



## FEATURE FILM MARKETING FUND

### Program Guidelines

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Note: The following documents are an integral part of the guidelines for the Feature Film Marketing Fund:

- 1) Program Guidelines (this document);
- 2) Feature Film Marketing Fund application form, **which includes the list of documents required for a complete submission.**

All documents are available on the Manitoba Film & Music website at [www.mbfilmmusic.ca](http://www.mbfilmmusic.ca).

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**MANITOBA FILM & MUSIC** assists Productions/Applicants with the promotion and marketing of Feature Film Projects at time of theatrical release, festivals and markets to either enhance the promotion and marketing of the release theatrically and/or to attract the attention of distributors/sales agents to increase the commercial interest in the project. It is not the intention of the program to duplicate support in areas already covered under **MANITOBA FILM & MUSIC's** Access to Markets & Festivals, and as such, does not apply to travel, accommodations, or per diems, and/or promotional or marketing activities covered under the Winnipeg Film Group's Marketing Fund. It is also intended to compliment not replace resources, financial and otherwise, committed by the distributor(s) of the film.

#### **A1. ELIGIBILITY REQUIREMENTS**

To be eligible for Feature Film Marketing support, the applicant must:

- Be a resident Manitoba producer, defined as a producer who operates a production company in Manitoba that is majority owned and controlled by Manitoba residents. Note: Applications must be submitted by an eligible Manitoba resident producer.

When a project involves a Manitoba Director and a Non-Manitoba Producer, both need to be included on the application. This is the only time that a Manitoba Director may apply (otherwise, the applicant must be the Manitoba Producer). (Partnerships with the distributor/sales agent where applicable are encouraged)

To be eligible for Feature Film Marketing support, the project must:

- Have received **MANITOBA FILM & MUSIC** financing through the Feature Film Production Fund;
- Be a scripted, fictional (drama or comedy) feature length film or a feature length documentary;
- Be live action or animation;
- Be a completed production, ready for distribution;
- Be produced by a Manitoba Producer with or without a secured distributor/sales agent;
- Be applying for an event that is industry recognized. This includes, but is not limited to, the following festivals or markets:
  - o Cannes;
  - o TIFF;
  - o Venice;
  - o Sundance;
  - o Berlin;
  - o Tribeca.

Additional festivals/markets may be considered at the discretion of **MANITOBA FILM & MUSIC**. Priority will be given to those films invited to screen at an industry recognized event.

## **A2. FINANCIAL CONTRIBUTION**

Funding will be offered in the form of a non-recoupable grant provided that all eligibility criteria, recognition requirements, and reports are provided to the satisfaction of **MANITOBA FILM & MUSIC**.

**MANITOBA FILM & MUSIC**'s contribution shall not exceed 50% of the total event cash Budget for the project, to a maximum of the following:

- \$3,000 if in Canada;
- \$5,000 if in US or Mexico;
- \$7,500 in Rest of the World.

No more than one application per project per above territory will be considered.

There is a maximum of \$10,000 per funding period (April 1<sup>st</sup> to March 31<sup>st</sup>) per associated parent company.

### Drawdown Schedule:

- 80% within 10 days of signing of the Agreement;
- 20% upon completion of the event and receipt of a final cost report with proofs of payment for all expenses accepted by **MANITOBA FILM & MUSIC**.

**MANITOBA FILM & MUSIC** reserves the right to increase or decrease the level of its participation in any given project based on budget, Manitoba expenditures, genre, length, level of related party transactions and overall demand on the funds available.

### A3. NOTES REGARDING ELIGIBLE COSTS

Eligible costs include the following:

- Publicist (not for unit publicity, but specifically for promotion of film at theatrical release, festival or event);
- Screening associated costs (reception, catering, invitations, room rental, equipment rental);
- Marketing materials specific to the event (design, printing/placements);
- Courier/Shipping;
- Additional prints (screeners specific to event);
- Event coordinator fees;
- Marketing/promotional activities specific to the event;
- Marketing website development for the specific film.

NOTE: In-house services are not considered eligible costs.

### A4. IMPORTANT INFORMATION

Eligibility under these guidelines does not guarantee financial support. The funding decisions of **MANITOBA FILM & MUSIC** are final.

#### Application Requirements:

Applications must be received at least three weeks prior to the event/release, and will be accepted throughout the year, funds permitting.

**MANITOBA FILM & MUSIC** reserves the right not to review any application considered to be incomplete or inconsistent with the present guidelines, or to require additional information before proceeding with the application.

Applicant companies (or their affiliates) must be in good standing with **MANITOBA FILM & MUSIC** at the time of application. Applications from those 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.

#### Deliverables:

Successful applicants will be required to submit the following deliverables:

- Written, detailed report for the event;
  - o Details on the event;
  - o List of who attended;
  - o What was achieved;
  - o List of meetings/contracts secured;
  - o Theatrical release box office numbers;
  - o Copies of all press/ad buys/etc.
- Final Cost Report;
- Proofs of payment for ALL expenses on the Final Cost Report.

#### Acknowledgement:

**MANITOBA FILM & MUSIC**'s logo must clearly appear on all related marketing materials. In addition, **MANITOBA FILM & MUSIC** will be entitled to a total of 10 invitations or 10% of the available seating at the event screenings, whichever is lesser.

**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.