



# LIST OF REQUIRED DOCUMENTS 2019-2020

## Experimental stream



### MARKETING AND PROMOTION PROGRAM (RESERVED FOR PROJECTS THAT HAVE RECEIVED PRODUCTION SUPPORT BEFORE 2019-2020)

#### Step 1

Please read the Program Guidelines available on the CMF's website. Make sure that you have also consulted the *List of Required Documents* for the correct program and program activity. The budget templates and the Directors and Shareholders Form are available on the CMF website. **Note that only projects that have received Production assistance from the Experimental Stream's Innovation Program and Commercial Projects Pilot Program (C3P) before 2019-2020 are eligible for limited funding of Marketing and Promotion support (see Program Guidelines).**

#### Step 2

The Canada Media Fund (CMF) accepts applications exclusively through an online platform called Dialogue. Allow for at least two business days before the deadline date to create your account. For help with filling out your application to the Experimental Stream: 1-800-567-0890

If you have a technical problem with your account or any other element of the platform, contact [services@telefilm.ca](mailto:services@telefilm.ca)

#### Step 3

Once in the Dialogue platform, go to the *Actions* menu and select the *Submit an Application* submenu. Choose the appropriate program Experimental (Innovation or Commercial) Marketing and Promotion. See the Program Guidelines for the definition of each of these activities.

A guide to help you complete the application form can be found in this document following the list of required documents. For the *Required Documents* section, pay attention to the *Helpful notes*. For the nomenclature, please follow the Description and Type provided to ensure proper analysis of your project.



**No compressed files  
(e.g. zip ou rar)**

**No document sharing  
sites (e.g. Dropbox)**



**Maximum size of file:  
20 MB**

REQUIRED DOCUMENT	HELPFUL NOTES	DESCRIPTION Name of file and description to input	TYPE to be selected from the dropdown menu in Dialogue
<b>TEAM</b>			
<b>Team Description (max. 4 pages)</b>	Describe the experience and achievements of the marketing, promotion and sales staff and explain how it is qualified to carry out the project. Demonstrate the complementarity of the marketing, promotion and sales staff's expertise as well the team's cohesiveness and ability to work together with the creative, technical and management staff.	Team Description	Cast and Key Personnel
<b>Curriculum Vitae (max. 3 pages each)</b>	Submit a curriculum vitae (not a bio) for each key staff member describing job history, training, certifications, and awards and nominations received.	<i>CV_Name of the individual</i>	CV/Filmography/Resume
<b>PROJECT VIABILITY</b>			
<b>Status of deliverables financed in Production (max. 3 pages)</b>	Indicate whether the deliverables expected in Production or already delivered in Production correspond with the initial proposal. If not, please indicate the changes made and how these are beneficial to the project.	Status of production deliverables	Support material
<b>Project description for publication in the media (max. 2,000 characters)</b>	Summarize the project in 2,000 characters or less. The CMF may use this description for promotional purposes if your project is selected. The text must be easily editable in terms of layout.	Project description for media	Outline/Proposal/ Treatment/ Synopsis
<b>Support Material</b>	Submit or give access to the most up-to-date version of the project financed in Production (minimally the beta version) as well as screenshots or videos. Videos must be submitted via links to a video sharing website. The platform allows you to submit links directly with a password. The links must lead directly to the support material without navigation, site registration or additional download and be functional for at least five months from the date of submission of the application. The support material must be essentially audio-visual and must not present anything other than the proposed product. Make sure also that each file does not exceed a maximum weight of 20 MB.	Support material_ <i>description</i>  <i>Or</i>  Link to support material with <i>Password:</i> <i>Instructions:</i>	Support material

