



## FEATURE FILM MARKETING FUND

### Program Guidelines

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The following documents are an integral part of the guidelines for Manitoba Film & Music's (MFM) **Feature Film Marketing Fund**:

- 1) Program Guidelines (this document)
- 2) Supporting Documentation [Checklist](#)
- 3) Calculation Criteria for Manitoba Expenditures ([Schedule A](#))
- 4) 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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MANITOBA FILM & MUSIC (MFM) 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 commercial interest in the project.

It is not the intention of the program to duplicate support in areas already covered under On Screen Manitoba's Access to Markets/Festivals and Professional Marketing Fund, 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 as co-applicants 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 MFM 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:
  - Cannes
  - TIFF
  - Venice
  - Sundance
  - Berlin
  - Tribeca

Additional festivals/markets may be considered at the discretion of MFM. 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 MFM.

MFM'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 if 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 to March 31) 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 accepted by MFM

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.

### **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 fees
- 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 MFM 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.

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.

Applicant companies (or their affiliates) must be in good standing with MFM at the time of application. Applications from those companies 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.

Deliverables:

Successful applicants will be required to submit the following after the event:

- A detailed report for the event, including:
  - details on the event
  - list of who attended
  - what was achieved
  - list of meetings/contracts secured
  - theatrical release box office numbers
  - copies of all press, articles, ad buys etc.
- Marketing materials produced
- Final cost report

MFM reserves the right to perform a random test of invoices and proof of payment, including, without limitation, contacting suppliers/payees for verification. The Producer shall submit copies of invoices and proof of payment to MFM upon MFM's request.

Acknowledgement:

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

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**

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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 Feature Film Marketing Fund and does not apply to the Manitoba Film & Video Production Tax Credit Program.*