



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SECTOR DEVELOPMENT SUPPORT PROGRAM GUIDELINES 2025-2026

**Spring Deadline:
May 15, 2025**

**Fall Deadline:
November 20, 2025**

Accessibility Support

If you require support or accommodation in the application process, the CMF has an Accessibility Support Program, see [here](#), or email access@cmf-fmc.ca, at least four weeks before the deadline you're applying for.

Interpretation, Application, Disclaimer, and Other Important Information

These Guidelines are for the information and convenience of Applicants to the Canada Media Fund (CMF). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its funds and in the application of these Guidelines to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines, the CMF interpretation shall prevail.

Projects that receive CMF funding in a given year are subject to the CMF policies and practices in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply retroactively unless specifically stated. The CMF fiscal year is April 1 to March 31.

Please note: These Guidelines may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Guideline news and documentation.

1. Program Overview

The CMF's Sector Development Support program is a selective, project-based program to support industry initiatives that demonstrate the potential to positively impact Canada's screen sector ecosystem by addressing gaps in distinct and identified areas, with priority being given to projects led by, and addressing the needs of, Indigenous, Equity-Deserving, and Regional communities. **Successful projects must lead to measurable, tangible benefits** (i.e. career advancement, skills building, mentorship, training, sales, promotion, export, financing or other related results) **for multiple members of the screen-based sector and cannot primarily benefit any one creator, organization or company.**

2. Definitions Applicable to Sector Development Support

As defined by the Canada Media Fund in [Appendix A](#), the terms Indigenous, Equity-Deserving, and Regional Communities will be used for Sector Development Support in 2025-2026 as follows:

Indigenous peoples in Canada:

- First Nations;
- Inuit;
- Métis.

Equity-Deserving Communities:

a) Black and Racialized Communities:

- Black people: people who trace their roots to Sub-Saharan Africa, including those with origins in the United States, Caribbean and Latin America;
- People of colour: people who are not white or of European descent who are descendants from one or more of the following communities:
 - Central or North Asian
 - Latin American
 - Middle Eastern, West Asian or North African
 - South Asian
 - Southeast Asian
 - East Asian
 - Indigenous Peoples from outside Canada

b) Women or gender-diverse individuals

c) 2SLGBTQ+: In the context of the Canada Media Fund, the acronym 2SLGBTQ+ refers to individuals who openly identify as Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and other sexual orientations and gender identities outside heterosexual and cisgender identities

d) Disabled persons or a person with disabilities are someone living with one or more physical, mental, intellectual, cognitive, sensory or communicational, conditions or functional limitations that, in interaction with a social, policy or environmental barrier, presently hinders their full and equal participation in society. These conditions or functional limitations – evident or not – may be permanent, temporary or episodic in nature.

e) Official Language Minority Communities:

- English-language communities in Quebec;
- French-language communities in Canada outside of Quebec

f) Regional Communities:

- any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto for English projects;
- any part of Canada more than 150 km by the shortest reasonable roadway route from Montreal for French projects.

3. Intended Outcomes

- To build capacity or create market access for audiovisual industry participants identifying as belonging to one or more Indigenous, Equity-Deserving or Regional communities.
- To serve the television or interactive and immersive media industries. In the case of television, within the CMF supported genres: Drama, Documentary, Children & Youth, and Variety & Performing Arts.
- Support the creation of opportunities in new markets, further expand into existing ones or create business, sales or revenue potential for participating production companies through export, market development or B2B matchmaking activities, both in domestic and international marketplaces

4. Eligible Applicants

- Canadian controlled (at least 51% Canadian majority-led) non-profit corporations with a primary mandate in the Canadian screen-based sector.
- Organizations incorporated at the time of application.
- Benefactors of Sector Development Support programming must be in support of strengthening the Canadian screen-based industries and its participants.
- Eligible Applicants must be in good standing with the CMF per reports and deliverables of past funded projects.
- Can submit no more than one (1) application per Sector Development funding stream, per intake.

Please note organizations with identical boards of directors are treated as one entity, and therefore, only one application will be considered per stream, per application period.

5. Ineligible Applicants

- For-profit organizations
- Government, quasi-government or government agencies
- Other funding bodies
- Organizations in poor standing/in default with any CMF department
- Organizations whose primary mandate is not in the audiovisual sector
- Organizations that are not Canadian controlled

6. Eligible Activities

ALL projects must include meaningful participation of individuals from Indigenous, Equity-Deserving and/or Regional Communities.

