



FEATURE FILM PRODUCTION FUND

Program Guidelines

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

- 1) Program Guidelines (this document)
- 2) Supporting Documentation [Checklist](#)
- 3) Manitoba Content Requirements ([Schedule A](#))
- 4) Manitoba Training Requirements ([Schedule B](#))
- 5) Calculation Criteria for Manitoba Expenditures ([Schedule C](#))
- 6) Standard Recoupment Policy ([Schedule D](#))
- 7) Marketing & Distribution Strategy Elements ([Schedule E](#))
- 8) Insurance Requirements ([Schedule F](#))
- 9) Manitoba Film & Music [Audit Guidelines](#)
- 10) 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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In recognition of the need to stimulate the creation of innovative, marketable projects, employment, and investment in Manitoba, the MFM Feature Film Production Fund is designed to support the production of feature film projects that have an acceptable market trigger for distribution and sufficient third-party financing to complete the project.

The MFM Feature Film Production Fund provides financial support in the form of an equity investment for producers to bring their projects to the screen.

A. ELIGIBILITY REQUIREMENTS

To be eligible for financial support, the applicant must meet the following criteria:

- 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. The Eligibility Requirements detailed in the [MFM Audit Guidelines](#) shall apply.

- demonstrate the ability of the production team to successfully manage and complete the project (*i.e. track record based on previous productions of similar scope in terms of being “on schedule” and “on budget”, etc.*). The onus is on the applicant to demonstrate this.
- have proof of ownership in the property and the necessary, corresponding current rights to produce and exploit the production (*may be shared in the case of co-productions and co-ventures*).

To be eligible for financial support, the project must:

- be a feature-length fictional film or a feature-length documentary, as per industry standards.
- be live-action or animation.
- be primarily intended for theatrical release. In exceptional circumstances MFM will consider projects whose primary distribution strategy is web-focused; however, the onus is on the applicant to demonstrate that the market trigger is an industry-recognized web distributor and that the strategy for monetization is viable. Projects intended for an initial or primary television broadcast are not eligible, however, in the case of feature documentaries, if the financing structure includes a broadcast license together with a confirmed theatrical release, MFM may consider the project eligible at its own discretion.
- have confirmed, verifiable financing of at least 75% of the total production budget at the time of application.
- have verifiable pre-sales or distribution advances. MFM reserves the right to determine minimum levels of third-party financing necessary for funding eligibility.
- have a minimum guarantee or an advance from an acceptable, verifiable distributor OR, provided there is independent third-party financing which is also at risk, a realistic and detailed marketing plan, the sufficiency of which is at the sole discretion of MFM.

Distribution advances must be in the form of cash, not services, to be eligible.

Co-productions or co-ventures will be considered eligible, but MFM will require evidence that the resident Manitoba producer shares ownership in the project. Stronger applications will be those with higher levels of Manitoba Expenditures and Manitoban elements. Priority will be given to projects with meaningful Manitoba ownership of underlying intellectual property and creative participation.

For co-productions or co-ventures, the Manitoba producer must have voting share ownership in the applicant company that is at least proportionate to the level of Manitoba investment including equity, tax credits, producer investments, deferrals, etc. At least 50% of the directors and officers of the single-purpose production entity must be Manitoba residents.

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

All pre-sales must be verified and bankable.

MFM reserves the right to assess and verify all interim financing arrangements.

MFM will assess distribution agreements, with either foreign or domestic distributors, according to the scope of the minimum guarantee in terms of territory and markets. Secured market pre-sales will also be assessed according to industry standards for genre, territory, and relevant market.

Applicants must demonstrate to the satisfaction of MFM that all necessary insurance is in place, as well as a satisfactory completion arrangement (bond, producer fee holdback, contingency percentage). MFM reserves the right to approve all completion arrangements to protect its equity investment. MFM reserves the right to require a Collection Account Management Agreement for the project.

The project must be in compliance with the laws, regulations, standards, and policies applicable to distribution, 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.

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

B. EVALUATION CRITERIA

Applications are assessed based on creative, economic, and strategic considerations that support MFM's mandate to strengthen Manitoba's screen-based industry, foster diverse voices, and generate cultural and economic impact in the province.

