



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

CMF DIGITAL CREATORS PILOT PROGRAM APPLICATION GUIDE 2024-2025

Please review this guide which includes tips to complete the **Dialogue Application Form used for the CMF DIGITAL CREATORS PILOT PROGRAM**.

NOTE: Please contact our Coordination team at cmf.fmc.coordination@telefilm.ca if you have any questions.

Prior to submitting your application, you should be familiar with the CMF Guidelines of the applicable funding program and the corresponding CMF Reference documents and Business Policies available on the CMF website under the Programs page at www.cmf-fmc.ca.

Complete all information requested and include all required documentation with your application. Please note Applicants will not receive an acknowledgement letter (complete and/or incomplete) from the CMF Program Administrator | Telefilm Canada.

For inquiries relating to the application process, the CMF Guidelines and Business Policies and/or the status of your CMF funding application, please contact our Coordination Team at cmf.fmc.coordination@telefilm.ca

The following pages include a copy of the Application Form. **Pay attention to the highlighted helpful tips**. Note that all sections in **red** are fields that must be filled out in order to submit your application.

→ To save and continue later, click SAVE at the bottom of the page.

→ To retrieve a saved and not yet submitted application form, click on **Tasks** and then on **Complete Application | Compléter la demande**.

Thank you for reading this Guide. Please keep in mind that the Dialogue Application Form can be updated from time to time and not all sections may be identical to what you see below.

Please do not hesitate to contact our Coordination team for any questions cmf.fmc.coordination@telefilm.ca

Welcome to the **CMF DIGITAL CREATORS PILOT PROGRAM** application Guide.

At this point you should have:

- Familiarized yourself with the CMF [Guidelines](#), CMF [Reference documents](#) and [Business Policies](#) available from the [CMF website](#);
- Created your [Dialogue user account](#);
- Gathered all the [Persona-ID](#) numbers of the key personnel involved in this project;
- Downloaded the [CMF forms and templates](#) required at application stage which are also available from the [CMF website](#);
- Created an application by going to **Actions** and choosing **Submit an Application** in your Dialogue account.
- The fields highlighted in **red** are mandatory to **complete** and **submit** your application.

Complete Application

IMPORTANT: This application will be deleted if not submitted within 60 days from the date it was started.

Summary

Program CMF IDM

Application Year 2024-2025

A copy of this guide can also be found here

Need help? Please review our Guide

Applicant

One or more required fields are empty

Select Applicant Company

--Select--

A value is required

Applicant may be an individual at application stage however, Recipients will be required to incorporate a company before they can proceed to contract

Correspondence Language

--Select--

A value is required

Are you applying on behalf of a company to be incorporated?

--Select--

A value is required

Do the Applicant, the Co-Applicant and/or their parent company have a director or shareholder that is not a Canadian citizen or a director or shareholder that has been a permanent resident for more than 4 years?

--Select--

A value is required

Applicant(s) is/are a Canadian

--Select--

A value is required

Does this Project meet the definition of Regional as set out in [Appendix A](#) of the Guidelines?

--Select--

This question is for statistical and analytical purposes only

A value is required

Does this application meet the definition of a Diverse Community Project as set out in [Appendix A](#) of the Guidelines?

Yes

This question is for statistical and analytical purposes only

The owner(s) of the largest percentage of shares in the Applicant company, and who control the Project, identify as a member(s) of which of the following "Diverse Communities"?

--Select--

This question is for statistical and analytical purposes only

A value is required

If you are not yet incorporated, please answer these questions as an individual. If you are incorporated, please answer these questions according to the owner of the largest percentage of shares in your company

Contacts

One or more required fields are empty

Contact Type	Name (last name, first name)	Email	Phone Number
Contact for all correspondence			

Canadian Co-Applicant(s) (if applicable)

Co-Applicant	Contract Signatory Name	Email for Official Notifications	% of Rights
No Items available			
Add			

International Coproduction

One or more required fields are empty

Is this an international coproduction?

Yes No

A value is required

▲ Project

One or more required fields are empty

Title

List the name of your primary online channel / account / persona

A value is required

Original Language of Production

Select from the pull-down menu

A value is required

Social Media Content Type(s)

The main content type(s) you currently post. See suggested list at the end of this document. You can enter multiple types

A value is required

Type

Select the type of the content you intend to create with this program

A value is required

Target Audience

Select from the pull-down menu

A value is required

Platform(s)

Enter the platforms you currently post to. See suggested list at the end of this document. You can enter multiple platforms.

A value is required

Materials and activities to be delivered at the Final Cost stage for this Application

Provide a list of the activities you plan to undertake during the posting period. See suggested list at the end of this document. You can enter multiple activities.

A value is required

Description (500 characters or less)

Brief overview of your primary online channel/account or persona and the content you intend to create

Should the Project be approved for financing, this information will be used by Canada Media Fund for promotional purposes. Kindly advise us if there are any changes.

A value is required

Please indicate any of the following that you plan to undertake in the course of your Project.

Select from the pull-down menu

The CMF encourages all Applicants to implement more environmentally-sustainable practices and cleaner technologies – and reduce the use of unsustainable resources – in the development, production and exploitation of Projects. Select all that apply.

A value is required

Does the content to be created include or reflect storylines, main characters or subject matter related to one or more of the following Sovereignty- and Equity-Seeking Communities?

