



## 2024-25 FILM FUND GUIDELINES

### Production Streams: Drama and Documentary Including Diversity Enhancement

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The **Ontario Creates Film Fund Production** streams (Drama and Documentary) are intended to increase the level of domestic feature film production in Ontario. The Film Fund provides support to Ontario producers for feature film projects in the final stages of production financing.

The prime objectives of the fund are to:

- increase investment and jobs in Ontario by Ontario-based feature film production companies;
- increase the number of high quality, original feature films produced in Ontario by Ontario-based production companies; and
- assist in capitalizing Ontario-based feature film production companies.

The Film Fund supports a range of projects across genres with both industrial and cultural benefits. Ontario Creates measures the results of the Film Fund primarily based on net benefit from the project to the province which includes but is not limited to return on investment and jobs created in the Ontario film industry.

Ontario Creates values and supports diversity and gender parity at all levels and business roles within creative industries. We acknowledge that many communities continue to face systemic barriers, preventing them from participating meaningfully in these industries. Ontario Creates applies a lens of diversity, equity, and inclusion to the evaluation criteria for this program, and directs jury members to do the same. Applicants proposing projects/activities that support, reflect, and strengthen diversity and gender parity in Ontario are expected to tangibly demonstrate a genuine and sustained commitment to these equity-deserving communities\*.

Ontario Creates encourages applications from companies that are led by BIPOC (Black, Indigenous, or People of Colour) or Francophone individuals and applicants that otherwise **meaningfully** meet the provincial definition of diversity.\*\*

### **Enhanced Support for Films with Diverse Elements**

The Ontario Creates Film Fund Production stream (Drama and Documentary) will offer time-limited enhanced support for films with diverse elements.

Specifically, support for diverse projects via the Film Fund Production stream will:

- strengthen our relations with Indigenous communities and work toward reconciliation;
- connect people and communities by sharing and celebrating our diverse heritage and cultures;
- make Ontario a culture leader at home and internationally; and
- strengthen Ontario's culture workforce.

The Film Fund diversity enhancement will utilize the provincial definition of diversity which recognizes that the dimensions of diversity include, but are not limited to:

ancestry, culture, ethnicity, gender identity, gender expression, language, physical and intellectual ability, race, religion (creed), sex, sexual orientation and socio-economic status.\*\*

Applicants with diverse projects, who wish to access enhanced support via the Film Fund Production stream will be required to submit a Diversity Enhancement addendum (see appendix 1) to their application identifying the diverse elements of their project, including: decision-makers/keys; voice and story of the project; Indigenous or language-elements, or elements as referenced in the provincial definition of diversity (above). In the case of co-production, non-traditional partners or jurisdictions will also be considered.

Ontario Creates will prioritize projects that amplify voices and content owned and controlled by people from racialized and equity-deserving communities.

\* Equity-deserving communities are those that face significant collective challenges in participating in society. This marginalization may be caused by, but not limited to, attitudinal, historic, social and environmental barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status. Equity-deserving communities identify barriers to equal access, opportunities and resources due to disadvantage and discrimination and actively seek social justice and reparation.

\*\* The provincial definition of diversity states: the dimensions of diversity include, but are not limited to: ancestry, culture, ethnicity, gender identity, gender expression, language, physical and intellectual ability, race, religion (creed), sex, sexual orientation and socio-economic status.

Ontario Creates is committed to fostering respectful workplaces in all sectors and companies we support. A respectful workplace is one that values diversity and inclusion, dignity, courteous conduct, fairness, positive communication and professional working relationships. A respectful workplace is free from harassment and discrimination including sexual harassment.

The policy of Ontario Creates is to take every reasonable step to:

- Cultivate and sustain a respectful, positive, inclusive and supportive work culture
- Promote awareness of rights and responsibilities
- Prevent, identify and eliminate workplace harassment and discrimination in a timely manner
- Improve and/or restore Ontario Creates' work environment and relationships affected by incidents or allegations of workplace harassment or discrimination, including those involving external stakeholders

Ontario Creates expects that all funding recipients maintain the principles of a respectful workplace including taking every reasonable step to:

- Cultivate and sustain a respectful, positive, inclusive and supportive work culture
- Provide a safe mechanism for staff to report incidents or allegations of inappropriate behavior
- Take action to prevent, identify and eliminate workplace harassment and discrimination in a timely manner

An eligibility requirement for this program includes the applicant organization confirming that they have in place both guiding principles and a process for maintaining a respectful workplace. Please download the [Applicant Affidavit](#) from the Ontario Creates website or from the application form in the OAP, sign, and include with your application as instructed.

