



Please consider the environment before printing.
Follow our [Guide](#) on how to sign forms electronically.

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 2.5.2 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)

IN PERSONA-ID SELF-IDENTIFICATION PLATFORM [Please visit the CMF's PERSONA-ID page.](#)

- **PERSONA-ID NUMBER FOR THE APPLICATION'S KEY PERSONNEL AND APPLICANT COMPANY'S SHAREHOLDERS AND DIRECTORS IF AVAILABLE AT TIME OF APPLICATION** ([Applicant may be an individual for application stage](#)). 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, exclusive reserved portions of Program budgets, Performance and Development Envelope credit, Evaluation Grid points and/or for statistical and analytical purposes.

IN DIALOGUE [Please visit the Dialogue page.](#)

- **A COMPLETED DIALOGUE APPLICATION FORM WITH PERSONA-ID NUMBER ENTERED IN THE APPLICABLE SECTIONS** [Please review the Application User Guide available on the CMF Website under the Program's NEED HELP? section of the Application Documents.](#)

CONTENT CREATOR PROFILE (max 2 pages)

- **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.](#)

CURRENT AUDIENCE ENGAGEMENT

- **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 (form available).

AUDIENCE ENGAGEMENT / BUSINESS GROWTH STRATEGY PLAN (max 3 pages)

- **THE PLAN FOR HOW YOU PLAN TO GROW YOUR AUDIENCE AND YOUR BUSINESS AS A CONTENT CREATOR.** This is a written document that 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
 - How you intend to reach those targets and what activities you will be undertaking to meet them
 - What makes you unique and strongly situated in the next wave of content creators in Canada

CONTENT OVERVIEW DOCUMENT (max 2 pages)

- **CONTENT POSTING PLAN & PITCH DOCUMENT:** This will be reviewed by the jury in part to determine your Content score and should cover 2 elements–
 - 1) Overall posting plan for the 6 months (roughly April – September 2024) 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.
 - 2) 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 CMF content types. This is a short synopsis that pitches the idea and should include:
 - [the type of CMF content it will be \(Drama, Documentary, Children's or Youth, Variety or Performing Arts\),](#)
 - [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.](#)

(OPTIONAL) PITCH VIDEO (max 3 minutes) 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 for application stage) documents under this section to be submitted under the **Records** menu, under **My Organizations**; select **Manage Documents** button on top right; click on **Add** and then **Submit**. Only required if there have been changes to the corporate information since the last application.

- **DECLARATION OF THE CORPORATION'S CANADIAN STATUS, AND ITS SHAREHOLDERS AND DIRECTORS** (form available). Please submit a form for the applicant company and if applicable, for the co-applicant, parent companies or any other shareholder that is a company.
- **COMPLETE INCORPORATION DOCUMENTS** articles of incorporation and by- laws for all television component applicants, television component co- applicants and parent companies, as applicable.
- **CORPORATE PROFILE** including company mandate for all television component applicants, television component co-applicants and parent companies, as applicable.

**The CMF reserves the right to require other documentation from applicants for the completion of 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 DOCUMEN... 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 audiovisual material should not lead to platforms requiring registration or sharing personal information about connected users with applicants (e.g. Google Drive, Microsoft OneDrive).

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.