Applications submitted to MFM will first be assessed to ensure that all required documentation has been submitted correctly and that the producer and the project meet basic eligibility criteria.

Eligible projects will then be assessed based on the following criteria:

- **Applicant Experience and Track Record** – The experience and capacity of the applicant company and producing team, including the successful completion of previous projects and outcomes of prior MFM-supported productions.
- **Manitoba Ownership and Control** – The degree of Manitoba company ownership and control of the project and its intellectual property.

- **Creative Team Capacity** – The experience and expertise of the producers and key creative personnel, particularly Manitoba-based creatives.
- **Diversity and Inclusion** – The extent to which the project supports diversity and equity within its leadership, 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.
- **Economic Impact in Manitoba** – The anticipated economic benefit to the province, including Manitoba expenditures, employment of Manitoba cast and crew, and use of Manitoba locations, facilities, and services.
- **Workforce Development** – Opportunities for training, mentorship, or skills development for Manitoba crew and emerging professionals.
- **Market Potential and Distribution Strategy** – The viability of the project’s marketing, distribution, and sales strategy.
- **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.

C. FINANCIAL CONTRIBUTION

Funding will be offered in the form of an equity investment with the following caps:

- (I) For a scripted, fictional feature film (drama, comedy, or children’s production – live action or animation), the LESSER of the following three thresholds:
 - Up to \$400,000; or
 - Up to 10% of the total production budget; or
 - Up to 15% of the portion of the budget to be paid to Manitoba residents and businesses (known as the “Manitoba expenditures”).
- (II) For a feature-length documentary, the LESSER of the following three thresholds:
 - Up to \$200,000; or
 - Up to 10% of the total production budget; or
 - Up to 15% of the portion of the budget to be paid to Manitoba residents and businesses (known as the “Manitoba expenditures”).

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.

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

Successful production funding applicants who have previously received development funding from MFM's Feature Film Development Fund for the project in question will have any outstanding development loans transferred into the form of an equity investment in the project. This transferred development amount will be included in the MFM Production Fund cap and will be included in MFM's production funding calculations.

D. 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 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.

MFM will review in detail the related party transactions for the project. The level of related party transactions must be acceptable to MFM.

E. IMPORTANT INFORMATION

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

Sale or Transfer of Project:

The percentage of project ownership held by the Manitoba Producer must be maintained.

Any sale or transfer of ownership (either copyright or share) by the Manitoba producer must be at fair market value, and "first-dollar-in" proceeds must be used to repay MFM. MFM must be informed of the sale or transfer within five business days and all MFM funding for the project must be repaid in full within 10 business days.

Application Requirement:

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 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.

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.

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.

Successful applicants will be required to submit revenue reports to MFM twice yearly, complete with payment of any revenues due to MFM.

Investment Acknowledgment:

Any documents or media presented to distributors, broadcasters, 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

Manitoba Content Requirement

ELIGIBILITY

Projects must attain the requisite number of points in the relevant production category.

NOTE: Where a crew person is filling more than one position, the point is appointed only once. The total Manitoba Content Requirement list is then reduced accordingly, providing a new point total from which the project must attain half of the points to meet the Manitoba Content eligibility criteria.

OTHER FORMATS – IMAX, HDTV, ETC. AND WEB-BASED PRODUCTIONS

Projects produced utilizing formats other than standard 35mm, HD, or 16mm will be assessed for Manitoba Content Requirement eligibility based on the product genre category and the availability of Manitoba crew and services in the particular format.

Manitoba Content Requirements also apply to web-based production applications, but consideration will be given to the unique nature of those projects.