Accessibility - Ontario Creates welcomes applications from people with disabilities, people who are Deaf, and people who face barriers in accessing technology to complete an application. Applicants that have accessibility needs, face accessibility barriers, or require accommodations may request an alternative process or format for submitting an application, or funds (up to \$500 per application) towards service providers to assist with

your application. Support for application assistance is also available to First Nations, Inuit or Métis applicants facing language, geographic and/or cultural barriers. Services may include, but are not limited to, assistance to create an account and navigate the Online Application Portal; transcribe/edit/organize/translate application materials; complete and submit application materials. Please contact the relevant Program Consultant listed in the program-specific guidelines a minimum of four weeks before the deadline.

## **1. Program Deadlines 2024/25**

**CYCLE 1: March 14, 2024 5:00 PM EST**

**CYCLE 2: July 11, 2024 5:00 PM EST**

**CYCLE 3: November 14, 2024 5:00 PM EST**

Applicants may apply with a production ready project to any of the three deadlines, provided that the application is submitted prior to commencing principal photography. All applications must be submitted and received on or before the applicable deadline to be considered.

Decisions will be communicated to applicants 12 to 16 weeks after the program deadline.

Unsuccessful projects from previous deadlines of the Film Fund may only be resubmitted with the permission of Ontario Creates and must fulfill all deficiencies noted in the previous application. A project may be submitted to the Film Fund a maximum of 3 times, after which applications will only be considered in exceptional circumstances.

## **2. Applicant Eligibility**

*The Production Company must be:*

- incorporated in Ontario or incorporated federally and registered in Ontario
- be able to demonstrate a principal place of business in Ontario for at least one year prior to the deadline
- Ontario-based - have a principal place of business\* in Ontario which serves as head office and base of operations. The applicant must meet the following:
  - applicant must be eligible to pay corporate income taxes in Ontario
  - Ontario address is listed as head office in T2 filing; and,
  - Ontario address must be a stable and non-temporary establishment where the applicant can demonstrate that the location is under the corporation's control and the space can be objectively identified with the corporation. For example:
    - maintenance of an office for which the corporation pays rent or compensates employees
    - presence of office equipment
    - the place of business is listed as the corporation's residential address in the telephone directory

- substantial quantities of the corporation's goods are kept on the property
- residents or employees of the corporation working at the property devote all their working hours to the corporation's interests
- substantial usage of owned/rented machinery or equipment that is used to carry out the corporation's business
- a Canadian-owned and controlled organization as defined in the Investment Canada Act (Canada).

\*The corporation's principal place of business will be determined at the discretion of Ontario Creates and additional documentation may be requested as required. For this purpose, a principal place of business is not a post-office box or fixed address of a friend or relative not directly employed by the company.

If the applicant is a successful funding recipient, the applicant must continue to have a principal place of business in Ontario for the duration of the funding.

Applicant companies and any associated production entity must be in good standing with Ontario Creates at time of application submission.

*The Individual Producer(s) must:*

- be Ontario residents and Canadian citizens within the definition of the Citizenship Act or permanent residents within the definition of the Immigration and Refugee Protection Act (Canada).
- have previously produced at least one of: a dramatic or documentary feature film theatrically released in Canada; a television movie, a dramatic or documentary series, or, two one-hour documentaries that have been broadcast in Canada.

The Lead Ontario Producer Applicant must be able to demonstrate at minimum a portion of IP ownership of the project.

Ontario Creates will consider applications from producers who do not meet the above minimum applicant producer requirements provided that they can demonstrate in writing the attachment to the project of an Ontario based executive producer who does meet the above qualifications. In this instance applicants are required to seek pre-approval of the executive producer by Ontario Creates prior to application. The qualifying producer will be required to provide a signed letter outlining their involvement in and commitment to the project. (NOTE: The consideration is made strictly for the producer requirement.)

### **3. Production Eligibility**

Dramatic Feature (including Animation):

- Domestic: must have a budget between \$1 million and \$8 million (exceptions can be made on a case-by-case basis; please contact Ontario Creates to discuss)

- International co-production: must have a minimum budget of \$1 million (no budget cap)

Documentary:

- Must have a minimum budget of \$600,000

All productions must:

- have a minimum proposed length of 75 minutes.
- not have commenced principal photography prior to application submission.
- be shot in Ontario (co-productions and documentaries are excluded from this requirement).
- be either eligible for certification as a Canadian Production by CAVCO; as a treaty co-production by Telefilm Canada and by co-producers equivalent certifying body or eligible to receive Canadian Program certification from the CRTC.