<b>REQUIRED DOCUMENT</b>	<b>HELPFUL NOTES</b>	<b>DESCRIPTION</b>	<b>TYPE</b>
<b>Budget and Cash Flow</b>	You must use the 2019-2020 Marketing and Promotion budget template, which includes the cash flow, available on the CMF website. The cash flow should include only inflows and outflows for the duration of the project in its Production phase. The CMF payment schedule is: 80% upon full execution and receipt of the agreement between the applicant and the CMF and 20% upon receipt and approval of closing documentation for the project. However, at its sole discretion, the CMF may set different percentages on a case-by-case basis.	Budget_ <i>Date</i>	Budget
<b>Financing Commitment Letters or Agreements</b>	The financial structure must be entered online in the application form. For all sources of funding indicated in the financial structure, submit the corresponding commitment letters or agreements.	Commitment letter_ <i>Name</i>  Financing agreement_ <i>Name</i>	Financing agreement
<b>Description of the Applicant's Financial Stability (max. 1/2 page)</b>	Describe your financial situation and explain how you are equipped from a financial perspective to carry out the project in light of the project's scope and your current operating costs.	Description of financial stability_ <i>Name of applicant</i>	Financial structure
<b>Revenue Model Description (max. 5 pages)</b>	Update your revenue model for the project, i.e. how you will monetize it. Also present a profitability analysis (that shows the point at which total project costs will equal total revenues) as well as an analysis of the expected return on CMF investment (rate of profit in relation to the amount invested over at least 7 years). Provide revenue scenarios in a table and justify your projections.	Revenue Model	Business plan
<b>STRATEGIC POSITIONING AND MARKETING</b>			
<b>Market Study and Marketing (max. 10 pages)</b>	Update your market studio; describe and analyze the target audience, the market and discuss the positioning of the proposed project and its competitive advantages. Compare your product to those of competitors. Also present in detail your marketing and promotion plan for the product, making sure to identify distribution modes and promotional activities. If you plan to self-distribute your product, please describe your plan/strategy.	Market Study and Marketing	Marketing plan
<b>Letters or Agreements with Market Channel Partners, if applicable</b>	If you have market channel partners, submit letters or agreements.	Letter_ <i>Name of partner</i> Agreement_ <i>Name of partner</i>	Broadcast or distribution agreement

REQUIRED DOCUMENT	HELPFUL NOTES	DESCRIPTION	TYPE
<b>CORPORATE INFORMATION</b> 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.			
<b>Certificate of Incorporation of the Applicant</b>	"Applicant" means the 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.	Certificate of incorporation_ <i>Name of company</i>	Incorporation documents
<b>Directors and Shareholders Form</b>	You must use the template available on the CMF website. Submit a form for the applicant and, if applicable, for the co-applicant, your parent companies or any other shareholder that is a company. If you are applying on behalf of a company that is not yet incorporated, submit a list of the future directors and shareholders.	Directors and shareholders form_ <i>Name of company</i>	Shareholder's information
<b>Financial Statements</b>	Submit your financial statements for the last three years and, if applicable, for the co-applicant and your parent companies. If you are applying on behalf of a company that is not yet incorporated, you may submit account statements or a preliminary balance sheet.	Financial Statements_ <i>Year</i>	Financial statements

Please be aware that in the event that the project is approved for CMF funding, additional documents will be required in order to proceed to the contracting phase.

## APPLICATION FORM

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](#) (the title of the application will not appear on this page).

## COMPLETE APPLICATION

### Summary

#### **Program:**

Make sure you have chosen the appropriate program (Innovation or Commercial) and program activity (Prototyping, Production or Marketing and Promotion). See the Program Guidelines for the definition of each of these activities.

#### **Application Year:**

This field automatically populates with the CMF fiscal year in which you apply. The Program Guidelines, the List of Required Documents and the budget template you use should be in the same year.

### Applicant

#### **Select Applicant Company:**

Select the company (Applicant) for which you are making an application.

#### **Correspondence Language:**

Select the correspondence language.

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

If the company for which you are making an application is not yet incorporated, answer “yes”.

#### **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?**

If there is a non-Canadian shareholder or director in your company, parent company or co-applicant’s company, whatever the number of shares, please answer “yes” to that question. If the person has been permanent resident of Canada for more than 4 years and not yet a Canadian citizen, answer “yes” as well. Be aware that should your project receive a positive decision, we will require further information at that time. Please read the *Program Guidelines* available on the CMF’s website, notably section 3.1 on *Eligible Applicants*.

### Canadian Co-Applicant(s)

If you are applying jointly with another company who will share the rights to the project with you, add their information in the fields under this section. A co-applicant must meet the same eligibility criteria as the applicant and will be jointly responsible for the project for the CMF. If you will be working with subcontractors, do not add their name here.

### International Coproduction

If your project is an international codevelopment or coproduction, indicate yes. Make sure that you meet the requirement of the [Framework for International Digital Media Co-Production](#) available on the CMF’s website.

## Previous Applications

### ***Has the Project been submitted for Pre-application Consultation?***

If you have submitted your project for a pre-application consultation via *Dialogue* prior to applying, answer “yes”.

### ***Has the Project been previously submitted to the CMF?***

#### ***Previous Application Number(s)***

#### ***Previous Title***

If you have submitted your project to the Experimental Stream in the past, indicate to which activity (the latest), the application number and the previous title if it is not the same as the current one.

## Project

### ***Title:***

Indicate the title of the proposed project; this title may be a working title.

### ***Previous Title:***

If your project was initially created under a different title, please enter it in this field.

### ***Content Type:***

Select the content type that best represents your project. For definitions on content types listed in the dropdown menu, please consult the [Digital Media Definitions](#) document available on the CMF’s website.

### ***Delivery Method:***

Select the method by which your project will be accessed by the end user.