Applicants may submit funding requests for one (1) of the following streams:

CAPACITY BUILDING seeks to support projects and initiatives that meaningfully advance opportunities for participants and to build skills and capacity to advance their individual or company growth and participation in the industry (*such as mentorship, professional development, career advancement or training for producers, key personnel, below the line crew, executive and leadership training, and boards and governance training.*)

MARKET ACCESS seeks to support projects and initiatives that meaningfully advance opportunities for participants and their projects to realize commercial opportunities and/or finance projects (*such as inbound export markets, B2B events, outbound export missions, market preparations, marketing, promotion and actions which support discoverability of Canadian content.*)

Please note that the impact of Eligible Components can be at the regional, provincial/territorial, or national levels.

7. Ineligible Activities

- Content development, production, post-production and/or distribution
- Projects that are primarily events, panels, exhibitions, showcases or festivals
- Projects that have already launched or meaningfully commenced before application decisions are made (roughly eight - ten weeks after the application period closes.)
- Projects that are primarily research and literature review
- Projects that primarily aim to create software or digital tools
- Student films or projects targeting participants under 18 years old
- Projects aimed primarily at supporting the short film, educational or fine arts sectors
- Film-focused projects not aligned with CMF content funding streams

8. Eligible Costs

Eligible Costs must be related to specific initiatives that are incurred directly for the Project. The CMF has the right to refuse or reduce any costs deemed excessive or ineligible and may include, but are not limited to:

- Consulting fees and honorariums for mentors, instructors, experts and community leaders
- Project management and coordination fees directly related to the project being proposed
- Marketing and promotion
- Travel, accommodation, per diems, accessibility supports, caretaking supports or personal support workers for participants
- Travel, accommodation and per diems for educators/workshop facilitators/leaders/org. reps*
*Subject to reduction based on reasonable ratio of participants to host organization representatives.
- Dedicated facility and equipment rental directly related to the project being proposed
- Online platform fees for virtual events in support of the projects being proposed
- Administrative expenses (max. 15% of the total budget)¹
- Other third-party costs directly related to the project
- Support services (such as accessibility, sustainability, etc.)
- Participant Stipends/Honorariums²

9. Ineligible Costs

Ineligible costs may include, but are not limited to, the following:

- Equipment purchases and purchases of capital assets
- Taxes that are subject to rebate to the Applicant (such as HST, GST, QST, VAT) Union dues, penalties, fines, pension contributions and any other union-mandated payments
- Core business/operational expenses (such as staff salaries outside direct project management/coordination)
- Event merchandise
- Costs for activities already funded by the CMF or other organizations
- Prizes

10. Nature and Amount of Contribution

Projects are awarded funding on a selective basis and the amount awarded to each project will be paid in the form of a non-repayable contribution directly to the Applicant by the CMF.

The CMF contribution will be up to \$100,000 for projects with a national reach. "National Reach" will be defined as a project

¹ These costs, including labour costs for project management by permanent staff and corporate overhead, are limited to 15% of the Project's approved budget and should be related to the direct administration expenses associated with project delivery.

² Subject to analysis of program length, time-commitment, delivery format, and other criteria pertaining to participant commitment requirements and circumstances. May be subject to limitations and exceptions at the discretion of the CMF on a case-by-case basis.

with dedicated and meaningful engagement of participants from at least three (3) provinces and/or territories. In some cases, offering programs in official, ASL, and Indigenous languages may meet the criteria for a national project.

The CMF contribution will be up to \$50,000 for projects with a regional or provincial/territorial reach and impact, language may also be considered. The maximum contribution from the CMF will not exceed 75% of the project's Eligible Costs (defined above).

11. Deadlines

1. Spring - May 15, 2025, 11:59 PM ET
2. Fall - November 20, 2025 11:59 PM ET

12. Application Process

The application is a stepped approach and entirely online through the Dialogue application portal, available [here](#).

Applicants will be asked to provide a PERSONA-ID number for each board member and key personnel associated with the project and application. For more information about PERSONA-ID, please see [here](#).

Before submitting a subsequent version of a project to the same stream, applicants must ensure that all project deliverables for the previous version are finalized, and the final report has been submitted to and approved by the CMF.

