



GRANT PROGRAM FOR EMERGING TALENT AND MICRO-BUDGET PRODUCTION

Program Guidelines

The following documents are an integral part of the guidelines for Manitoba Film & Music's (MFM) **Grant Program for Emerging Talent and Micro-Budget Production**:

- 1) Program Guidelines (this document)
- 2) Supporting Documentation [Checklist](#)
- 3) Calculation Criteria for Manitoba Expenditures ([Schedule A](#))
- 4) Marketing & Distribution Plan ([Schedule B](#))
- 5) Insurance Requirements ([Schedule C](#))
- 6) Manitoba Film & Music [Audit Guidelines](#)
- 7) Manitoba Film & Music [Artificial Intelligence Policy](#)

Please note:

- All documents are available on the [Manitoba Film & Music website](#).
 - MFM's application is to be accessed and submitted on [MFM's SmartSimple portal](#).
 - Applicants may consult this ["How to Apply" guide](#) to gain access to the portal.
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The Grant Program for Emerging Talent and Micro-Budget Production is designed to support two streams of micro-budget productions:

- 1) Entry-level filmmakers who have received production funding awards through a competitive, juried process from a recognized industry organization (e.g. Telefilm, Manitoba Arts Council, Gimli Film Festival Pitch Competition). These projects are not normally destined for theatrical distribution or primetime television exhibition.
- 2) Producers of factual or scripted programming for projects with micro-budgets that do not exceed \$100,000 and who have received a cash license or a distribution advance from an industry recognized third-party distributor.

Producers may apply to one of the following two streams:

(A) [Emerging Talent](#)

(B) [Micro-Budget Production](#)

STREAM ONE: EMERGING TALENT

A1. EMERGING TALENT - ELIGIBILITY REQUIREMENTS

To be eligible for financial support in the Emerging Talent stream, the applicant must:

- be a Manitoba resident or Manitoba business.
- demonstrate current and comparable project experience consistent with developing, producing, or marketing the proposed project (the onus is on the applicant to demonstrate this).
- satisfactorily demonstrate the capacity to sustain the project financially and to manage and complete the project (the onus is on the applicant to demonstrate this).
- have proof of ownership in the property and all current rights to produce and exploit the production.

To be eligible for financial support in the Emerging Talent stream, the project must:

- have already received cash funding through a juried process from another industry organization (the trigger) non-related to MFM's current programming.
- be a one-off, micro-budget feature, pilot, series, webisodes, or short film.
- be a scripted and fictional drama or comedy, documentary, experimental production, or variety production.
- be live-action or animation.
- use Manitoba as a film location, the only exception being documentaries.

Projects cannot have received funding through another organization's funding program in which MFM has financially contributed. (e.g. the Winnipeg Film Group's First Film Fund and Production Fund)

Projects do not have to be intended primarily for the Canadian market but must meet all other guidelines herein to be eligible.

Applicants must demonstrate to the satisfaction of MFM that all necessary insurance is in place. See [Schedule C](#) for insurance Requirements.

The project must be in compliance with the laws, regulations, standards, and policies applicable to broadcasting and to intellectual property, and the project must not infringe upon any public or private rights and must not otherwise contravene the Canadian civil and criminal laws in effect.

The following is a non-exhaustive list of genres and programming formats that are **NOT ELIGIBLE** to apply for MFM funding:

- sponsored productions, sports, news, game shows, current affairs
- public affairs, lifestyle productions, “how-to” productions, reality television
- instructional television, infomercials, music videos, formal or curriculum-based educational programming
- talk shows, talk shows “culturels”, award shows, galas, reporting, and current events
- religious programming, fundraising productions, benefits, tributes, promotional productions
- pep rallies, travelogues, and interstitials
- pornography

MFM retains the sole discretion to determine whether a project meets genre and format eligibility.

A2. EMERGING TALENT - FINANCIAL CONTRIBUTION

Funding will be offered in the form of a grant and will match the competitive cash award of the triggering organization up to the LESSER of the following two thresholds:

- Up to \$10,000, or
- Up to 50% of the project’s total cash budget.

The level of financial participation will be calculated on the cash portion of the budget only. Deferrals and services in kind will not be included in the calculation.

PLEASE NOTE that as a grant, the contribution from this fund WILL grind the Manitoba Tax Credit.

Funds will be disbursed according to a pre-arranged schedule for reporting requirements.

A3. EMERGING TALENT - NOTES REGARDING ELIGIBLE COSTS

With respect to eligible costs, MFM will relate to industry-standard budget templates and will assess eligible costs on a case-by-case basis.

Budgets provided must be consistent and timely with those provided to other invested parties. MFM requires these documents to ensure that the financial structure of the project and the funding request to MFM is reasonable and legitimate.

