



Alternative Distribution Program

Guidelines for 2006-2007

These Guidelines are specific to the terms and conditions of the Alternative Distribution Program (the “Program”) for the fiscal year of 2006-2007 (which ends on March 31, 2007).

Applicants are encouraged to read these guidelines carefully. This document contains information on eligibility criteria and the application process. While compliance with these guidelines is a prerequisite to eligibility for funding, unfortunately their compliance cannot guarantee entitlement to financing. In all questions of interpretation of either these guidelines or of the spirit and intent of the Program, Telefilm Canada’s interpretation shall prevail.

Telefilm Canada may make adjustments to these guidelines from time to time as the need arises.

Program Objectives

The objective of the Canada Feature Film Fund is to increase the number of Canadians watching Canadian films in theatres, aiming to capture 5% of the domestic box office by 2006. In reaching this target, a key challenge is to increase the theatrical circulation of Canadian feature films to all communities across Canada, including increasing audiences in the English-language market, as well as for French language films outside major cities in Quebec. The Program plays an important role in meeting this challenge by providing financing to organizations that use alternate distribution methods to the traditional theatrical distributor-exhibitor model in promoting and releasing Canadian films.

Program Eligibility

Financial support is available to Canadian owned and controlled companies¹ actively involved in the production, marketing, distribution and/or exhibition of Canadian feature films².

¹ As defined in the *Investment Canada Act* and the Eligible Applicants section of the main Canada Feature Film Fund Guidelines www.telefilm.gc.ca/03/311.asp?fond_id=1

More specifically:

If you are	With a	Then you are eligible for
A Canadian owned and controlled production company	Low budget ³ Canadian fiction film or a film supported through Telefilm Canada's English language Feature Length Theatrical Documentary Pilot Program produced without the support of a Canadian distributor, that now has either: a) A commitment from an exhibitor for the theatrical release of the film; or b) Been accepted into a recognized Canadian festival (See Annex 1)	Marketing support for the release of your film, including up to \$30,000 in prints and advertising ("P & A") support and up to \$50,000 in P&A and blow-up costs
A Canadian owned and controlled distribution company	Low budget film supported through Telefilm Canada's Low Budget Independent Feature Film Assistance Program	Marketing support for the release of the film, including up to \$30,000 in P&A support and up to \$50,000 in P&A and blow-up costs
An eligible Canadian owned and controlled distribution company ⁴	French language film with a production budget greater than \$1.25 million	a) Up to \$20,000 in P&A support for the theatrical release of the film to French language communities outside of Quebec; or b) Up to \$20,000 in P&A support for the theatrical release of the film outside of the major centres of Montreal, Quebec City, Gatineau, Sherbrooke and Trois-Rivières in Quebec
A Canadian owned and controlled company	Business model that actively seeks to improve the Canadian movie-going public's awareness of and/or access to Canadian films	a) Organizational support towards an established, on-going activity or event promoting increased audiences for Canadian films; or b) Project support for the implementation of a new theatrical distribution prototype or model or a new complementary distribution activity for Canadian films Generally speaking, Telefilm Canada's financing of these activities will not exceed 30% of the eligible budget.

² As defined in the Eligible Projects section of the main Canada Feature Film Fund Guidelines for feature length fictional films http://www.telefilm.gc.ca/03/311.asp?fond_id=1 and the Feature Length Theatrical Documentary Pilot Program (English language) Guidelines for theatrical documentaries http://www.telefilm.gc.ca/03/311.asp?fond_id=5.

³ For the purposes of the Program, a low budget film is considered to be a film with a budget of \$1.25 million or less.

⁴ As defined in the *Investment Canada Act* and the Eligible Applicants section of the main Canada Feature Film Fund Guidelines www.telefilm.gc.ca/03/311.asp?fond_id=1

Nature and Terms of Financial Participation

Marketing Support

The nature and terms of Telefilm Canada's financial participation and repayment of this participation are dependent on the type of alternative distribution assistance being requested and the viability of the proposal for increasing Canadian audiences for Canadian feature films.

For more information on Telefilm Canada's financial participation and terms of repayment, contact the distribution analyst in your regional Telefilm Canada office. See [Annex 2](#) for details.

Assessment of Applications and Decision Making

a) Application Deadlines

There is no application deadline for the Program. Applications are accepted and reviewed on an on-going basis.