An Applicant may reapply with an unsuccessful project at future Sector Development Support Program deadlines but are encouraged to request feedback on their new application prior to applying.

Any application which is found to make false claims, references, misrepresentations or omit significant and relevant truths will be disqualified and may be deemed ineligible from re-applying to the Sector Development Support Program.

Please note: Unless previously requested by the CMF, no applications or supporting material will be accepted via email and no requests for extensions will be accepted after the deadline has passed.

13. Application Materials

1. Dialogue application – accessible through the Telefilm website
2. Supporting materials
 - a. Activity Proposal – signed and saved as a PDF (Only CMF Activity Proposal template will be accepted)
 - b. Budget – signed and saved in .xlsx format*
 - c. Certificate of incorporation, proving current non-profit status
 - d. Applicant organization's bylaws, including voting privileges of board members
 - e. Third-party support documentation – optional, if applicable
 - f. Project Timeline (no more than 4 pages), optional

14. Application Technical Support

For help creating or updating your Dialogue account, contact enr@telefilm.ca.

For help with uploading your application's supporting documents, contact cmf.fmc.coordination@telefilm.ca.

15. Selection Process

Sector Development Support is awarded on a selective basis and juried by a team that includes CMF staff and external jurors from Indigenous, and/or Equity-Deserving communities. Decisions will be communicated via email or Dialogue notice approximately eight (8) to ten (10) weeks following the Application Deadline. Note that if demand exceeds available funds, the jury may offer less support than the full request of the Applicant.

16. Evaluation Criteria - review program intent and eligible activities

CRITERIA	
Need/Rationale <i>Has the Applicant clearly described the proposed activity? Have they identified the barrier, need or opportunity and what community or communities this would benefit?</i>	/10
Proposed Activity <i>Is the proposed activity appropriate and effective?</i>	/15
<i>Are the proposed facilitators/leaders/experts/markets appropriate or effective?</i>	/15
Feasibility <i>Can this Applicant feasibly undertake this initiative with the time and resources proposed? Does this Applicant have relevant experience to deliver all the elements of their proposal?</i>	/10
Third-Party Support <i>Is there third-party support? Is this support confirmed? Are support agreements, letters or contracts included in the application?</i>	/10
Inclusion and Accessibility <i>Does the Applicant have an accessible and meaningful approach to inclusion in the initiative? (i.e. Support services, representation, details about the selection processes etc.)</i>	/10
Collaboration, Positioning and Engagement <i>Has the Applicant addressed their relationship to the proposed participants, community/communities and project? Are the proposed collaborators appropriate for the activity? (Understanding of critical issues, connection to community or communities of focus)</i>	/10
Impact <i>What is the intended impact of this Project? How does this project advance change or growth for the industry, and specifically for members of the communities for which the barrier, need or opportunity was identified?</i>	/10
Budget Clarity and Completeness <i>Do the line items support proposed activities? Are payments, rates and fees clearly identified and explained? Do budget categories respect the maximums outlined? Are funding sources clearly identified as confirmed or not confirmed?</i>	/10
TOTAL	/100

17. Funded Projects Process

Following deadline decisions, successful Applicants will receive an offer letter and the CMF will enter into an agreement that will include details of the Project, key deliverables, and reporting requirements.

Payment Schedule* :

1. 75% on execution of the CMF Sector Development Support Program Financing Agreement
2. 25% on delivery and acceptance of Final Project Deliverables (final cost report, final report, etc.)

*some exceptions may apply.

18. Reporting

Upon completion of the proposed activity, successful Applicants are required to complete and submit a final report questionnaire, final cost report, and any deliverables specified in the contract.

A link to the final report questionnaire will be emailed to the Applicant the month activities are scheduled to end. A saved PDF copy of the completed questionnaire, along with all deliverables outlined in the agreement, must be submitted through the Dialogue portal. Deliverables can only be submitted when all activities have concluded, and final actual expenditures are calculated.

Successful Applicants may be asked to provide a list of participants, facilitators and partners for one year after the project's finalization and must ensure that participants to projects funded through this program are aware of and consent to the CMF issuing a survey to participants, facilitators and partners.

19. Questions or concerns, including about eligibility?

Please email: industries@cmf-fmc.ca