SCRIPTED, FICTIONAL PRODUCTION

(Drama, Comedy, or Children's Production)

Subject to crew availability, the project must attain 17 of the following 34 points:

- | | |
|---|--------------------------|
| 2 Manitoba director | ☐ |
| 3 Manitoba scriptwriter | ☐ |
| 2 Manitoba resident in a lead role | ☐ |
| 2 Manitoba production manager | ☐ |
| 2 Manitoba line producer | ☐ |
| 2 Manitoba director of photography | ☐ |
| 2 Manitoba camera operator | ☐ |
| 1 Manitoba DIT/DMT | ☐ |
| 1 Manitoba sound mixer | ☐ |
| 2 Manitoba production designer (art director) | ☐ |
| 2 Manitoba composer | ☐ |
| 2 Manitoba picture editor | ☐ |
| 1 Manitoba sound editor | ☐ |
| 1 Manitoba continuity | ☐ |
| 2 Manitoba sr. production accountant | ☐ |
| 1 Manitoba 1st assistant director | ☐ |
| 1 Manitoba costume designer | ☐ |
| 1 Manitoba set decorator | ☐ |
| 1 Manitoba key makeup artist | ☐ |
| 1 Manitoba key hairstylist | ☐ |
| 2 50% of post-production costs spent in Manitoba | ☐ |
| 1 Bonus: Screenplay based on a Manitoba literary work | ☐ |

TOTAL POINTS: _____

FEATURE LENGTH-DOCUMENTARY

Subject to crew availability, the project must attain 8 of the following 13 points:

- 2 Manitoba director ☐
- 1 Manitoba script writer or narration writer ☐
- 1 Manitoba cinematographer ☐
- 1 Manitoba sound recordist ☐
- 1 Manitoba sound editor ☐
- 1 Manitoba editor ☐
- 1 Manitoba composer ☐
- 1 Manitoba production manager/coordinator ☐
- 2 Remaining production crew is 50% Manitoba residents ☐
- 2 50% of post-production costs spent in Manitoba ☐

TOTAL POINTS: _____

ANIMATION

Subject to crew availability, the project must attain:

- (i) 10 of the following 12 points with a Performer, or
- (ii) 9 of the following 12 points without a Performer.

- 2 Manitoba director ☐
- 2 Manitoba scriptwriter ☐
- 2 Manitoba key animator ☐
- 1 Manitoba assistant animator ☐
- 1 Inbetweening performed by Manitoba residents or
Manitoba company ☐
- 1 Manitoba composer ☐
- 1 Highest paid performer is a Manitoba resident ☐
- 2 50% of budget spent in Manitoba ☐

TOTAL POINTS: _____

SCHEDULE B

Manitoba Training Requirements

ELIGIBILITY

Projects must provide meaningful training to a minimum number of Manitoba residents according to the following crew sizes:

- 10 to 20 crew → 1 training opportunity
- 21 to 40 crew → 2 training opportunities
- 41 to 60 crew → 3 training opportunities
- 61 to 80 crew → 4 training opportunities
- 81+ crew → 5 training opportunities

The above training requires a minimum number of training opportunities that are not matched to the tax credit's deeming provision.

DEFINITION OF TRAINING

Required training may vary in experience level, from beginner (entry-level) to intermediate (position upgrades) to advanced (key positions). Where applicable, training opportunities must be verified by Film Training Manitoba, by the relevant labour union/guild, or by the individual receiving the training.

SCHEDULE C

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

Upon completion of the production of the project, and dependent on size of final budget, MFM requires all Manitoba expenditure forms to either be:

- (i) audited by a third-party auditor (for budgets of \$500,000 or more).
- (ii) review-engaged (for budgets ranging from \$200,000 to \$499,999).
- (iii) confirmed via a signed Producer Declaration (for budgets under \$200,000).

This verified form will be a deliverable for the final drawdown as per MFM's Production Investment Agreement to ensure that the final version does not vary significantly from the original estimate.

** This Schedule applies only to MFM's Feature Film Production Fund and does not apply to the Manitoba Film & Video Production Tax Credit Program.*

SCHEDULE D

Standard Recoupment Policy

1. General Principals

Applicants receiving equity financing from Manitoba Film & Music (MFM) must provide MFM the opportunity to recoup its equity participation in a manner no less favourable than *pro rata* and *pari passu* with all other equity participants in the project.

If any equity participant negotiates a more favourable recoupment position than that provided herein, MFM shall be entitled to receive equivalent treatment.

All recoupment schedules in financing agreements for the project must be consistent and must adhere to MFM's recoupment requirements.

MFM may consider alternative recoupment proposals on a case-by-case basis; however, no alternative structure will be approved unless it demonstrably provides MFM with an expectation of revenues that is no less favourable than under this Standard Recoupment Policy.

