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## CANADA SHOWCASE

Telefilm Canada has launched an independent nation-wide evaluation of its *Canada Showcase* program, and the financial support it provides to Canadian audiovisual media festivals across the country.

Therefore, in addition to the guidelines below and notwithstanding anything to the contrary contained in the guidelines, the following applies for 2007-2008:

- No festivals will receive an increase in core funding;
- Special audience-driven initiatives targeted at Canadian films and attached to special anniversaries may justify small one-time only increases – at Telefilm’s sole discretion; and
- No new festivals or events will be accepted during the transition period.

### GUIDELINES FOR 2007-2008

Telefilm Canada reserves the right to make adjustments to these Guidelines from time to time as the need arises.

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 from Canada Showcase, unfortunately their compliance cannot guarantee entitlement to financing. In all questions of interpretation of either these Guidelines or of the spirit and intent of Canada Showcase, Telefilm Canada’s interpretation shall prevail.

All applications, complete with all required support material, must be submitted to the Telefilm Canada office in your region to the attention of the person who is responsible of the Canada Showcase program (See ANNEX II). Complete applications must be submitted no later than **three months** prior to the beginning of the event for which funding is being requested. For further information regarding the applications process, please refer to Section 4.

#### 1) PROGRAM OBJECTIVES

Telefilm Canada’s prime objective with the Canada Feature Film Fund is to capture 5% of the domestic box office by 2006 and to increase audiences for Canadian feature films abroad. The *Canada Showcase* program plays an important role in meeting this goal by providing financial assistance to festivals that contribute actively, directly and distinctively towards the promotion and presentation of Canadian works.

Festivals represent important opportunities to promote, showcase and celebrate Canadian films. Consistent with Telefilm Canada's mandate, festivals are seen as accomplishing the following:

- Promoting Canadian works to national and international audiences;
- Providing regions of Canada with increased access to Canadian and international works; and,
- Contributing to the development of Canadian films.

The primary goal of *Canada Showcase* is to increase awareness of high quality Canadian works at Canadian festivals. *Canada Showcase* further seeks to encourage opportunities to celebrate, showcase and market Canadian works at festivals that are international, national or regional in scope. *Canada Showcase* also supports festivals that provide business-building opportunities (e.g., markets, forums, sales).

## **2) ELIGIBLE APPLICANTS**

To be eligible for assistance an applicant must meet all of the following criteria:

- a) Be a not-for profit organization;
- b) Be a Canadian-controlled entity, as determined according to sections 26 to 28 of the *Investment Canada Act*;
- c) Demonstrate and document its capacity to organize and satisfactorily manage an event, as well as its commitment and proposed approach to ensuring transparency and accountability by means of first-rate governance.

Cinematheques, student festivals and festivals hosted by film/video co-operatives are not considered eligible, nor are extremely specialized events that are geared to special interest groups.

## **3) PRIORITY ACCESS**

Telefilm Canada currently receives applications for financing that exceeds its available resources. Applicants should therefore be aware that in administering the Canada Showcase Program, Telefilm Canada will give priority to festivals that demonstrate the ability to accomplish the following:

- Provide effective exposure and promotion of Canadian works to national and international audiences, while encouraging cultural diversity;
- Provide regions of Canada with increased access to Canadian and international works;
- Involve the professional audiovisual community in the event by providing suitable activities, services and forums for participants;
- Create an original event that will rally the various local communities and enhance the cinematic menu currently available to the public;
- Contribute to the development of the Canadian film industry while building new audiences and fostering new clientele.

## **4) APPLICATION PROCESS**

All applications, complete with all required support material, must be submitted to the Telefilm Canada office in your region to the attention of the person who is responsible of the Canada Showcase program. (please refer to Annex II).

Complete applications must be submitted no later than three months prior to the beginning of the event for which funding is being requested. Telefilm Canada reserves the right to request any additional information and documents it may deem necessary to assess the application.

Each application must include the following:

- a) Incorporation documents for the applicant's organization and related companies, if applicable, with a list of stakeholders of ownership interests, including members, directors and trustees, indicating their citizenship, residency and number and/or percentage of interests held;
- b) The resume of the applicant's Chairman, members of the Board of Directors, and company directors and/or officers detailing their qualifications and experience;
- c) The applicant's conflict of interest policy and code of ethics;
- d) Financial statements including a detailed schedule of sources of revenue, for the applicant's last fiscal year in the case of festivals that already have a history with Telefilm Canada, and last three years with respect to all new festivals at Telefilm Canada. The applicant shall submit to Telefilm Canada a) if the budget is equal to or less than \$200,000, an unaudited financial statement, supported by an affidavit; b) if the budget is in excess of \$200,000, but equal to or less than \$500,000, an audited financial statement accompanied by an independent public accountant's review engagement report; and c) if the budget is in excess of \$500,000, an audited financial statement accompanied by an independent auditor's report.

In case of a newly incorporated entity, consolidated financial statements of the group, accompanied by cash flow statements for the next three (3) years are required;

- e) A projected budget and financial plan for the event for which funding is being requested. Applicants must demonstrate that the budget reflects an appropriate range of funding sources, including from the private sector;
- f) A list of titles programmed for the event for which funding is being requested, detailing each title's country of origin and duration (to be submitted no later than four weeks prior to the commencement of the event);
- g) A detailed description of how the applicant plans to facilitate participation in both of Canada's two official languages, if and when it is applicable; and,
- h) Any and all documents containing information which will describe and demonstrate how the criteria set out in the Evaluation Grid (please see Annex I) will be met.

## **5) EVALUATION OF APPLICATIONS**

In addition to the evaluation criteria categories outlined in the Evaluation Grid, Telefilm will evaluate each application based on the requirements detailed in the present Guidelines.

