



## PASSPORT TO MARKETS PROGRAM GUIDELINES 2010-11

### WHAT IS THE PASSPORT TO MARKETS PROGRAM?

An initiative that supports attendance by BC resident producers at select international markets, co-production conferences and exchanges for the purpose of promoting projects in development, securing broadcast pre-sales and stimulating co-production opportunities.

### ELIGIBLE APPLICANTS

Applications will be considered from any of the following:

- BC resident producers who have a track record in the domestic film and television industry;
- BC resident producers who have been pre-selected to attend a particular market site;
- BC residents who have experience producing domestically owned and controlled digital media content (excluding electronic games); and
- On a case-by-case basis, BC resident sales agents or distributors.

In the case of a competitive call for applications, preference will be given to producers who can demonstrate recent production credits (i.e. in the last two years). Producers and companies who have received support four times or more over the past two years will have to demonstrate either recent production credits or provide evidence that a significant amount of financing has been raised from third parties for the projects in their development slate.

BC residents include Canadian citizens or Permanent Residents who have resided in BC for at least 200 of the 365 days immediately preceding the date of application and who have filed income tax returns in BC in the last year.

**Individual producers are eligible for support to attend a maximum of three market sites per fiscal year. One producer per company may apply for support to an individual market site.**

**Current recipients of a Slate Development Fund Envelope are not eligible to access further funding through this program.**

### ELIGIBLE MARKET SITES

British Columbia Film has identified the domestic and international market sites that are eligible for assistance in this fiscal year – see the Passport Site List for more information. These sites include:

- Markets and conferences that provide BC companies with significant exposure to current market intelligence; opportunities to enhance existing or establish new relationships with international broadcasters, distributors, co-producers and co-financing partners; offer insights and opportunities for digital media content development and planning; and
- Immersions and other initiatives designed to assist companies in acquiring the skills and contacts needed for successful exploitation of projects in an international marketplace.



Additional market sites may be considered during the year if they are deemed to meet the objectives of this program, budget permitting.

## **PROCEDURES**

---

British Columbia Film will issue an individual call for applications for each designated market/conference. Interested producers should review each call for applications carefully for eligibility requirements specific to that market site.

Some market sites are open registration, with no pre-requisite or adjudication by the market organizers other than a registration fee. For example: American Film Market, Cannes Marche du Film or Reelscreen. If applications received for a market site exceed available funds allotted, Decisions will be made based on eligibility of applications according to the above guidelines, the experience of the applicant, and potential benefits or opportunities afforded by attending the market or conference.

Some market sites are based on pre-selection by the market organizers, where the applicant must apply and be selected to attend. In the case of pre-selected registrations, British Columbia Film will endeavor to support all BC based producers selected to attend, provided they submit a Passport to Markets application within the specific time frame and meet the basic eligibility requirements of the program. However, depending on available funds, British Columbia Film may not be able to support all those selected, and in this case, support will be allocated on a first come / first served basis.

All applicants will be notified of the decision via email in a timely fashion.

## **FINANCIAL PARTICIPATION**

---

British Columbia Film will provide financial assistance to selected individuals to help offset registration, travel and accommodation costs. British Columbia Film's contribution must not exceed final approved eligible costs. British Columbia Film reserves the right to reduce the award following review of the final costs. If the producer should receive complimentary conference registration or travel from the market organizers, those amounts are considered to be outside of the final reportable eligible costs. You may only include expenses for which a receipt can be provided.

A maximum participation by British Columbia Film is set for each market site, between \$1,000 and \$2,000 depending on the location and costs of the event. Successful applicants will receive 100% of British Columbia Film's contribution upon submission of a final report (see 'Reporting' below) after attendance at the market.

## **ELIGIBLE COSTS**

---

The following will be considered eligible expenses:

- Per Diem - \$60 per day in Canada; \$80 per day outside Canada;
- Accommodation – up to \$175 per night in Canada; up to \$250 per night outside Canada;
- Registration Fees (if applicable);
- Transportation:
  - return airfare (based on economy fare);
  - ground transportation (rental car, vehicle fuel costs, taxi, shuttle bus);



- Design and printing of marketing materials, payable to third parties (e.g. one sheets, pitch packages, CD-Roms) capped at no more than 20% of the approved direct travel costs; and
- Overhead allowance is capped at a maximum of 10% of the approved direct travel costs (to cover related long distance, in-house photocopying, courier costs and general administrative expenses).

## **REPORTING**

---

After attending the market, producers will have 30 days to submit a final report which must include:

- A written report on market activities outlining meetings held, intelligence garnered, co-production or co-venture deals initiated; rights acquired; and financing secured and/or pending; and
- A final cost report with photocopies of supporting invoices and receipts.

A template for this final report will be supplied to successful applicants. Failure to submit a final report to British Columbia Film within the specified time period may result in forfeiture of the award.

In addition, follow-up surveys may be conducted 6 and 12 months after the market has concluded to confirm any additional pre-sales, rights acquired, financing secured and/or co-production deals signed.

## **FORFEITURE OF AWARD**

---

Successful applicants who fail to submit a final report to British Columbia Film within the specified time period will be given one written reminder. Should all materials not be provided following this reminder, the successful applicant forfeits any outstanding drawdown amounts, and the commitment will be reduced by this amount.

