

TELEFILM MICRO-BUDGET PRODUCTION PROGRAM: CALL FOR SUBMISSIONS

Criteria to apply for CSIF's Letter of Recommendation to Telefilm's Micro-budget Production Program for Feature Films and Web Content

This Program intends to:

- Encourage and support emerging Canadian filmmakers;
- Stimulate the use of new digital distribution platforms and increase audience access to the works of new Canadian talent;
- Encourage innovation and creativity at all stages of the production, distribution and promotion processes;
- Help applicants build their portfolios

CSIF is a designated partner for the main component of the program only. If you are applying for the Aboriginal or OLMC component you must apply with a different Telefilm partner. Lists of all designated partners and more information about Telefilm's Micro-Budget production program can be found at <http://www.telefilm.ca/en/funds-and-programs/micro-budget-production-program>

CHANGES IN 2016:

- Web-content is now an eligible format. These projects from first-time web-content creators must be narrative-based projects specifically created for online distribution and comprised of one or more segments which, in total, are between 10 and 74 minutes in length.
- Telefilm has increased its financial contribution by \$7,500 per selected project. This additional amount must be used to cover the costs of a specialist in digital marketing.
- At least 15% of Telefilm's contribution (excluding the amount set aside for the digital marketing specialist) must be allocated to promotion and distribution expenses.
- All funded projects must be made available, by no later than 18 months after completion, on the Telefilm Canada channel which will be featured on the National Film Board of Canada's paid streaming platform.

To be eligible to this Program, the main applicant must be a Canadian Citizen, and a Production Member, in good standing, of CSIF for 6 months.

RULES AND REGULATIONS:

- A panel of filmmakers and artists will jury all applications.
- At least one member of the creative team should be a CSIF Production Member, for a minimum of 6 months (ie: writer, director and producer).
- Only one project per applicant/team may be submitted.
- Applicants must have produced and/or directed at least one short film (i.e. 30 minutes or less), but not have a feature credit (i.e. 75 minutes or more); in any of the creative roles, (Producer, Director, Writer)
- The project's maximum budget must not be higher than \$250,000.
- Each application will be given a priority rank based on the evaluation criteria listed below
- Applicant must live in the Southern Alberta region.
- Applicant may only submit the same project twice for CSIF's letter of recommendation to the Telefilm

Micro-Budget Production Program.

- CSIF will not submit a second letter of recommendation for a project already recommended by CSIF to Telefilm based on the guidelines and regulations of the Telefilm Micro Budget Program.

EVALUATION CRITERIA

The evaluation of the project submitted with the CSIF's letter of recommendation to Telefilm will be based on the following elements:

- Applicant's and creative team's background
- Quality and innovativeness of the creative content
- Quality of the launch strategy
- Complimentary nature of all components of the project (i.e. content, production and distribution)
- Feasibility of the project in terms of, amongst other things, mentoring, material or other type of support provided to the project, scope, timeline, total budget and financial structure;

APPLICATION REQUIREMENTS

Please provide a digital format of the application (ie. Website, Dropbox Folder), it can be password protected (be sure to include password and link to site and the link should include all items below:

1) A 3 to 5 minute video clip pitch that will:

- Identify the creative team involved in the project and their individual track records
- State the project's working title
- Identify the genre, the type and the length of the project
- Outline the creative team's vision
- Provide a synopsis of the story
- Identify the targeted audience and present ideas on reaching and engaging the targeted audience through a digital marketing and social media strategy

2) A trailer of the project, if available

3) A link to previous work, if available

4) CVs of the applicant and of the creative team

5) A written synopsis of the project including a description of the team's vision

6) The most current draft of the script

7) A launch plan for the project (e.g.: What platforms would be best suited for the project? What distribution and promotion partners are anticipated? What are the goals in terms of audience outreach and engagement?)

8) A promotion and distribution plan for the project. The plan should:

- Identify the target audience

- Identify the goals for audience reach and engagement
- Describe the release strategy
- Identify the digital platform(s) on which the main distribution of the project will be made
- Describe how the project will be promoted on the chosen platforms
- Enumerate the distribution and/or promotion partners that will be pursued
- Identify the digital marketing expert that will assist the creative team (if this information is available at this stage)
- Provide the budget for the promotion and distribution plan
- Add any other information deemed important regarding the promotion and distribution plan

9) A production schedule (from pre-production to digital release)

10) The total budget of the project broken down in four categories: development costs, production costs, post-production costs, promotion and distribution costs;

11) The project's financial structure.

12) Any additional information that sets this project apart (eg: successful crowdfunding campaign, confirmed cameo by a well-known actor, established fan base on social media).

If items 1-11 (#2 & 3 being optional) are not submitted, the application will be considered incomplete and will not go to the jury for consideration. The jury will select one Feature Film project and one narrative-based web project for Telefilm recommendation.

If you are successful, note that receiving CSIF's letter of recommendation does not ensure that Telefilm will select your project for production. 32 designated partners (main component) of Telefilm will submit a letter of recommendation for a project of their choosing, and those projects will go through an approval process, where a variable number of projects will be chosen for production support.

The deadline for submissions in the CSIF office is **March 4th, 2016 by 4:30 p.m.**

In fairness to all Applicants, late submissions will **absolutely not** be accepted.

E-mailed applications will be checked for their time stamp.

Applications will be adjudicated by a panel of three media artists within the film community.

The project selected for recommendation is based on the merit of the proposal.

For more information, call Kyle Whitehead at (403) 205-4748 or email: production@csif.org