2. Recoupment Structure

Unless otherwise approved, Gross Receipts shall be applied in the following order:

1. Approved distributor fees (maximum 35% of Gross Receipts).
2. Approved distribution expenses (maximum 10% of Gross Receipts).
3. Eligible gap financing (see Section 4).
4. Equity participants (including MFM and producer equity) *pro rata* and *pari passu*.
5. Net profits.

Cross-collateralization across unrelated projects is not permitted.

3. Treatment of Tax Credits

- 100% of confirmed value of the federal and provincial tax credits included in the approved financing structure may recoup *pro rata* and *pari passu* with equity participants.
- Tax credits must be confirmed and reflected in the approved financing structure.

4. Treatment of Gap Financing

Gap financing may recoup in a preferred position ahead of equity participants only where all the following conditions are met:

- The lender is arm's-length and not related to the production company or its principals.
- The lender is in the business of providing production gap or mezzanine financing.

- The financing is genuinely at risk and not secured solely against confirmed tax credits or contracted revenues.
- The loan is commercially reasonable and supported by formal documentation.

If these conditions are not satisfied, the contribution shall recoup *pari passu* with equity participants.

5. Profit Participation

- MFM participates in net profits in proportion to its percentage of total equity investment.
- 50% of MFM's net profit participation shall be returned to the Manitoba producer.

6. Harmonization with National Agencies

Where nationally recognized agencies (including Telefilm Canada or the Canada Media Fund) provide equity financing:

- MFM will accept the standard recoupment structure of such agencies, provided MFM's equity is treated no less favourably than any other equity participant.

7. Recoupment Period

MFM's participation in recoupment and profit sharing will continue for seven years from the date of the first exploitation report for the project.

After the seven -year period:

- MFM's entitlement to further recoupment or profit participation ceases and reporting obligations end.
- However, where material new revenues arise, MFM may, at its sole discretion for television series only, elect to continue to recoup and/or participate in profits beyond seven years.

8. Reporting Requirements

During the recoupment period, Producers must submit revenue reports semi-annually pursuant to Section 7.06 of MFM's Standard Terms and Conditions.

SCHEDULE E

Marketing & Distribution Strategy Elements

All Production Fund applicants must submit a concise Marketing & Distribution Strategy outlining how the project will reach audiences in Canada and internationally. The strategy should demonstrate the project's market potential, target audience, and realistic path to distribution and sales, aligned with the scale and genre of the production.

1. Market Positioning

Applicants must describe:

- The project's commercial and critical potential.
- Comparable productions and relevant market performance.
- Key marketable elements (e.g., established IP, confirmed cast, director, niche appeal, awards potential).
- Primary target audiences (domestic and international).

2. Canadian Release Strategy

Provide a clear plan for release in Canada, including:

- Distribution partner(s), platform partner(s), or producer-led distribution strategy.
- Proposed release format(s) (theatrical, broadcast, streaming, VOD, hybrid, etc.).
- Estimated timing and sequencing of release.
- High-level marketing approach (publicity, partnerships, social media, community engagement, etc.).

3. International Strategy

Provide an outline for international marketing including:

- Target international territories.
- Festival strategy (if applicable).
- Sales strategy, including:
 - Attendance at markets.
 - Engagement with sales agents or buyers, or other representation arrangements.

4. Platform & Audience Strategy

Identify the following:

- Intended release platforms (e.g., theatrical, broadcast, streaming, educational, alternative distribution).

- Target audience for each platform.
- Expected results or objectives (e.g., sales targets, audience reach, awards, broadcast windows).

Evaluation Criteria

The Marketing & Distribution Strategy will be assessed on:

1. **Market Alignment** – Suitability of the strategy relative to the project’s scale, genre, and audience.
2. **Feasibility** – Realistic potential to execute the proposed marketing, sales, and distribution activities.
3. **Audience Reach** – Clarity in identifying target markets and pathways to audience engagement.
4. **Experience** – Experience and capacity of the producing/distribution team to execute the strategy.

Notes

- MFM’s expectations will be proportionate to the project’s budget and scope.
- Productions with budgets under \$3.5 million may submit a streamlined version appropriate to scale.

SCHEDULE F

Insurance Requirements

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 bond 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.