A separate production bank account must be set up for the project, under the applicant producer or his/her company. The signatories for the bank account must be Manitoba residents in majority.

SEE “[IMPORTANT INFORMATION](#)” SECTION AFTER THE MICRO-BUDGET STREAM FOR ADDITIONAL INFORMATION APPLICABLE TO THE EMERGING TALENT STREAM.

STREAM TWO: MICRO-BUDGET PRODUCTION

B1. MICRO-BUDGET PRODUCTION - ELIGIBILITY REQUIREMENTS

To be eligible for financial support in the Micro-Budget Production stream, the applicant must:

- be a Manitoba business.
- be incorporated and the company must derive its primary source of income from the audiovisual industry, developing, producing, or distributing audiovisual projects.
- demonstrate current and comparable project experience consistent with developing, producing, or marketing the proposed project (the onus is on the applicant to demonstrate this).
- satisfactorily demonstrate the capacity to sustain the project financially and to manage and complete the project (the onus is on the applicant to demonstrate this).
- have proof of ownership in the property and all current rights to produce and exploit the production.

To be eligible for financial support in the Micro-Budget Production stream, the project must:

- have a budget that does not exceed \$100,000.
- be able to submit a commitment letter from an industry-recognized broadcaster or third-party distributor, confirming a cash license or distribution advance for use in the financing of the project (the trigger).
- be fully financed and must include the Federal Tax Credit and the Manitoba Film and Video Production Tax Credit in the financing structure at 100% (less the Manitoba Frequent Filming Bonus if the Producers choose to do so).
- be a one-off, micro-budget feature, pilot, series, webisodes, or short film.
- be a scripted and fictional drama or comedy, documentary, experimental production, or variety production.
- be live-action or animation.
- be destined for one of the following markets: television, cinema, festivals, VOD, or online distribution.
- use the highest possible proportion of Manitoba resources in its crew, cast, and facilities.
- use Manitoba as a film location, the only exception being documentaries.

Third-party investments do not render the project ineligible but are NOT sufficient to make it eligible; a cash license or distribution advance is a required trigger.

Projects do not have to be intended primarily for the Canadian market but must meet all other guidelines herein to be eligible.

Applicants must demonstrate to the satisfaction of MFM that all necessary insurance is in place.

The project must be in compliance with the laws, regulations, standards, and policies applicable to broadcasting and to intellectual property, and the project must not infringe upon any public or private rights and must not otherwise contravene the Canadian civil and criminal laws in effect.

The following is a non-exhaustive list of genres and programming formats that are **NOT ELIGIBLE** to apply for MFM funding:

- sponsored productions, sports, news, game shows, current affairs
- public affairs, lifestyle productions, “how-to” productions, reality television
- instructional television, infomercials, music videos, formal, or curriculum based educational programming
- talk shows, talk shows “culturels”, award shows, galas, reporting, and current events
- religious programming, fundraising productions, benefits, tributes, promotional productions
- pep rallies, travelogues, and interstitials
- pornography

MFM retains the sole discretion to determine whether a project meets genre and format eligibility.

B2. MICRO-BUDGET PRODUCTION - FINANCIAL CONTRIBUTION

Funding will be offered in the form of a grant up to the LESSER of the following two thresholds:

- Up to \$10,000; or
- Up to 10% of the project’s total cash budget

The level of financial participation will be calculated on the cash portion of the budget only. Deferrals and services in kind will not be included in the calculation.

PLEASE NOTE that as a grant, the contribution from this fund WILL grind the Manitoba Tax Credit.

Funds will be disbursed according to a pre-arranged schedule for project reporting requirements.

MFM reserves the right to increase or decrease the level of its participation in any given project based on budget, Manitoba expenditures, genre, length, and overall demand on the funds available.

B3. MICRO-BUDGET PRODUCTION - NOTES REGARDING ELIGIBLE COSTS

With respect to eligible costs, MFM will relate to industry-standard budget templates and will assess eligible costs on a case-by-case basis.

Budgets provided must be consistent and timely with those provided to other invested parties. MFM requires these documents to ensure that the financial structure of the project and the funding request to MFM is reasonable and legitimate.

A separate production bank account must be set up for the project, under the applicant incorporated company. The signatories for the bank account must be Manitoba residents in majority.

IMPORTANT INFORMATION: APPLICABLE TO BOTH STREAMS

Eligibility under these guidelines does not guarantee financial support. The funding decisions of MFM are final.

Application Requirements:

This grant program has limited funds and applications will be processed on a first-come-first-served basis.

MFM does not retroactively fund projects. Projects must not have commenced principal photography prior to the application date. Applications may be made throughout the year and must be received by MFM at least 2 weeks prior to the start of principal photography.

MFM 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.

