



**MARKET AND FESTIVAL ASSISTANCE  
GUIDELINES AND APPLICATION**

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## MARKET AND FESTIVAL ASSISTANCE

### A. Objectives

To assist Nova Scotian producers of film, television and new media to develop new markets for Nova Scotian productions; to form professional contacts that may lead to co-production opportunities which shall bring investment to Nova Scotia; and to raise the profile of Nova Scotia production companies.

### B. Eligible Applicants

Applications will be considered from **Nova Scotia producers** with:

- at least one on-air/screen production credit in the film, television and new media industry;
- a television project for which there is a broadcast development deal or a feature film project that has received development funding from the Corporation or feature film funding agencies such as Telefilm Canada or the Harold Greenberg Fund; or
- a project that has been invited to screen at one of the major markets/festivals listed below.

Applicants must be Nova Scotia residents with demonstrated financial need. For definition of Nova Scotia resident, see “Eligible Applicants” (page 2 of *General Program Guidelines of Film Nova Scotia*). For future requests, consideration will be given to the producers demonstrating results on projects that accessed funding through this program. Specifically, in the case of returning participation, the applicant must demonstrate tangible results achieved through past attendance.

### C. Eligible Programs

The Corporation will consider applications for the following major domestic and international markets/festivals:

- Banff Television Festival
- MIPTV
- MIPCOM
- Realscreen Summit
- Toronto International Film Festival
- Hot Docs
- Berlin International Film Festival
- Cannes Film Festival
- Strategic Partners

Additional markets/festivals may be considered on a case-by-case basis, provided they are demonstrated by the applicant to meet the mandate of the program.

D. Financing

The Corporation shall assist eligible applicants with the costs of attendance at markets/festivals where there is a demonstrated potential for fulfilling policy objectives and providing economic benefits to the Province. Funding from other agencies may be accessed, but the applicant must pay personally a minimum of 25% of the actual expenditures.

Funds shall be provided per applicant for up to 50% of eligible market/festival costs, to a maximum of \$2,000 for travel within Canada and \$4,000 for travel outside of Canada. 50% of the approved contribution shall be advanced prior to the commencement of travel and the remaining 50% of the contribution shall be advanced after receipt by the Corporation of the market/festival claim as outlined below in Section G. Market and Festival assistance will be limited to one person per production company per event. **The maximum market and festival assistance available to a production company is \$6,000 per fiscal year with a lifetime cap of \$20,000 per production company.**

E. Eligible Costs

The following will be considered eligible costs (please note that all costs must be supported by actual receipts):

- Transportation (including economy class airfare and ground transportation). If flying other than economy class, applicants must provide a written quote for the economy class airfare generated on the same day as the booking confirmation of the non-economy class airfare.
- Vehicle fuel costs (provincial government mileage rate @ \$0.4051/km)
- Accommodation to a maximum of \$200 per night in Canada and \$300 per night outside of Canada (in Canadian funds). Personal residence accommodation based on provincial government rate of \$20 per night.
- Per diem for meals and incidentals of \$50 per day in Canada and \$75 per day outside of Canada (in Canadian funds)
- Design and printing of marketing materials
- Registration fees

F. Application Process

- (1) A detailed application form must be submitted prior to attending the event, including objectives for the proposed market/festival attendance and a budget showing all related costs and sources of support. Credit card expense reports are not admissible as receipts.
- (2) Applicants must demonstrate the appropriateness of the event for which assistance is requested to their professional career and the development of the overall business objectives of their companies.

- (3) Decisions will be made based on the eligibility of applications, the experience of the applicant, and the potential benefits or opportunities afforded by the market/festival, including the opportunity to create future sales, to form professional contacts, and to increase the profile of the production company. Priority will be given to Nova Scotian producers with projects supported by the Corporation's equity or development funds.

G. Reporting

Upon return from the event, the applicant must provide the Corporation with copies of all eligible receipts and a completed report (see attached form) on the extent to which the original objectives were met and the value of the event to the filmmaker. **If your business is an HST registrant, the final cost report must be net of HST.** Market and festival claims must be submitted within three months of travel to the event. Claims submitted after this date will not be accepted.

**Market and Festival Assistance  
Application Form**

Applicant:

1. Name: \_\_\_\_\_
2. Company: \_\_\_\_\_
3. Address: \_\_\_\_\_  
\_\_\_\_\_
4. Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_
5. Email: \_\_\_\_\_

Event:

1. Name of event: \_\_\_\_\_
2. Organizing institution: \_\_\_\_\_
3. Event dates: \_\_\_\_\_
4. Scheduled travel dates: \_\_\_\_\_

Please attach the following information:

1. A detailed budget outlining estimated expenditures for:
  - a) Transportation
  - b) Accommodations
  - c) Per diems for meals and incidentals
  - d) Marketing materials
  - e) Registrations
2. Demonstrated financial need (Please list all sources of funding and amounts, including letters of commitment).
3. A corporate resume and list of production credits. References are required for applicants who have no prior dealings with the Corporation.
4. A description of current projects in pre-production or development including target audience and status of project.
5. A description of the applicant's business plan and the goals and objectives of the market/festival attendance, including specific strategies to achieve these goals, and the appropriateness of the event to the career/overall professional objectives.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Title

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

## Market and Festival Assistance Report Form

Company: \_\_\_\_\_

Representative: \_\_\_\_\_

Market/Festival attended: \_\_\_\_\_

Dates: \_\_\_\_\_

A. Please rank the effectiveness of this market/festival on a 1-5 (low-high) scale:

	1	2	3	4	5
1. Providing opportunities for market/festival research & increase in knowledge of the marketplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Providing opportunity to establish production financing & sales contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Assisting in the development of your company's business goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Meeting potential co-production partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Selling or pre-selling your titles and projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B. 1. In deciding to attend this market/festival, which of the following programming genres was your company interested in selling and/or pre-selling?

<u>Genre</u>	<u>Feature Film</u>	<u>Television</u>	<u>New Media</u>
Animation			
Action/Adventure			
Comedy			
Documentary/educational			
Drama			
Performing Arts			
Science Fiction			
Art House			
Other			

2. Did you complete any sales of your titles or begin discussions that will likely lead to future sales? Please indicate the number of titles, type of media, genre, country and value of sales.

<u>Title</u>	<u>Media</u>	<u>Genre</u>	<u>Country</u>	<u>Value (CDN \$)</u>

3. Did you complete any pre-sales or begin discussions that will likely lead to pre-sales? Please indicate the number of titles, type of media, genre, country and value of pre-sales.

<u>Title</u>	<u>Media</u>	<u>Genre</u>	<u>Country</u>	<u>Value (CDN \$)</u>

4. How many co-production or co-venture deals were either signed or will likely be signed in the future as a result of discussions initiated at this market/festival?

<u>Title</u>	<u>Number of co-production or co-venture deals</u>	<u>Country</u>	<u>Estimated Value of deals (CDN \$)</u>

C. What other specific goals were you able to achieve by attending this market/festival?

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D. Please list any significant contacts made or meetings & sessions attended and explain how these further the objectives identified in section 5 of the Market and Festival Assistance Application Form.

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E. Please list any individuals or companies that you plan to approach with new and/or current projects as a result of attending this market/festival.

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F. Please provide details of any financing raised:

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If extra space is required for any of the above requested information, or should you wish to provide additional information, please attach additional sheets.

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Signature of Applicant

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Title

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Print Name

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Date