



## MANITOBA FILM & MUSIC'S ACCESS TO MARKETS & FESTIVALS 2020-21 Guidelines

**OBJECTIVE:** MANITOBA FILM & MUSIC'S ACCESS TO MARKETS & FESTIVALS is an industry-driven fund that supports the market development activities of Manitoba\* production companies, independent producers, distributors, directors and writers at national and international markets and festivals. Production companies are also eligible to apply for up to two (2) in person business trips, trade missions, red carpet screenings, and/or award shows, where the primary activity of the producer will be focused around business meetings and market expansion. MANITOBA FILM & MUSIC reserves the right to consider additional in person marketing activities on a case-by-case basis. In response to current travel restrictions surrounding COVID-19, virtual markets and festival opportunities will be considered for applications received before March 31, 2021.

\* *Canadian citizens or landed immigrants who have been living in Manitoba for at least 365 days and for whom Manitoba is their primary residence. Proof of Manitoba residency may be required.*

---

### ELIGIBILITY CRITERIA FOR ATTENDING MARKETS:

- As an established producer:** a minimum of one producer credit on a total of 60 minutes of nationally or internationally broadcast or screened projects and a track record of achieving results at previous markets.
- As an emerging producer:** a minimum of one producer credit on a total of 30 minutes of regionally, nationally or internationally broadcast or screened projects, AND has established a mentorship relationship with an established producer who has agreed to assist in the market attendance preparation. **A letter from the mentor, with a detailed support plan, must be included with the application.**
- As a writer:** a minimum of one hour of professionally broadcast or screened work.
- As a distributor:** at least two years' experience distributing independent Canadian screen content in the international marketplace.

### ELIGIBILITY CRITERIA FOR ATTENDING FESTIVALS:

- An independent Manitoba\* writer, director, producer or distributor with two or more years of professional production experience directing, writing, producing and/or distributing film and/or television and/or digital media.
- Official invitation for your film to screen at a premier film festival including the number of screenings and number of seats in the venue(s). The festival must have significant industry recognition. Priority will be given to high profile festivals and recognized festivals on the Telefilm Canada website.
- Clearly identified goals and objectives delineating how they can be achieved by attending the festival. Demonstrate professional and business development opportunities available at the event.

*Applications from those individuals or companies in default on any contractual obligation to MANITOBA FILM & MUSIC will not be considered. It is the responsibility of the applicant to verify its*

*status with MANITOBA FILM & MUSIC prior to applying for funding.*

---

#### **SELECTION CRITERIA:**

- The request for support must include:
  - A business development plan with defined objectives and results expected at the market, market trip or festival.
  - The benefits or opportunities afforded by the specific market, market trip or festival and for the business, creative and/or career development of the applicant.
- Along with the items above, MANITOBA FILM & MUSIC will:
  - Consider the number of times an applicant has received Access to Markets & Festivals contributions to attend markets and festivals in support of the specific projects in the request and the track record of achieving goals at markets and festivals.
  - **MARKETS:** Give priority to recognized international markets where Telefilm Canada / the Canada Media Fund is present.
  - **FESTIVALS:** Give priority to high profile festival opportunities (Cannes, TIFF, Berlin, SXSW, Sundance, etc) See [Telefilm Festival circuit list for further examples](#).
  - Consider the eligibility of virtual markets and festival opportunities in response to travel restrictions surrounding COVID-19 for applications received before March 31, 2021.

NOTE: All funding will be awarded on an individual basis. MANITOBA FILM & MUSIC will carefully consider funding multiple attendees from a single company or for the same project(s). If goals, objectives and projects described in the applications are the same, MANITOBA FILM & MUSIC, in their discretion, reserves the right to limit support to only one of the applications or award reduced funding to each applicant.

---

#### **COST TO APPLICANTS:**

**Note: There is no application fee associated with this program. Applicants will only be responsible for self-funding the balance of their approved expenses. MANITOBA FILM & MUSIC's contribution will never exceed 50% of the eligible costs for in person markets or festivals OR 75% of the eligible costs associated with virtual market or festival registration.**

---

#### **MANITOBA FILM & MUSIC CONTRIBUTION:**

MANITOBA FILM & MUSIC's Access to Markets & Festivals contribution effectively provides the successful applicant with a cash contribution of up to 50% of the actual reasonable eligible costs up to the amount approved by MANITOBA FILM & MUSIC.

If applying for virtual markets and festival opportunities before March 31, 2021, MANITOBA FILM & MUSIC may contribute up to a maximum of 75% toward the eligible registration cost of the event as transportation and accommodation expenses will not be applicable. MANITOBA FILM & MUSIC's cash contribution for all other marketing expenses remains up to 50% of the maximum total of the actual reasonable eligible costs.

\*Based on the strength of the application and the demand on program funding, MANITOBA FILM & MUSIC

reserves the right to award less than the requested amount. We caution that, based on anticipated demand, applicants should not assume the maximum threshold will be awarded.

Annual contributions from MANITOBA FILM & MUSIC for the Access to Markets & Festivals Program may not exceed \$3,000 per individual, and \$6,000 per production company. Note that contributions to individual writers, directors and producers who are attending the event on behalf of a given production company or projects in which the production company holds the underlying rights will cumulate towards the total production company cap. Contribution funds are non-transferrable.

#### **PERSONAL ELIGIBLE EXPENSES:**

**In-Person Marketing Initiatives:** The MANITOBA FILM & MUSIC payment covers up to 50% of the eligible personal and marketing expenses up to *a maximum contribution of \$1,500 for North American travel and \$2,000 for International travel:*

- economy class transportation to the event\*
- event registration
- ground transportation during event
- accommodation, up to a maximum of six (6) nights
- per diem, up to \$65.00 per day in North America and \$110.00 per day overseas, for a maximum of six (6) days for days attending event only. Add 1 extra day for long haul trips (more than 6 hours each way).

