

Please consider the environment before printing.

NOTE: Projects in this Program shall compete for funding according to a selective process. To make its funding decisions, an independent jury will use the criteria noted in section 5.1.1 of the Program Guidelines to evaluate several of the required documents submitted by Applicants. Please ensure any uploaded documents are submitted in a Microsoft Office or PDF format and not Google Docs or Pages.

APPLICATIONS MUST INCLUDE THE FOLLOWING ELECTRONIC FORM

• A completed Dialogue application form with PERSONA-ID number entered for the members of the project's key personnel. The CMF shall rely solely on the self-identification information associated with each individual's PERSONA-ID number to determine (as applicable) eligibility for Programs, Evaluation Grid points and/or for statistical and analytical purposes.

APPLICATIONS MUST INCLUDE THE FOLLOWING REQUIRED DOCUMENTS

- Brief profile of current online presence (max 1 page). A short synopsis of the Applicant's online presence and content creator persona: This will be reviewed by the jury in part to determine your creator track record score. Akin to an online resume or CV but in narrative form, consider including:
 - o why you got into content creation,
 - who is your current audience,
 - o how long you have been posting,
 - o what platforms you post on,
 - what type of content you post, and
 - o any successes to date.
- Current platforms and audience engagement numbers (excel template available). Outline by platform your current subscribers or followers, total views across all videos or other engagement metrics you wish to highlight. This will be reviewed by the jury in part to determine your creator track record score. In addition to completing the excel template provided please also upload screenshots in Dialogue from each of your platform profiles to validate numbers presented.
- **High level content overview document, including posting schedule** (form available). This will be reviewed by the jury in part to determine your Content score and should cover 2 elements
 - Overall posting plan for the 6 months including posts per week or month, average length, posting days and type of content. If easier, this can be presented in the form of a calendar.
 - Short written descriptor (at least a paragraph per) for each of the minimum 4 pieces of new content you agree to post that align with the eligible CMF content types. This is a short synopsis that pitches the idea and should include:
 - the type of eligible CMF content it will be (Drama, Documentary, Children or Youth, Variety or Performing Arts),
 - the narrative arc or scenario (what will happen, what will you do or present)
 - reference to how this content will integrate with the type of content you typically post, if it's quite different.

- Audience engagement / Business growth strategy plan (max 3 pages). This is a written document which describes a) the Applicants current audience reach which platforms, types of audience targeted, nature of any brand or sponsorship affiliations if any, b) proposed engagement, growth targets or affiliations over the following 6 months, and c) how the Applicant intends to reach those targets and/or that audience. It will be reviewed by the jury in part to determine your business plan score. Consider touching on:
 - Where you are at in your business and audience strategy (platforms on, audiences engaged, any current or form brand or sponsorship affiliations, size of your business, collaborators or employees you currently work with)
 - Proposed audience engagement, growth targets, new platforms, business tactics or affiliations you intend to pursue
 - o How you intend to reach those targets and what activities you will be undertaking to meet them
 - o What makes you unique and strongly situated in the next wave of content creators in Canada
- **Proposed budget for intended activities** (excel template available). Please refer to section 4.3 of the Guidelines for Eligible Costs for this Program.
- (Optional) Pitch video (max 3 minutes. Provide URL, no attachments). This can present the Applicant's background personality, style and content and growth plan in a visual way.
- Corporate Information if available at time of application (Applicant may be an individual at application stage) Documents under this section to be submitted under the Records menu, under My Organizations; select company; select Manage Documents button on top right; click on Add and then Submit.
 - Certificate of Incorporation of the Applicant. "Applicant" means the for-profit company or corporation making the application. If you are applying on behalf of a company that is not yet incorporated, do not submit anything at this point. However, please note that incorporation documents are required for contract signature.
 - New in 2025-2026 The Declaration of the Corporation's Canadian Status, and its Shareholders and Directors is now an electronic form that can be found in a new section called "Corporate Information" in Dialogue, under the My Organizations Record. Please fill out this new section within the Organization Record for the applicant company and, if applicable, for the co-applicant, parent company(ies) and for any other shareholder company. Note that only the individual who created the Organization record, or the Administrator once they have been designated, can access this section. A User Guide will be available in the Corporate Information section to help you fill it out. All Shareholders and Directors who are individuals are encouraged to complete a PERSONA-ID form and their PERSONA-ID number must be entered in the Corporate Information section.
 - O **Corporate Profile** including company mandate for all project Applicants, Co-applicants and parent companies, as applicable.

*The CMF reserves the right to require other documentation from Applicants for the assessment of the project.

HOW TO NAME DOCUMENTS AND HELPFUL INFORMATION

<u>Having a Description</u> and selecting a <u>Type that makes sense</u> to each Required Document uploaded in your Application Form **will ensure proper analysis of your project**.

For the Description of each uploaded document, copy the names of the documents from the List of Required Documents.

EXAMPLE:

Required Documents List of Required Documents The maximum file size allowed is 25MB. Documents too large are highlighted in red Document @ Website URL 🔞 Description @ A SHORT SYNOPSIS OF THE APPLICANT'S ONLINE PRESENCE AND CONTENT Content Creator profile CREATOR PERSONA CV/Resume DOCX - 13.22 KB OUTLINE BY PLATFORM YOUR CURRENT SUBSCRIBERS OR FOLLOWERS, TOTAL CURRENT AUDIENCE ENGAGEM... VIEWS ACROSS ALL VIDEOS OR OTHER ENGAGEMENT METRICS YOU WISH TO Audience Development & Engagement * HIGHLIGHT THE PLAN FOR HOW YOU PLAN TO GROW YOUR AUDIENCE AND YOUR AUDIENCE ENGAGEMENT - BUS... BUSINESS AS A CONTENT CREATOR Marketing Plan CONTENT POSTING PLAN & PITCH DOCUMENT CONTENT OVERVIEW DOCUME... Outline/Proposal/Treatment/Synopsis • (OPTIONAL) PITCH VIDEO (max 3 minutes) http://yourURLhere.ca UPLOAD Drop file here Support Material Delete Add

Applications must be submitted according to the <u>Program Deadlines</u> published on the CMF website and must include the required documents listed above.

Documents directly uploaded to Dialogue must be in PDF, Microsoft Word, Microsoft Excel or any file type supported by Microsoft Office or Adobe Acrobat.

Hyperlinks provided for <u>any</u> material (including, without limiting, audiovisual, and/or any documents) should not lead to platforms requiring registration and/or sharing personal information about connected users with applicants (e.g. Google Drive, Microsoft OneDrive, Dropbox, etc.).

The maximum file size allowed is 25MB. Documents too large will be highlighted in red once uploaded in Dialogue.

For Selective Programs, please be aware that **any material exceeding maximum page limits will not be reviewed** during the selective evaluation process.