

NORTHWEST TERRITORIES FILM INDUSTRY FUNDING CONTRIBUTION GUIDELINES

The Department of Industry, Tourism and Investment (ITI) provides the Northwest Territories (NWT) Film and Media Arts Industry with funding support delivered through the Support to Entrepreneurs and Economic Development (SEED) Policy's NWT Film Industry Funding Contributions.

Please note that the SEED Policy only contributes up to 70% - 80% of eligible costs and applicants are required to contribute the remaining 20% - 30%. Percentage requirements are based on residency. Sweat equity may be considered.

Applicants are encouraged to visit their local ITI Regional Office for further assistance and information. ***Please refer to the Film Funding Contributions Frequently Asked Questions (FAQ) supporting document for further clarification including ineligible projects and activities.***

Who can apply?

NWT residents or NWT businesses engaged in film and media arts production are eligible for assistance. Applicants should be able to demonstrate proficiency in the film and media arts sector. Demonstrated proficiency could include one or more of the following:

- Completion of a degree or certificate from a recognized film and media arts program at least two years in length;
- Completing a production that won an award, or placed highly, in a competition designed to solicit non-professional entries;
- A credited role (director, producer, etc.) in a production that has been professionally released;
- Documented experience working in the in the film, television and media arts industry; or
- A registered *Full Member* of the NWT Professional Media Association.

Work performed for third parties under contract or work paid for by third parties, producer fees, corporate overhead and payments to employees are not eligible for funding under this program.

Each project will be limited to one application per category, except where noted, and reviewed on a case by case basis judged solely on merit. There is no guarantee that a project will receive funding under more than one category. Applicants may be required to have a business license.

Except where noted, contributions made under the Film Industry Guidelines will be made under the SEED Policy program: Entrepreneur Support.

June 2017

Programs:

1. Film Development and Production

a) Small Production

Amount available: Up to a maximum of \$5,000 per fiscal year.

Purpose: To assist applicants with certain costs associated with a micro-production.

Eligible costs: Equipment and location rentals, scripting and editing fees, licensing fees or other similar costs.

For the purposes of this program it is understood that proof of proficiency in different film media formats is one way to expand the commercial prospects of those who work in the industry. This program allows the applicant to expand their creative portfolio by providing support for, but not limited to: feature length films, short films, serials, documentaries, digital media and webcasts/web productions.

b) Film Development/Pitch Production

Amount available: Up to a maximum of \$5,000 per fiscal year.

Purpose: To assist applicants with certain costs associated with the development stage of a project which takes the initial concept to the point at which a decision can be made to proceed with production (e.g. trailer and lookbook).

Eligible costs: Market and concept research, consulting, scripting, filming and editing fees.

2. Marketing and Promotion

Maximum available to applicants under this category is \$15,000 per fiscal year. Travel support will typically be limited to \$5,000 per applicant and a maximum of two individuals per production per fiscal year.

a) Pitch Promotion

Amount available: Up to a maximum of \$5,000 per fiscal year.

Purpose: To assist producers of commercial productions that have not yet obtained broadcaster or distributor financial support to prepare the strongest pitch presentations possible.

Eligible costs: Travel expenses, promotional materials (e.g. press kits), media/public relations, product marketing (e.g. website).

Applicants must demonstrate a proposed development plan that includes a detailed description of the deliverables and scope of the pitch, including which broadcasters and / or distributors will be targeted. This plan should demonstrate the readiness of the project to meet the marketplace and to align to broadcaster / distributor mandates.

b) Production Promotion

Amount available: Up to a maximum of \$10,000 per fiscal year.

Purpose: To assist applicants to market their productions and to increase sales of new film and media arts products.

Eligible costs: Registration fees, travel expenses, promotional materials, media/public relations, product marketing and distribution or other similar costs. Please note that recipients can receive one time funding for printing and packaging of 100 DVD's.

c) Service Promotion

Amount available: Up to a maximum of \$5,000 per fiscal year.

Purpose: To assist applicants to market and promote their skills, services and business portfolio.

Eligible costs: Registration fees, travel expenses, promotional materials, media/public relations.

For applications that require travel to a festival, trade show or similar marketing event involving the film and media arts. Applicants will be required to demonstrate that they are actively involved in the event. This would typically involve:

- Having a production accepted for showing;
- Participating an industry panel; or
- Having exhibitor status.

Preference will be given to those costs which allow for the commercialization of a project or production.

3. Film Sponsorship

Amount available: Up to a maximum of \$20,000 per fiscal year.

Purpose: To assist qualified film and media arts businesses in supporting commercial media productions, including co-productions in the NWT.

Preference would be given to those projects that have secured funding through a recognized national media organization (Telefilm Canada or Canada Media Fund), broadcaster or distributor.

Applicants should show that:

- no less than 50% of the production costs qualify as expenditures on goods and services purchased and consumed in the NWT; or
- the value of expenditures on goods and services purchased or consumed in the NWT meet or exceed 200% of the contribution.

How to apply?

Application forms can be at www.nwtfilm.com/funding

Contact your local Industry, Tourism and Investment Regional Office to speak to an Economic Development Officer who will assist you with your application:

South Slave Region

Tel (867) 872-8046

Inuvik Region

Tel (867) 777-7196

Dehcho

Tel (867) 695-7500

North Slave Region

Tel (867) 767-9212

Sahtu Region

Tel (867) 587-7171

NWT Film Commission

Tel 1-844-NWT-FILM