*\*Please note that Air Miles will count toward your eligible expenses however they will be valued at comparable economy rate purchased at least 2 weeks prior to travel.*

**Virtual Markets and Festival Opportunities:** The MANITOBA FILM & MUSIC payment may cover up to 75% of the eligible event registration cost and up to 50% of the eligible marketing/promotional expenses up to a maximum contribution of \$750.

#### **ELIGIBLE MARKETING/PROMOTIONAL EXPENSES:**

Other reasonable eligible expenses include third party costs associated with developing marketing materials that, in MANITOBA FILM & MUSIC's opinion, will significantly improve marketability of projects to be pitched at the market, such as, but not limited to:

- Design and creation of pitch documents (ie. research, consultant, writing, story editing, story boards, graphic design, printing costs);
- Short Non-Broadcast Demo Production;
- Limited translation, dubbing and subtitling for previously produced episodes of a project for the purposes of non-broadcast sales tools;
- Development of production budget and financing plan; and
- Marketing Specialists.

Other reasonable eligible expenses include third party costs associated with promoting the project that, in MANITOBA FILM & MUSIC's opinion, will significantly improve marketability of the film to be screened at the festival, such as, but not limited to:

- Publicist (not for unit publicity, but specifically for promotion of film at theatrical release, festival or event);
- Event Coordinator, Social media manager and/or Marketing Agent;
- Screening associated costs (reception, catering, invitations, room rental, equipment rental). Eligible screenings and ancillary receptions

must include potential sales agents, distributors, festival programmers, and/or press in attendance;

- Prints and advertising (P&A);
- Design and production of marketing materials digital and physical: EPK, website, trailers, giveaways, posters;
- Courier/Shipping;
- Additional prints (screeners specific to event);
- Marketing/promotional activities specific to the event;
- Marketing website development for the specific film; and
- Audience research, versioning/sub-titling and on-line marketing activities designed to reinforce the film's promotion and marketing.

If the applicant has previously received funds under MANITOBA FILM & MUSIC'S Pitch Readiness Program (PRP) or MANITOBA FILM & MUSIC'S Feature Film Marketing Fund (FFM), the expenses included in the PRP or FFM budget or final cost report cannot be included in the Access to Markets & Festivals Program budget.

---

**APPLICATION DEADLINE:** Complete applications must be received a minimum of 15 business days prior to the event. It will then take approximately 21 business days to notify successful applicants.

---

MANITOBA FILM & MUSIC reserves the right to review and update these and any guidelines at any time, without notice. Please refer to the MANITOBA FILM & MUSIC website for any changes or revisions to our guidelines or documentation. In all questions of interpretation of these guidelines, or regarding the spirit and intent of MANITOBA FILM & MUSIC'S funding programs, the interpretation of MANITOBA FILM & MUSIC shall prevail.

---

**APPLICATION PROCESS:**

- 1 - Fill in the JotForm application forms available on our website. Handwritten and hardcopy applications will not be accepted.
- 2 - Submit the JotForm application and support material [HERE](#). It is the applicant's responsibility to ensure that their application package is detailed and complete. **Incomplete applications will not be processed.**
- 3 - Upon receipt, applications are reviewed for completeness and eligibility before analysis. MANITOBA FILM & MUSIC reserves the right to adjust the applicant's budget to ensure its accuracy according to the guidelines. **Based on the strength of the application and the demand on program funding, MANITOBA FILM & MUSIC reserves the right to award less than the requested amount. We caution that, based on anticipated demand, the maximum threshold is unlikely to be reached.**
  - NOTE: *Applicants must be in good standing with MANITOBA FILM & MUSIC at the time of application. Applications from those individuals or companies in default on any contractual obligation to MANITOBA FILM & MUSIC will not be considered. It is the responsibility of the applicant to verify its status with MANITOBA FILM & MUSIC prior to applying for funding.*
  - NOTE: Applications from applicants in default with MANITOBA FILM & MUSIC for the Access Programs or any other MANITOBA FILM & MUSIC funding agreement will not be accepted. (DEFAULT POLICY FOR ACCESS PROGRAMS: Applicants will be found in default if they do not disclose other government support received; do not satisfactorily meet their reporting requirements; do not carry out the project as proposed; or breach a material condition of the contribution agreement. MANITOBA FILM & MUSIC will impose a penalty or cancel its contribution and prohibit an Applicant from accessing MANITOBA FILM & MUSIC contribution funds.)
- 4 - Successful applications will receive notification within approximately twenty-one (21) business days following the receipt of complete documentation at which time they will receive the contribution agreement for signature. Within seven (7) days of MANITOBA FILM & MUSIC receiving the signed Contribution Agreement, the applicant will receive the first installment of 80% of the MANITOBA FILM & MUSIC contribution.

The final installment of the Contribution will be based on the total of the actual eligible expenses, after approval of the mandatory final report. \*

---

\* **REPORTING REQUIREMENTS:** Applicants are required to submit a **completed** final report within 4 weeks after the event. Incomplete final reports will not be accepted. Applicants that fail to submit reports within the 4 week window, may have advance funds reduced on subsequent grants from this program.

Reports not filed within 3 months of the event will result in the applicant being placed in default; applicants in default may be required to repay all awarded funds.

---

**If you would like more information on the Access to Markets & Festivals Program or need assistance in preparing your application, please contact Brian Clasper, Senior Analyst for Film, TV & Tax Credits at [brian@mbfilmmusic.ca](mailto:brian@mbfilmmusic.ca).**