festivals listed in Appendix B.

3) For **television series**:

- be a Canadian series, each episode of which has either been certified by the Canadian Audio-Visual 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 is eligible for such certification; **and**
- have been selected at one of the festivals listed in Appendix C.

---

<sup>1</sup> Feature films are audiovisual productions of at least 75 minutes in length or productions selected as feature films by the festival(s) for which the applicant is requesting funding support from Telefilm.

<sup>2</sup> 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).

<sup>3</sup> Short films are audiovisual productions of 30 minutes or less.

4) For **extended reality (XR)**<sup>4</sup> projects:

- be produced in Canada and at least 75% of eligible production expenses are Canadian;
- have its underlying rights sufficiently and meaningfully owned and developed by Canadian citizens as defined in the *Citizenship Act* or permanent residents as defined in the *Immigration and Refugee Protection Act*; **and**
- have been selected at one of the festivals listed in Appendix D.

**Official coproductions:** Projects that have been recognized by the Minister of Canadian Heritage as audiovisual treaty coproductions are eligible if they are selected at a festival listed in the appendix corresponding to their format.<sup>5</sup>

**Additional eligibility criteria applicable to all projects:** In addition to the above criteria, all projects, regardless of format, must:

- be made available in French or English (in their original or subtitled version);
- 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 not contain any element that is an offence under the [Criminal Code](#), is libellous or in any other way unlawful.

**Note:** The lists of festivals in appendices A to D are subject to change and may be updated by Telefilm at its discretion. If your project has been selected for a festival that is not listed in the applicable appendix, it may still be considered eligible. Please contact Telefilm before submitting your application.

### 1.3. Financial Support

Subject to the availability of funds, Telefilm's financial support will take the form of a non-repayable contribution to cover eligible costs related to the travel of the Canadian members of the project's cast and crew and the promotion of the project at the festival.

#### 1.3.1. Eligible Costs

Eligible costs include but are not limited to:

- travel costs for Canadian crew members to attend the festival (accommodation, economy-class transportation, meals);
- publicist fees;
- costs related to the promotional campaign;
- costs related to subtitling the project in a third language;
- costs related to the logistical installation of the project at the festival;

Telefilm reserves the right to request all supporting documentation for costs claimed and to be reimbursed for any amount representing the difference between the amount of costs claimed and the amount of eligible costs actually paid. In addition, any costs that Telefilm deem ineligible, excessive, inflated or unreasonable may result in an adjustment to the amount of its funding.

---

<sup>4</sup> Extended reality projects include virtual reality, augmented reality and mixed reality projects. The following content is not eligible: industrial, corporate and curriculum-based projects, and operating systems.

<sup>5</sup> For example, a feature film project recognized by the Minister of Canadian Heritage as an audiovisual treaty coproduction is eligible if it has been selected at one of the festivals listed in Appendix A.

It is important to note that costs covered by Telefilm cannot be claimed from other entities. Furthermore, costs already covered by another organization or entity, or paid for by a festival, cannot be included in the amounts claimed from Telefilm.

Telefilm invites all applicants to read and follow the [Government of Canada’s Travel Advice and Advisories](#) before undertaking any travel activities.

### 1.3.2. Amount of Telefilm Funding Support

The amount of Telefilm’s funding support will be based on the type of project and the category of festival for which the project is selected, as well as eligible costs claimed and availability of funds. Telefilm’s funding will not exceed the maximums set out in the following grid:

Type of project	Maximum per festival	Total maximum per project
Feature films	<ul style="list-style-type: none"> <li>○ Category 1: \$25,000</li> <li>○ Category 2: \$15,000</li> <li>○ Category 3: \$2,000 or \$5,000, for a world or international premiere</li> </ul>	\$40,000
Short films	<ul style="list-style-type: none"> <li>○ \$2,000</li> </ul>	\$4,000
Television projects	<ul style="list-style-type: none"> <li>○ Category 1: \$25,000</li> <li>○ Category 2: \$15,000</li> <li>○ Category 3: \$2,000 or \$5,000, for a world or international premiere</li> </ul>	\$25,000
Extended reality (XR) projects	<ul style="list-style-type: none"> <li>○ \$2,000 or \$5,000, for a world or international premiere</li> </ul>	\$5,000

**Note:** In some cases, Telefilm may, at its discretion, demonstrate flexibility in determining the festival category to which the project is selected and the premiere status of the project. For more information, please refer to the essential information guide on the Program’s [webpage](#).

