

# CANADA FEATURE FILM FUND (CFFF)

INTERNATIONAL PROMOTION PROGRAM  
GUIDELINES

APPLICABLE AS OF MAY 13, 2021

Ce document est également disponible  
en français.

## BACKGROUND

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 entitled the “Participation to international festivals and events support Program” is aimed at encouraging the international promotion of Canadian audiovisual works through participation in international festivals and events. This 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.

The financial support provided through this Program is aimed, firstly, at supporting the rights holders of feature films and short films selected at one of the festivals listed in [Annex A<sup>1</sup>](#) or [Annex B<sup>2</sup>](#).

### 1. Eligibility criteria for applicants and projects

#### 1.1. Eligibility Criteria for Applicants

Applicants eligible for support to participate in international festivals are companies meeting the criteria below. Applicant companies must:

- Be a producer, distributor or sales agent of an eligible project as defined in section 1.2;
- 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 submitted to obtain support for participation in international festivals must meet the eligibility criteria set out below.

- 1) For **feature films**<sup>3</sup>:
  - be a Canadian fictional or documentary feature film which is:
    - 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>4</sup> points under the provisions of the [Income Tax Act](#) (Canada); OR
    - recognized as an Audiovisual Treaty Coproduction by the Minister of Canadian Heritage (see the guidelines on [audiovisual treaty coproductions](#));
  - be officially selected at one of the international film festivals and in one of the tiers indicated in [Annex A](#);
  - be intended for theatrical release.
- 2) For **short films**<sup>5</sup>:
  - have a Canadian director and producer OR be recognized as an Audiovisual Treaty Coproduction;
  - be selected for a world or international premiere at one of the festivals listed in [Annex B](#).

In addition, regardless of their format, all projects must:

- be made available in French or English (in its 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.

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<sup>1</sup> Recognized festivals for feature films.

<sup>2</sup> Recognized festivals for short films.

<sup>3</sup> Feature films are audiovisual productions of at least 75 minutes in length.

<sup>4</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>5</sup> Short films are audiovisual productions of 30 minutes or less.

## 2. Financial Support

### 2.1. Terms and conditions of financing

Subject to the overall availability of funds, Telefilm's financial participation will take the form of a non-refundable contribution to cover the eligible costs listed in the [Eligible Costs Matrix](#), up to a cumulative maximum of \$40,000 per project. Please note that short films are only eligible for a maximum assistance of \$1,000 per project.

The amount of financial assistance will be determined based on the tier of festival for which the project is selected, the eligible costs claimed and the overall availability of funds.

In accordance with the Government of Canada's travel advice and advisories urging all Canadians to avoid non-essential travel, travel expenses are not considered as eligible costs until further notice.

The level of financing per festival may not exceed the specified maximums for each tier of festival indicated in [Annex A or B](#), namely:

- o Tier 1: \$19,500
- o Tier 2: \$10,000
- o Tier 3: No funding will be provided for participation in Tier 3 festivals unless they are for world or international premieres. In such cases, the maximum funding will be \$5,000.
- o Short film festivals listed in [Annex B](#): \$1,000

Please consult the [Eligible Costs Matrix](#) per festival tier to determine the types of expenses and amounts covered by Telefilm for each type of expense. It is important to note that the costs already borne by another organization or corporation, or defrayed by a festival, cannot be included in the amounts claimed from Telefilm.

### 2.2. Extraordinary marketing campaigns

In exceptional circumstances and subject to the overall availability of funds, Telefilm may take into consideration financing requests exceeding the cumulative maximum of \$40,000 for extraordinary international marketing campaigns. Such campaigns are generally for projects selected at the Oscars, the Golden Globes, the BAFTA or the Césars in the category of "Best Film" or "Best Foreign Film" 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 financial assistance granted by Telefilm will be determined based, among other things, on the stature of the festivals for which the project has been selected, the budget and the Marketing Plan submitted, the Canadian talent participating in the marketing campaign, as well as the support provided for the campaign by the foreign distributor(s) of the project.

Telefilm will determine the form of its financial participation on a case-by-case basis for the amount exceeding \$40,000, and whether the support above \$40,000 will be recoupable or not.

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

## 3. Application Process

Applicants should submit their duly completed applications at least three weeks prior to the opening day of the festival or event for which a financial contribution is being requested. In all cases, applications must be submitted before the holding of the festival or event in which the applicants wish to participate.

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.

#### **4. General Information**

Compliance with these guidelines is a prerequisite to eligibility for financing but 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 financing is provided to those projects that meet the spirit and intent of the Program. In all questions of interpretation of either 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](#).