Applications which are incomplete and/or do not provide the minimum complete documentation will not be reviewed or assessed.

All documents submitted must be signed and dated by the Manitoba producer.

All documents must be named, dated and versioned to correspond with the current financing structure. Agreements cannot be stale-dated.

Any changes or revisions to creative, financial, or other supporting documents must be submitted in a timely manner, and no later than the submission to any other investor.

Applicants must be in good standing with MFM at the time of application. Applications from those companies or individuals in default on any contractual obligation to MFM will not be considered. It is the responsibility of the applicant to verify its status with MFM prior to applying for funding.

It is the applicant's sole responsibility to have their own independent legal counsel review the MFM Funding Agreement to ensure that the contents and the responsibilities within the Funding Agreement are fully understood and agreed upon. In the event the applicant requests to have changes to the MFM standard agreement, all legal fees incurred by MFM to review the request will be at the expense of the applicant.

Evaluation Criteria:

In evaluating applications, the following criteria will be taken into consideration:

- **Applicant Experience and Track Record** – The experience and potential of the applicant, recognizing that applicants may be early in their careers. Consideration is given to demonstrated commitment, transferable experience, completion of previous projects, and the presence of mentorship where appropriate.
- **Creative Team Capacity** – The experience and capacity of the key creative personnel and involvement of Manitoba-based creatives.
- **Diversity and Inclusion** – The extent to which the project supports diversity and equity within its creative team and content.
- **Creative Merit** – The strength, originality, and clarity of the project's creative vision, including the quality of the script or concept.
- **Manitoba Impact** – The anticipated benefit to the local industry, including utilizing the highest degree of Manitoba cast and crew, and use of Manitoba locations, facilities, and services.
- **Market Awareness** – The applicant's understanding of the intended audience and the potential for the project to enhance the profile and future opportunities of Manitoba creators and companies.
- **Project Feasibility** – The overall viability of the production plan, including the proposed budget, financing structure, and schedule.

These elements help inform MFM's funding decisions including the level of financial participation. The relative importance of each consideration may vary depending on the nature, scale, and objectives of the project.

MFM 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.

Final Reporting and Final Cost Report Requirements:

A final cost report itemizing the total costs incurred and actual amounts paid will be required as part of the final reporting. MFM may request specific invoices and proofs of payment for transactions that are included in the cost report and reserves the right to contact payees for payment verification.

Investment Acknowledgment:

Any documents or media presented to broadcasters, distributors, and the public must clearly acknowledge receipt of production funding by MFM. MFM's funding agreement will include specific screen credit requirements.

MFM reserves the right to review and update these and any guidelines at any time, without notice. Please refer to the [MFM 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 MFM's funding programs, the interpretation of MFM shall prevail.

SCHEDULE A

Calculation Criteria for Manitoba Expenditures

General: A Manitoba expenditure refers to any production expense that is paid to a Manitoba resident or company*.

Specific considerations:

Airfare:

- Include 50% regardless of how it is booked.

Per Diem:

- Include 50% for Manitobans working outside Manitoba.
- Include 100% for Manitobans working inside Manitoba.
- Include 50% for non-Manitobans working inside Manitoba.

Hotel/Accommodations:

- Include 0% outside Manitoba.
- Include 100% inside Manitoba.

Vehicle Rentals:

- Include 0% outside Manitoba.
- Include 100% inside Manitoba.

Interim Financing/Bank Fees:

- Include 100% if it is through a Manitoba bank account, regardless of where the account manager is located.

Insurance:

- Include 100% if through a Manitoba insurance broker.

Legal:

- Include 100% if through a Manitoba lawyer.

** This Schedule applies only to MFM's Grant Program for Emerging Talent and Micro-Budget Production and does not apply to the Manitoba Film & Video Production Tax Credit Program.*

SCHEDULE B

Marketing & Distribution Plan: Emerging Talent Stream

All **Emerging Talent Fund** applicants must submit a short Marketing & Distribution Plan outlining how the project will reach audiences in Canada, and internationally, if applicable.

Examples of what to include in the plan could include:

- Release strategy and timeline, relevant to the length and genre of your project.
- Film festival submission plan, with specific festivals named. Include any themed and/or genre festivals suitable for your project / team that you will be seeking out.
- Broadcast, streaming, and/or VOD opportunities.
- Gallery and/or artist-run centre screening opportunities.
- Plans to work with a distributor.
- Publicity and social media strategy surrounding the film.
- Information on your project's target audience and demographic.
- How this project's distribution plan relates to your overall career as a filmmaker.

SCHEDULE C

Insurance Requirements: Emerging Talent Stream

It is MFM's standard practice that the Producer shall obtain and maintain in good standing the following policies of insurance (the "Policies"):

- a) **Comprehensive General Liability Insurance**
 - with a limit of at least \$2,000,000 per occurrence.
- b) **Equipment Insurance**

MFM reserves the right to require additional insurance based on the scale and scope of the project.