### ***Language:***

Select the language in which the project will be delivered. Keep in mind that if you select “English-French”, the project will need to be made available in both languages to the end user, and the CMF will accordingly require deliverables in both languages. It will not be necessary however to provide documentation – reports and documents – in in both languages. For Prototyping, the CMF will need to see that localisation needs have been taken into account in the development of the prototype.

### ***Website URL:***

Enter website URL specific to the project here. If you do not have one, leave the field empty.

### ***Target Audience:***

Select the principal audience that you are targeting with your project.

### ***Description:***

Enter a short description that summarizes your project.

### ***Material to be delivered for this Application:***

List the deliverables that you will do with the proposed budget for the requested activity only (Prototyping, Production or Marketing), i.e. what you will deliver by the end of the proposed project as part of this request if it is funded.

### ***Do you have a functioning prototype?***

If you are applying in Production or Marketing, indicate whether you have a functional prototype. You must submit it as part of the support material in the Required Documents section. If you are applying in Prototyping, you would not normally have a functional prototype at this stage; if you do have a functional prototype, make sure that you have selected the correct program activity – see *Program Guidelines* for definitions of program activities funded.

### ***Business Model:***

Select the principal business model that you are adopting for your project. It is understood that more than one model may apply, but select the most important one.

### ***Requested Amount (CAD):***

Innovation Program: the maximum amount requested to the CMF is the lesser of 75% of the project's eligible costs or the activity's cap (i.e. Prototyping, Production or Marketing and Promotion – see *Program Guidelines* on the CMF's website).

Commercial Project Pilot Program: the maximum amount requested to the CMF is the lesser of 60% of the project's eligible costs or the activity's cap in Production and, in Marketing and Promotion, the maximum amount requested to the CMF is the lesser of 75% of the project's eligible costs or the activity's cap – see *Program Guidelines* on the CMF's website).

### ***% Canadian Costs:***

Indicate the percentage of Canadian costs here as per the budget submitted. The project's eligible costs indicated in the budget must be at least 75% Canadian in Prototyping or Production and at least 50% in Marketing and Promotion.

### ***Commercial Distribution Method:***

Indicate here how the user will access the project, i.e. on which platform(s) (e.g. Xbox, PlayStation, Steam, App Store, GooglePlay, Web site, etc.). Separate multiple entries by commas.

### ***Distributor Name:***

If your company is self-distributing the project, leave the field empty. If you have a distributor, indicate its name. Separate multiple entries by commas.

### ***Self-distribution:***

If your company is self-distributing the project, check the box.

### ***Market Channel Partner:***

If you have a publisher or a marketing agency working with you, indicate its name. Separate multiple entries by commas.

### ***Development Financing Application Number:***

If you have received funding for Development or Prototyping in the past, please indicate the number of the application.

## **Contacts**

Please fill out the fields for the two types of contacts.

## **Key Personnel**

Click on "Add" to enter names. Add a line for each member of your team (key personnel only). In the « Role » dropdown menu, select the option that is closest to the person's role. Enter the person's citizenship information. Be sure to identify the gender in key roles. Please read the *Program Guidelines* available on the CMF's website, notably the Evaluation Grid in section 2.4 ("Team (Gender)" criterion) and section 3.2.1 on Canadian Elements. Make sure that the name and role of the individuals identified here and in the budget are identical. It should be noted that for the evaluation of the parity criterion within the team, the information provided in the budget will take precedence.

## **Financial Structure**

The amount requested to the CMF for the proposed project appears on the first line. This amount matches the Requested Amount (CAD) entered above. If you are applying in Production, note that the requested amount must be calculated on the Production costs only, i.e. exclusive of Development costs (line H of the budget template).

If you have received prior funding from the CMF in Development/Prototyping for the project, enter the amount received on the line "CMF Development/Prototyping Advance". If you have not received any prior funding for the project from the CMF in Development/Prototyping to date, enter zero on the second line (the field should not be left empty).

Select the country for each of the funding sources entered. If your project is not an international co-production, enter Canada for all sources. If your project is a coproduction, select the country for each coproducing country's funding sources. Please note that international co-productions must comply with the [Framework for International Digital Media Co-Production](#) available on CMF's website.

Select the type of funding sources in the dropdown list. If you cannot find the type of funding source in the list, it might be that it is an ineligible type of funding. Ineligible types of funding include, but are not limited to: credit margin or loan, sweat equity, work done for free or volunteer work, future revenues, and deferred salaries from non-shareholders.

Tick the checkbox in the "Confirmed" column if the funding source is indeed confirmed. If the funding source is pending, do not tick the checkbox.

Click on "Add" to add your other funding sources for the project.

The total financial structure must match exactly the total amount of the budget submitted in the Required Documents section. If you have received prior funding from the CMF in Development/Prototyping for the project, all the sources of the Development/Prototyping file must appear in the Production financial structure.