The Corporation will consider only one festival per region outside major centres.

Priority will be given to events that showcase Canadian content and that reserve a significant segment of their programming to Canadian content. .

No applicant may stage an event directly related to its activities outside the city or location where it is taking place without the prior agreement of Telefilm Canada at the time of application. In making its decision, Telefilm Canada will consider whether the event in question is consistent with the goals and criteria of the Canada Showcase Program.

The size and profile of the event will be a consideration in determining appropriate levels of funding. Telefilm Canada will also seek to maintain a balance of events across Canada.

Telefilm Canada will also consider the Canadian content of the event's programming according to the following criteria:

- The majority of the Canadian productions presented must be recent productions (maximum two years old) with the exception of special Canadian retrospectives;
- Canadian distributors and/or producers must hold the Canadian distribution rights;
- Canadian productions must be screened under the best possible conditions available to the festival (e.g. in the best theatres and at times when attendance is likely to be highest).

Applicants meeting the basic requirements are not guaranteed funding.

## **6) NOTIFICATION OF DECISION**

Applicants will receive written notification following the evaluation of their application. Every effort is made to advise applicants of the results of their application within 8 weeks of Telefilm Canada receiving a completed application, with all required supporting documentation.

If the application is accepted, Telefilm Canada will issue a Decision Letter and a Contract outlining the major terms and conditions of the financing agreement, the signing of which may be subject to the completion of any other financing arrangements and outstanding conditions.

Telefilm Canada's decisions will be considered final.

## **7) NATURE AND TERMS OF FINANCIAL PARTICIPATION**

The financial assistance will take the form of a contribution.

As a general rule, Telefilm Canada's financial participation will not exceed 15% of the event's approved total budget.

The contract governing the financial participation of Telefilm Canada will be that provided by the Corporation.

Financial support will be paid according to a payment schedule approved by Telefilm Canada. Payments may be delayed or withheld should an applicant fail to provide required documentation or to meet its contractual obligations.

Telefilm Canada will take no responsibility for any deficit incurred by the applicant.

Acceptance of funding from Telefilm Canada establishes the right of the Corporation to audit all accounts and records of the applicant and its related companies.

Information and literature related to the Festival's program must be provided to the public in the form of a brochure, catalogue, booklet or handout. There must be a special focus on the Canadian works and their creators.

In the case of events or festivals funded by Telefilm Canada with conflicting or overlapping dates or activities, whether international, national or regional, Telefilm Canada reserves the right to withhold its financial assistance pending a resolution of the problem by the applicant.

An applicant in default towards Telefilm Canada may not submit an application to the *Canada Showcase Program*, or any other assistance program offered by Telefilm Canada, pending a resolution of the problem.

An applicant involved in either pending or actual litigation must make full disclosure to Telefilm Canada. Telefilm Canada reserves the right to withhold or withdraw from any of its commitments in the event of such litigation.

## **8) RECOGNITION**

The recipient agrees to recognize publicly the financial support of Telefilm Canada in all advertising, promotional and program materials.

The recipient must co-operate with Telefilm Canada in ensuring that the Corporation's participation via Canada Showcase is highlighted in an appropriate and dynamic way. Telefilm Canada reserves the right of approval over the use and application of its logo, which must be prominent in all of the festival's promotional materials. The event must submit for Telefilm Canada's approval at the time of application a plan dealing with sponsors' acknowledgement.

## **9) ACCESS TO INFORMATION AND PRIVACY**

All information submitted to Telefilm Canada is subject to the *Privacy Act* and the *Access to Information Act*.

## **10) CALL OF PROPOSALS**

Telefilm Canada may choose at its own discretion to proceed by way of a call of proposals in order to determine any festival or event it will assist financially in a specific region or geographical area.

## **ANNEX I – Evaluation Grid for the Canada Showcase Program**

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### **1. IMPACT OF THE EVENT (40 POINTS)**

#### Cultural Impact (20 points)

- Program quality and calibre
- Presentation and promotion of Canadian cinema
- Program diversity, particularly in regard to cultural diversity
- Contribution to building audiences and fostering new clienteles for Canadian films

#### Professional Impact (10 points)

- Relevance and interest of the concept for the professional clientele
- Involvement of local professionals in the event
- Quality and pertinence of activities, services and forums for industry participants
- Projected professional impact of the festival and its (promotion of films, “market”, deals, meetings...)

#### Community Impact (10 points)

- Enhancement of the existing local cinematic menu
- Participation and involvement of local communities
- Degree of accessibility of the event (price, location, hospitality...)
- Participation and involvement of the business community
- Generation of national and international interest in the event and in the host city

### **2. GOVERNANCE STRUCTURE (30 POINTS)**

#### Organizational and Governance Structure (10 points)

- Structure of the organization with respect to the nature and scope of the event
- Senior management expertise and diversity and complementarity of management and administrators
- Quality of governance, code of ethics, decision-making process, control methods
- Involvement of active industry representatives in organizing the event

#### Management Structure (10 points)

- Business strategy

- Film sourcing and selection strategy
- Marketing and promotion strategy
- Management tools

### Financial Performance (10 points)

- Appropriateness of budget to the event's targeted positioning and objectives
- Financing and revenue diversification strategy
- Potential for self-generated revenues, especially private-sector sponsorship

<b>3. OVERALL MERIT OF THE EVENT (30 points)</b>
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- Originality and distinctiveness of the project, considering existing local, national and international film events
- Complementarity of the event with existing Canadian events
- Innovative nature and positioning that will help to enhance and diversify the roster of film events
- Overall coherence of the proposal

## **ANNEX II – Telefilm Canada Contact Information**

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Telefilm Canada's web site: <http://www.telefilm.gc.ca>

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