### 1.4. Extraordinary Marketing Campaigns

In exceptional circumstances and subject to the overall availability of funds, Telefilm may take into consideration funding requests exceeding the cumulative maximum noted in the grid above for extraordinary international marketing campaigns. Such campaigns are generally for projects selected at the Oscars, Golden Globes, BAFTAs or Césars in the “best film” or “best foreign film” categories or at other major international festivals or markets.

Applicants must provide a marketing plan indicating the budget details for their campaign and describing the international marketing strategy they intend to follow. They must also show that they have the necessary expertise to successfully carry through their marketing plan.

The amount of Telefilm funding granted will be based, among other things, on the stature of the festivals for which the project has been selected, the budget and marketing plan submitted, the Canadian talent participating in the marketing campaign, as well as the support provided for the campaign by the project’s foreign distribution company(-ies).

Telefilm will determine the form of its financial participation for the amount exceeding the cumulative maximum for the project type, including whether or not the excess amount is refundable.

It is important to note that costs covered by Telefilm cannot be claimed from other entities. In addition, costs already covered by another organization or company, or paid for by a festival, cannot be included in the amounts claimed from Telefilm.

Applicants who wish to apply for an extraordinary marketing campaign must contact Telefilm prior to submitting their application.

## 2. Participation in Telefilm's International Initiatives

Subject to the availability of funds, Telefilm may provide financial support to Canadian-controlled companies<sup>6</sup> operating as production or distribution companies or sales agencies that have received a formal invitation from Telefilm to present a project as part of one of its international initiatives such as Canada Now, First Look or a specific initiative organized in partnership with other organizations as part of its international presence.

The amount of funding provided by Telefilm will be determined by the scope of the initiative to which the Corporation is invited and the partnership negotiated with the organizers of the initiative.

It is important to note that the costs covered by Telefilm cannot be claimed from other entities. Furthermore, costs already covered by another organization or company, or paid for by a festival, cannot be included in the amounts claimed from Telefilm.

Telefilm's financial participation will be in the form of a non-refundable contribution and must be used to cover the travel expenses of the Canadian personnel designated in Telefilm's invitation letter as well as the project's media and promotional costs in the context of the initiative.

## 3. Invitation to Coproduction Markets

Subject to the availability of funds, Telefilm may provide funding support to Canadian-controlled companies<sup>7</sup> operating as production companies whose Canadian producer and/or director has received an invitation to present a project in development at one of the coproduction markets listed in Appendix E. Telefilm's funding must be used to cover the travel expenses of the above-mentioned individuals for their participation in the applicable event and will not exceed the maximums set out in the following grid:

Maximum funding per individual	Maximum per event	Maximum number of events
\$2,000 per event	\$4,000	3

It is important to note that costs covered by Telefilm cannot be claimed from other entities. Furthermore, costs already covered by another organization or entity, or paid for by a festival, cannot be included in the amounts claimed from Telefilm.

Also, please note that only those who have received a formal invitation from the organizers of events listed in Appendix E will be eligible.<sup>8</sup> Therefore, this funding is not intended for individuals who register as exhibitors or participants at international markets, but rather for those selected to submit a project by organizers of events listed in Appendix E.

## 4. Application Process

Applicants should submit their duly completed applications at least three weeks prior to the opening day of the festival, event or initiative for which funding is sought. In all cases, applications must be submitted before the event is held.

All applicants must file their application electronically via [Dialogue](#), attaching all required documents listed on Telefilm's website. All subsequent documentation must also be submitted electronically via [Dialogue](#).

---

<sup>6</sup> Under the [Investment Canada Act](#)

<sup>7</sup> Under the [Investment Canada Act](#)

<sup>8</sup> Proof of invitation must be submitted to Telefilm at the time of application. The list of coproduction markets is evolving and may be updated by Telefilm at its discretion. If your project has been selected for a coproduction market not listed in Appendix E, your company may still be eligible for financial support from Telefilm. Please contact Telefilm before submitting your application.

## **5. General information**

Compliance with these guidelines is a prerequisite for funding eligibility but does not guarantee access to Telefilm's funds. Telefilm reserves the right to modify its guidelines and application forms as needed. The implementation of these guidelines is at Telefilm's sole discretion, and Telefilm will ensure that funding is granted to projects that respect their spirit and intent. For any questions regarding the interpretation of these guidelines or the spirit and intent of the Program, Telefilm's interpretation shall prevail.

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

All Telefilm programs are subject to the availability of funding from government and other sources.