## Budget

### ***Dated:***

The date of the budget entered should match the date of the budget template that you will submit in the Required Documents section.

### ***Category:***

Enter the budget summary according to the completed Excel budget template to be submitted in the Required Documents section. The template for the budget is available on the CMF website. Make sure that you are using the template for the correct program activity and the current fiscal year.

Enter zero in the fields where you have no costs (fields should not be left empty).

Make sure that you are within the allowed caps for producer fees, corporate overhead and contingency. Please carefully read the notes regarding those accounts in the budget template.

### ***If you are applying for Prototyping:***

Prototyping costs incurred less than three months prior to the application deadline date may be included if they are actual, verifiable, eligible and if they represent only a small portion of the budget (the CMF does not fund projects retroactively).

### ***If you are applying for Production:***

Production costs incurred less than six months prior to the application deadline date may be included if they are actual, verifiable, eligible and if they represent only a small portion of the budget (the CMF does not fund projects retroactively). Prior Development/Prototyping costs are not eligible (except for verifiable costs that are indicated in line H of the Production budget – all expenses under line H must be verifiable, and proof will be required).

### ***If you are applying for Marketing and promotion:***

Marketing and Promotion costs incurred less than three months prior to the application deadline date may be included if they are actual, verifiable, eligible and if they represent only a small portion of the budget (the CMF does not fund projects retroactively). Prototyping, Production or improvement costs are not eligible.

## Schedule

Click on "Add" to add milestones to the schedule according to the following instructions:



### ***If you are applying for Prototyping:***

Enter one line for “Prototyping”, enter the start date of the Prototyping phase and in the Description field, indicate that this is the start date.

Enter a second line for “Prototyping”, enter the end date of the Prototyping phase and in the Description field, indicate that this is the end date.

The start date for Prototyping cannot be more than 3 months prior to the deadline date to which you are applying. Start and end dates should correspond to the period covered by the budget.

### ***If you are applying for Production:***

Enter one line for “Production”, enter the start date of the Production phase and in the Description field, indicate that this is the start date.

Enter a second line for “Production”, enter the end date of the Production phase and in the Description field, indicate that this is the end date.

The start date for Production cannot be more than 6 months prior to the deadline date to which you are applying. Start and end dates should correspond to the period covered by the budget.

Enter a third line for the “Beta Version”, and enter the date when you will have a beta version of the project. This date also corresponds to the date when you will be requesting the second payment from the CMF if your project receives funding. Normally, at least 45% of the overall budget should have been spent at that point.

Enter a fourth line for the “Final release”, and enter the date when the project will be released to the targeted audience for the first time. Note that for games the CMF considers an *Early Access* release or a live beta to be the Final release. Accordingly, the Final release date should correspond to the first date the project is released to the public, regardless of whether or not the project is in its final form. It is as of the “Final release” date that you will have to start submitting exploitation reports if the project is selected.

Do not enter lines for “Prototyping” or “Marketing & Promotion”. These are for applications to the Prototyping or Marketing & Promotion program activities.

### ***If you are applying for Marketing and promotion:***

Enter one line for “Marketing & Promotion”, enter the start date of the Marketing & Promotion phase and in the Description field, indicate that this is the start date.

Enter a second line for “Marketing & Promotion”, enter the end date of the Marketing & Promotion phase and in the Description field, indicate that this is the end date.

The start date for Marketing & Promotion cannot be more than 3 months prior to the deadline date to which you are applying. Start and end dates should correspond to the period covered by the budget.

## **Required Documents**

Click on the link to see the Required Documents Checklist associated to the program activity to which you are applying.

Upload each document separately according to the list on the last page of the Required Documents Checklist by clicking “Add”. Select a file on your computer to add it.

You are responsible for submitting the documents requested in the list; the system will not provide a warning if a required document is not submitted. **Once your application is submitted in full, you will not be contacted for more information, and the evaluation of your application will be based only on what you have provided.** Out of fairness to all applicants,

documents other than those requested in the Required Documents Checklist or exceeding the allotted page counts will not be considered. Note that the submission of a complete application does not guarantee its financing.

Documents will not be accepted by mail; everything including supporting material must be submitted online. We will not accept documents or updates after the deadline.

## Statement (and submit)

When your application is final and you are ready to submit, at the bottom of the form, tick the Statement and click on the « Submit » button. A confirmation that you have successfully submitted your application will appear and you will no longer have access to the application because it is under evaluation. A confirmation message will also appear in the News menu.

If you do not see the message confirming that you have successfully submitted your application, this probably means that errors remain in your application. Correct the errors and click on the “Submit” button again.

A decision letter will be sent to you via the portal under the *News* menu approximately 2 to 3 months after the deadline date. You will also receive an email alerting you to the decision in the portal.