The Policies shall expressly provide that MFM is a loss payee or an additional insured (as applicable), the wording of which shall be as follows:

Comprehensive General Liability Insurance

"It is hereby understood and agreed that MFM, its officers, directors, agents, and employees are added as additional insureds, but only with respect to the operations of the Insured in the stated production. This policy shall not be cancelled or modified in such a manner as to reduce or limit coverage unless 30 days prior written notice has been given to MFM via registered mail."

MFM suggests applicants contact [the Winnipeg Film Group regarding their Production Insurance](#), which should be sufficient for short films applied for through the Emerging Talent Stream.

SCHEDULE C

Insurance Requirements: Micro-Budget Stream

Excerpted from Manitoba Film & Music's (MFM) Standard Terms & Conditions.

6.08 Insurance

The Producer shall obtain and maintain in good standing the following policies of insurance (the "Policies"):

- (a) **Comprehensive General Liability Insurance:** with a limit of at least \$2,000,000 per occurrence.
- (b) **Entertainment Package Insurance:** including, but not limited to, coverage for the following:
 - (i) cast coverage for any person whose inability to work would cost the production more than \$10,000,
 - (ii) media perils (faulty stock, camera, & processing),
 - (iii) equipment,
 - (iv) props, sets and wardrobe,
 - (v) property damage liability, and
 - (vi) motor vehicle liability for vehicles not licensed in Manitoba.
- (c) **Errors & Omissions Insurance:** including, but not limited to, coverage for the following:
 - (i) errors or omissions in Chain of Title to the Production,
 - (ii) infringement of copyright and/or trademark rights,
 - (iii) misappropriation of ideas, and
 - (iv) defamation.

If the policy is "occurrence" based, it must contain a prior acts endorsement.

The Policies shall be from a known and reputable insurance carrier, in accordance with the standards of the film and television industry and must be acceptable to and approved by the completion bondor or completion guarantor for the Production (if applicable), the distributors and broadcasters of the Production and MFM.

The Policies shall provide that, in the event that any of the perils insured against materialize, the insurance proceeds will be sufficient to permit full recovery of the loss, including any required re-shooting for the completion of the Production.

The Policies shall expressly provide that MFM is a loss payee or an additional insured (as applicable), the wording of which shall be as follows:

Comprehensive General Liability Insurance

“It is hereby understood and agreed that MFM, its officers, directors, agents and employees are added as additional insureds, but only with respect to the operations of the Insured in the stated production. This policy shall not be cancelled or modified in such a manner as to reduce or limit coverage unless 30 days prior written notice has been given to MFM via registered mail.”

Entertainment Package Insurance

“It is hereby understood and agreed that MFM is added as an additional insured and loss payee as their interest may appear. This policy shall not be cancelled or modified in such a manner as to reduce or limit coverage unless 30 days prior written notice has been given to MFM via registered mail.”

Errors & Omissions Insurance

“It is hereby understood and agreed that MFM, its officers, directors, agents and employees are added as additional insureds but only with respect to claims arising out of acts, errors or omissions of the named insured. This coverage shall be primary and not contributing to or in excess of any such Insurance maintained by MFM. This policy shall not be cancelled or modified during the period of coverage as stated hereon, in such a manner as to reduce or limit coverage unless 30 days prior written notice has been given to MFM via registered mail.”

The Policies shall not contain any non-standard endorsements, exclusions or restrictions in coverage, unless approved by MFM.

The Comprehensive General Liability policy referred to in Section 6.08(a) shall be secured and in effect at the start of pre-production and kept in force until delivery to and acceptance by the distributors and broadcasters of the Production.

The Entertainment Package policy referred to in Section 6.08(b) shall be secured and in effect at the start of pre-production and kept in force until delivery to and acceptance by the distributors and broadcasters of the Production.

The Errors & Omissions policy referred to in Section 6.08(c) shall be secured and in effect on the 1st day of principal photography of the Production unless the Production is fact-based in whole or in part, in which case the policy shall be secured and in effect upon execution of this Agreement or as otherwise agreed to in writing by MFM. The Errors & Omissions policy shall be maintained and kept in force as follows:

- (i) in the case of a “claims made” policy, the term of coverage shall be for a minimum of five years unless the Production is a feature film, in which case the term of coverage shall be for a minimum of three years; and
- (ii) in the case of an “occurrence” policy, the term of coverage shall be for so long as the Production is being exploited.

The Producer shall provide MFM with certificates of insurance evidencing that the Policies are in place and in compliance with the provisions of this Section 6.08 at the time of application, unless otherwise approved by MFM in writing.