

INTERNATIONAL PROMOTION PROGRAM

ESSENTIAL INFORMATION GUIDE

1. What type of letter of invitation must be submitted when applying for support to participate in an international festival?

The applicant must submit an official letter from the festival or coproduction market for which his or her project has been selected, specifying:

- 1) the project name;
- 2) the festival section in which the project has been selected and the status of the project's premiere at the festival;
- 3) The list of costs covered by the festival or event organizer, if applicable.

2. In addition to the above-mentioned letter of invitation, what other documents have to be submitted at time of application?

The list of required documents at time of application is available on the program's [webpage](#). Please be advised that applicants may be required to provide additional documentation, namely if they apply for extraordinary marketing campaigns.

3. Can two different applicants with the same project selected at the same festival submit two different applications if the costs claimed are different?

No, only one application per festival is permitted for a given project. Moreover, please note that, if an application is submitted by a distributor or a sales agent, they must present a written confirmation from the project's producer identifying the distributor or sales agent and specifying that the producer consents that the funding application be submitted by one of these companies.

4. Are travel expenses covered by Telefilm during the COVID-19 pandemic?

Yes. Telefilm encourages all applicants to familiarize themselves with the Government of Canada's travel advice and advisories before undertaking any travel activity and to follow the instructions therein.

5. What is included in Press and Promotion costs?

Press and Promotion costs include the publicist's fees as well as the costs related to the promotional campaign and third language subtitling.

6. Can projects that have not received production assistance from Telefilm apply for a special marketing campaign?

Generally, special marketing campaigns aim to support projects that were financed by Telefilm in production. Applicants who wish to apply for a special marketing campaign must communicate with the contact persons listed on the program website before applying.

7. Are minority coproductions eligible for this program?

Yes. Note, however, that Telefilm funding for these projects can only be used to cover travel expenses incurred by Canadian applicants.

8. Are projects coproduced by the NFB eligible for this program?

Yes, provided that the NFB is a minority co-producer and is not the applicant.

9. Are all projects invited to Focus Canada initiatives eligible for funding under this program?

No. In order for the project to be eligible, the Focus Canada initiative must be recognized by Telefilm and this must be indicated in the official invitation letter of the festival or event organizing the initiative.

10. Can I submit my film to Telefilm through a link hosted on a video-sharing platform or website?

Yes. Please provide a free access link without an expiry date to one of the digital platforms on which the Project is distributed.