Select from the pull-down menu

This question is for statistical and analytical purposes only. The definition of Sovereignty- and Equity-Seeking Communities is found in Appendix A, section 7.

A value is required

▲ Key Personnel

Please add at least 1 key person.

Role	PERSONA-ID Number (if applicable)	Name (last name, first name)	Citizenship
No items available			
Add			

Click the "Add" button and select from the drop down menu. Add at least one line for yourself as Content Creator.

Please visit the CMF's Persona-ID page at <https://cmf-fmc.ca/persona-id/>

▲ Directors and Shareholders

One or more required fields are empty

Role	PERSONA-ID Number (if applicable)	Name (last name, first name)	Citizenship
Corporate Director			--Select--
Shareholder			--Select--
Add			

If not yet incorporated, list the future shareholders and directors

▲ CMF Financing Program(s)

Please add at least one program fund

Source of CMF Financing	Type	Requested Amount (CAD)
No items available		
Add		

Click the "Add" button and select CMF Digital Creators Program from the pull down menu. Then enter the Requested Amount (to a maximum of \$20,000)

Financial Structure

The following fields require values: Amount

The total CMF amount requested will automatically appear in the first line of the financial structure

Source	Category	Type	Confirmed	Amount (CAD)	% Canadian
Canada Media Fund	CMF		<input checked="" type="checkbox"/>		0.00
Total				0.00	

+ Add

Click the "Add" button and enter any other participants in the financial structure. Remember, the CMF can only be at 75% max of the financial structure.

The Financial Structure total must equal the total amount of the Budget/Final Costs below

Budget/Final Costs

One or more required fields are empty

Category	Budget - Canada (CAD)
Subtotal	
Total	0.00

Enter the total amount of your projected budget

Related Party Transactions

Please add at least one related party transaction

No related party transactions

Budget Line	Description	Name of Related Company or Individual	Amount (CAD)	Measurement Basis	Related Party Reference Number
No items available					

At application stage you can click on "No related party transactions"

Schedule

One or more required fields are empty

Add the start and end dates of your Posting Term

Locations and Duration: list N/A

Item	Start Date	End Date	Locations	Duration (days)
Final release	mm/dd/yyyy	mm/dd/yyyy		

Required Documents

Visit the Programs page at www.cmf-fmc.ca to find the list of required documents.

The maximum file size allowed is 25MB. Documents too large are highlighted in red

Document	Website URL	Description	Type
<p>Please carefully review the Program's List of Required Documents, including the helpful tips on nomenclature of documents. Having a Description and selecting a Type that makes sense to each Required Document uploaded in your Application Form will ensure proper analysis of your project. Click +Add and upload each required document separately. The system will not provide a warning if a required document is not submitted.</p> <p>** FOR PROGRAMS WITH A SELECTIVE DECISION PROCESS, Analysts will only evaluate documents submitted and will not contact you for more information or missing documents **Out of fairness to all Applicants submitting an application to a selective program, documents other than those requested in the List Required Documents or exceeding the allotted page counts will not be considered.**</p>			

Click +Add to continue

Statement

Don't forget to click this box after reading the Applicant Statements

By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete. For Quebec-based Applicants only (pursuant to Bill 96): By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete.

IMPORTANT before submitting

If you wish to keep a copy of your Application please print or "print as pdf" before submitting.

For programs with a selective decision process, analysts will only evaluate documents submitted and will not contact you for more information or missing documents.

You can submit your completed application or save a partially completed one and come back to it later. We recommend you consult the Dialogue User Guide for the next steps.

CANCEL

SUBMIT SAVE

- Upload each required document separately. See Guidelines section 2.4 “**Application Process**” and the [List of Required Documents](#) for a list of elements to be included with your application.
- Before submitting your application, make sure to print a copy (or print to PDF). Once submitted, the application form will no longer be available as it will be under evaluation.
- Once you click Submit, a confirmation that the application has successfully been submitted will appear. Please save the application number generated.
- If you do not see the message confirming that the application was successfully submitted, this means that errors or incomplete fields remain (scroll up and look for the section(s) in red). Correct the errors and incomplete fields and click Submit again.
- The application #, title, funding stream and status will be available for reference under **Records** and **My CMF Applications**.
- **For programs such as this one with a selective decision process**, Analysts will only evaluate documents submitted and will **not contact you** for more information or missing documents. So please make sure all the documents listed in the [List of Required Documents](#) are uploaded.
- A decision letter will be sent via Dialogue approximately 8 to 10 weeks after the program deadline date. Please check your emails for a notification to verify the decision in the portal.

Suggested Social Media Content Type (you can enter multiple content types):

Pop Culture & Entertainment
Video Games
Food & Drink
Movies & TV
People & Lifestyles
Music
Sports
Science & Technology
News, Government & Politics
Home, DIY & Crafts
Kids Entertainment & Toys
Animals & Pets
Family & Parenting
Health & Fitness
Arts & Culture
Fashion
Cars & Vehicles
Travel & Destinations
Business & Finance
Beauty
Career & Education

Suggested Platform options:

Facebook
Instagram
Tiktok
YouTube

Suggested Activities to be undertaken (see section 4.3 “Eligible Costs” section of the Guidelines):

Content Creation
Marketing Activities
New Company Hires
Legal Fees
Accounting Fees