2019-20 ONTARIO CREATES MARKETING & DISTRIBUTION INITIATIVE (MDI) APPLICATION

For the Film and Television Industry

**Deadline: Continuous, closes January 31, 2020 by 5:00pm EST**

**Application Sections:**

1. Project Information /1
2. Company Information /2
3. Detailed Proposed Marketing Activity /3
4. Budget and Financing /4
5. Expected Results /4

**Section 1: Project Information**

Film Fund File #:

Project Title:

Anticipated Official Release\* Date:

Provide logline/brief synopsis (3-4 sentences) for the Project:

**Funding Request:**

|  |  |
| --- | --- |
| Total MDI Budget: |  |
| Ontario Creates MDI Funding Applied For: |  |
| % Ontario Creates MDI Funding to Total Budget: |  |

*\*officially released’ refers to the date that a project has been delivered and entered into commercial exploitation for public viewing and sales. Festival and premiere screenings are not considered officially released.*

**Identify the 6 Month defined period to claim costs:**

|  |  |
| --- | --- |
| Start Date: |  |
| End Date: |  |

**PLEASE NOTE:** Funding applied for cannot exceed 75% of the total budget. Maximum Ontario Creates contribution available is $25,000. Minimum contribution is $10,000.

**Section 2: Company Information**

Company Name:

(single purpose production company as contracted with Film Fund)

Contact Name:

Contact Title:

Address:

City:

Province:

Postal Code:

Business Tel:

Cell:

Email:

Website:

**Section 3: Proposed Marketing Strategies and Activities**

1. **Provide a comprehensive domestic Marketing and Distribution Plan.**

NOTE: The plan must identify the critical and commercial potential of the film and how it will be realized. The strategy should demonstrate how to build awareness of the production, drive sales and increase exposure of the film to a broader audience. References to market potential, target demographics and sales estimates should be researched and include performance examples from similar types of films. Proposed strategies and tactics should be realistic with regard to cost-benefit and experience of the team who will be executing the plan.

The plan should demonstrate the following:

1. **Description of the marketable elements of the film** i.e. key individuals attached: renowned director and/or screenwriter, established property (such as being based on a book or part of a franchise), cast and the project’s potential for success in a specific niche market;
2. **Evaluation of the film’s market potential in Canada and Internationally;**
3. **Specific strategy for commercial exploitation in Canada** - that is executed in partnership with a distributor or executed solely by the producer. Must include strategies that target domestic sales fulfilment and promotion across all platforms for commercial exploitation (e.g. Theatrical, OTT, VOD, broadcast, online, Blu-ray/DVD, etc.). Can also include strategies to target potential distribution partners.
4. **Key elements of the overall Canadian marketing strategy,** integrating traditional and non-traditional platforms including domestic festival placement, traditional media, social media or other innovative strategies, as well as identifying the respective roles of the distributor (if applicable) and the producer.
5. **Target audience(s)/demographics** for the production across all applicable exploitation platforms
6. **Indicate any background/research** which supports **how** and **why** the planned activity will be successful.
7. **Provide a detailed schedule/timeline for delivery of proposed activities ensuring that the defined 6 month period to claim costs and official release date have been identified.**
8. **List of names and roles for the team that will be executing the plan, with CVs/company bios for any third party contractor.**
9. **Letter of support or commitment from promotional partners/organizations (if applicable).**

**Section 4: Budget and Financing:**

1. **Provide a detailed budget for activities;**
2. **Provide a financing plan to support the budget;**
3. **Provide evidence of funding** from other sources per the financing plan including the production company cash contribution; and
4. **Provide any quotes** for 3rd party services.
5. **Letter of support/co-operation for the plan from the distributor** (if applicable).

**Section 5: Expected Results and Outcomes**

**Please answer the following in detail:**

1. Indicate expected results for each platform, including projected sales or other revenues expressed in dollars, and indicate over what period of time these results are anticipated;
2. Indicate how the expected results have been determined;
3. Describe possible risks that may affect the outcome, including market factors relative to project activity i.e. industry trends, competitive environment, etc;
4. List any other measurable outcomes and anticipated ROI for your company such as strategic goals, potential critical acclaim, audience and financial benefits, job retention and/or creation as a result of this marketing activity.