Closing Date

To allow for sufficient time to review and contract applications prior to Telefilm Canada's fiscal year end of March 31, 2007 applications seeking financing within the current fiscal year must be received no later than December 15, 2006. Applications received after this date will be assessed for assistance in the next fiscal year.

b) Decision Making

Applicants must submit an application for financing to their regional Telefilm Canada office.

Decisions for marketing funding in support of both English language and French language projects will be made by Telefilm Canada's Regional Directors, based on recommendations from the Feature Film Distribution Work Group (the "Work Group"). The Work Group is made up of Telefilm Canada staff with expertise in the areas of marketing and distribution and consists of representation from all Telefilm offices.

Decisions for organizational support towards an event or activity promoting increased audiences for Canadian films or project support for the implementation of a new theatrical distribution prototype or model or a new complementary distribution activity for Canadian films will be made by Telefilm Canada's Industry Development sector based on recommendations from the Regional Directors.

Applications will be evaluated on the demonstrated benefits for the increased circulation and audience awareness of Canadian feature films.

Submission requirements

The submission requirements for funding from the Program vary depending on the type of support being requested. For details on the documentation required in support of your application contact the distribution analyst in your regional Telefilm Canada office.

Confidentiality of Information

Telefilm Canada is required to act in accordance with both the *Privacy Act* and the *Access to Information Act*. *The Privacy Act* protects the personal information of individuals and provides them with a right of access to such information about themselves. All other information may be accessible under the *Access to Information Act*.

Recognized Canadian Festivals

- Atlantic Film Festival
- Banff Television Festival
- Calgary International Film Festival
- Canadian Film Centre's Worldwide Short Film Festival
- Carrousel international du film de Rimouski
- Cinéfest Sudbury International Film Festival
- Cinéfranco
- Cinémental
- Edmonton International Film Festival
- Festival de cinéma des 3 Amériques
- Festival du cinéma international en Abitibi-Témiscamingue
- Festival du film de l'Outaouais
- Festival du film et de la vidéo autochtones de Montréal
- Festival du nouveau cinéma de Montréal
- Festival international du cinéma francophone en Acadie
- Festival international du film pour enfants de Montréal
- Festival international du film sur l'art
- Flicks:Saskatchewan International Children's Film Festival
- Freeze Frame
- Gimli Film Festival
- Global Visions Film Festival
- Hot Docs Canadian International Documentary Festival
- Images Independent Film and Video Festival
- ImagineNative Film + Media Festival
- Montreal World Film Festival
- NSI Film Exchange
- Ottawa International Animation Festival
- Reel 2 Real International Film Festival For Youth
- Reel Asian International Film Festival
- ReelWorld Film Festival
- Regard sur le court métrage au Saguenay
- Rencontres internationales du documentaire de Montréal
- Rendez-vous du cinéma québécois
- Rendez-vous du cinéma québécois et francophone de Vancouver
- Sprockets
- St. John's International Women's Film & Video Festival
- Toronto International Film Festival
- Vancouver International Film Festival
- Victoria Independent Film & Video Festival
- Vues D'Afrique
- Whistler Film Festival
- Yorkton Short Film & Video Festival

Annex 2

CONTACTS

Quebec Office

360 St. Jacques Street
Suite 700
Montréal, Quebec
H2Y 4A9

Contact: Alternative Distribution
Coordinator
Phone: (514) 283-0838 ext. 2186
Toll Free : 1-800 567-0890
Fax: (514) 283-8212

Atlantic Office (NS, NL, NB, PE)

1717 Barrington Street
Suite 300
Halifax, Nova Scotia
B3J 2A4

Contact: Alternative Distribution
Coordinator
Phone: (902) 426-8425
Toll free : 1-800-565-1773
Fax: (902) 426-4445

Ontario and Nunavut Office

474 Bathurst Street
Suite 100
Toronto, Ontario
M5T 2S6

Contact: Alternative Distribution
Coordinator
Phone: (416) 973-1819 ext. 2524
Toll free : 1-800-463-4607
Fax: (416) 973-8606

Western Office (BC, YT, AB, MB, SK, NT)

609 Granville Street
Suite 410
Vancouver, British Columbia
V7Y 1G5

Contact: Alternative Distribution
Coordinator
Phone: (604) 666-7337
Toll free : 1-800-663-7771
Fax: (604) 666-7754