CANADA MEDIA FUND FONDS DES MÉDIAS DU CANADA

Digital Creators Pilot Program
List of Required Documents – 2026-2027

Please consider the environment before printing.

NOTE: The Digital Creators Pilot Program (the "DCPP" or the "Program") is designed to support the growth trajectory and business needs of mid-career Canadian digital content creators ("Digital Creators" or "Creators"), who are making original short-form video content exclusively for digital social media platforms - YouTube, Instagram, TikTok and Facebook.

In addition, **starting in 2026-2027**, the DCPP will also allow applications from mid-career Canadian **podcast creators** ("Podcasters" or "Creators") wishing to grow or expand their business in original video podcast production for the primary podcast platforms – YouTube, Spotify and Apple Podcasts.

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

An electronic APPLICATION FORM with PERSONA-ID number(s) entered for the project as applicable according to the specific Guidelines. The CMF shall rely on the self-identification information associated with each individual's PERSONA-ID number to determine (as applicable) eligibility for dedicated Programs, exclusive reserved portions of Program budgets, Envelope credit, Evaluation Grid points, ranking position in selective programs, and/or for statistical and analytical purposes.

APPLICATIONS MUST ALSO INCLUDE THE FOLLOWING REQUIRED DOCUMENTS

- **Creator Overview: Brief profile of current online presence** (form available). 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:
    - why you got into content creation,
    - who is your current audience,
    - how long you have been posting,
    - what platforms you post on,
    - what type of content you post, and
    - any successes to date.

- **Audience Overview** (excel template available – one for Digital Creators and one for Podcasters). 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.

- **Business Plan and Growth Strategy** (form available). Describe the current business operations or opportunities, goals for business or audience expansion, growth targets, intended activities to be undertaken during the 12 month period, how the funding will be used to achieve these goals and how the Applicant and its activities will contribute to a thriving Creator ecosystem 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.

- **Pitch video** (max 5 minutes. Provide URL, no attachments). This can present the Applicant's background – personality, style and content – and growth plan in a visual way. Hyperlinks provided for any 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.).

CORPORATE INFORMATION

- **Corporate Information if available at time of application** (Applicant may be an individual at application stage). Documents under this section are to be submitted under the Records menu, under My Organizations and selected company. For document below, please select **Documents** tab, then **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.
    - **Corporate Profile** including company mandate for all project Applicants, Co-applicants and parent companies, as applicable.

- Under the Corporate Information tab for the selected applicant/parent company is an electronic **DECLARATION OF THE CORPORATION'S CANADIAN STATUS, AND ITS SHAREHOLDERS AND DIRECTORS.** This must either be submitted **OR applicant must certify that there have been no changes via the check box. **New this year**.**
  Please fill out this section 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 is 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.

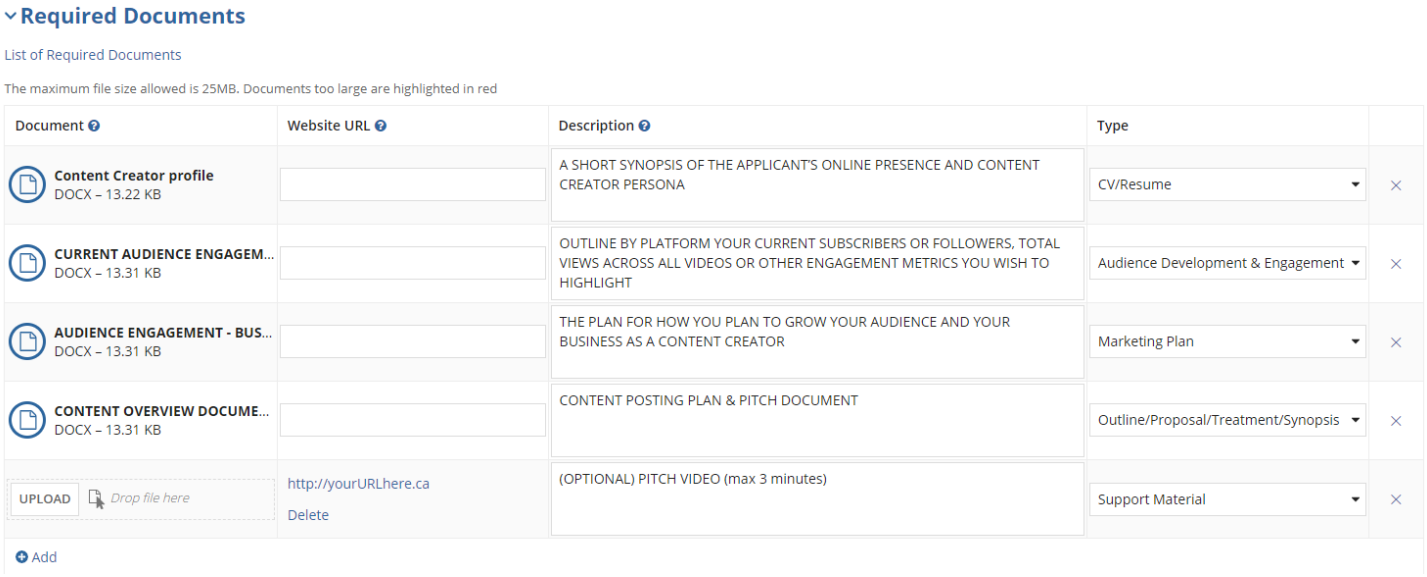
**The CMF reserves the right to require other documentation from Applicants for the assessment of the project.*

HOW TO NAME DOCUMENTS AND HELPFUL INFORMATION

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**.

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	Type
Content Creator profile DOCX – 13.22 KB		A SHORT SYNOPSIS OF THE APPLICANT'S ONLINE PRESENCE AND CONTENT CREATOR PERSONA	CV/Resume
CURRENT AUDIENCE ENGAGEM... DOCX – 13.31 KB		OUTLINE BY PLATFORM YOUR CURRENT SUBSCRIBERS OR FOLLOWERS, TOTAL VIEWS ACROSS ALL VIDEOS OR OTHER ENGAGEMENT METRICS YOU WISH TO HIGHLIGHT	Audience Development & Engagement
AUDIENCE ENGAGEMENT - BUS... DOCX – 13.31 KB		THE PLAN FOR HOW YOU PLAN TO GROW YOUR AUDIENCE AND YOUR BUSINESS AS A CONTENT CREATOR	Marketing Plan
CONTENT OVERVIEW DOCUME... DOCX – 13.31 KB		CONTENT POSTING PLAN & PITCH DOCUMENT	Outline/Proposal/Treatment/Synopsis
UPLOAD Drop file here	http://yourURLhere.ca Delete	(OPTIONAL) PITCH VIDEO (max 3 minutes)	Support Material

Add

Applications must be submitted according to the Program Deadlines 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 any 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.