Productions with budgets

- under \$3.5 million without a confirmed Canadian distributor must include a marketing plan that demonstrates how the film will be commercially exploited in Canada, and internationally if appropriate. See Appendix 2.
- \$3.5 million and over must have a Canadian distributor attached to the project. The distributor must commercially exploit the film in Canada, and internationally if appropriate. While not required, the application can be strengthened with a marketing plan; see Appendix 2.

Documentaries may apply without a Canadian distributor in place but must have a commitment from a Canadian broadcaster or streaming service available in Canada, and include a marketing plan that demonstrates how the film will be commercially exploited in Canada, and internationally if appropriate. See Appendix 2.

### Enhanced Support for Films with Diverse Elements

*Dramatic films* with diverse elements must have a minimum budget of \$750,000. *Documentaries* must have a minimum budget of \$500,000. All other production eligibility and distribution guidelines above apply to applications for the diversity enhancement.

Productions for which public financial support would be contrary to public policy are not eligible.

#### 4. Funding Levels

Funding for **dramatic films** is capped on a tiered basis according to Ontario spend (portion of budget allocated to Ontario residents for labour AND budget allocated within the province for goods and services):

Ontario Spend	Maximum Request for Financing
\$5M and up	\$400,000
\$3M to \$4.999M	\$300,000
\$1M to \$2.999M	\$250,000

Dramatic films with an Ontario spend under \$1M must contact Ontario Creates before applying.

Funding for **documentary films** at all budget levels is capped at \$150,000.

##### **Enhanced Support for Films with Diverse Elements**

Funding awards for projects qualifying for the diversity enhancement will be flexible and may not adhere to the caps described above. Funding will be determined on the merits of the application with respect to both diverse and economic elements.

Companies considering applying for more than the applicable cap indicated above are required to discuss their request with Ontario Creates prior to submitting their application.

Ontario Creates' contribution is a **recoupable advance**, which must be repaid in the same tier pro rata and pari passu with other funding agencies for both Canada and the Rest of World. Please note the exception that Ontario Creates is not repaid in the same manner if a producer repays Telefilm Canada's equity investment at a rate of 10% of the Applicant's entitlement to the production revenues. Productions are required to provide production revenue statements showing the calculation of gross and net revenue semi-annually for the first two years after release, and annually thereafter. Ontario Creates does not take an equity position in the project, nor will it charge interest on the advance.

The number of applicants who will receive funding and the amount of funding received will be determined by the annual confirmed budget of the Ontario Creates Film Fund and the quantity and quality of the projects funded.

## 5. Application Requirements

### *Financing*

- All productions must provide a viable financing plan supported by commitment letters from all financial sources.
- The Film Fund is a last-in participant in production financing. In order to be considered by the jury, 70% of production financing must be in place and supported with appropriate commitment documentation at the time of application.
- To calculate the 70% requirement of confirmed financing, you may exclude from the calculation your ask from Ontario Creates or any financing under review from other recognized industry funding programs (Telefilm, NOHFC, Rocket Fund, Eurimages, etc) within the corresponding deadline/timeframe. All financing must be confirmed within four months of the application deadline and in advance of Ontario Creates' conditional letter of commitment. Projects which demonstrate full financing (excluding Ontario Creates) supported with appropriate commitment documentation at time of application will be prioritized in the decision process.

### *Ontario Spend*

A complete and accurate Schedule of Minimum Commitment of Ontario Expenditures (SMCOE) must be provided per the Ontario Creates [template](#). The SMCOE has significant weight in the assessment of your projects application. (See section 7: Decision Criteria)

The SMCOE represents the benefits of the project to the Ontario economy. This includes:

- Projected Ontario expenditures as a multiple of Ontario Creates' contribution
- Total projected number of weeks of employment for Ontario residents
- Weeks of work are calculated for Ontario residents working a minimum of 5 days on the production at a minimum of 35 to 40 hours within a single week. If you have individuals that reach the 35 to 40 hours a week in less than 5 days they can be apportioned ex. 2 days at 30 hours = .25 of a week. Day labour, regardless of role, cannot be included in the weeks of work calculation. Should you require further clarification please contact us.

Please ensure that the information you submit on this form is accurate and represents the estimated Ontario expenditures (labour and non-labour), and the total paid weeks of work for all Ontario residents within the eligible categories. (See section 7: Decision Criteria)

### *Sustainability*

Ontario Creates encourages all Applicants to implement more environmentally-sustainable practices and cleaner technologies – and reduce the use of unsustainable resources – in the development, production and exploitation of their Projects.



Ontario Green Screen, led by Ontario Creates is your one stop resource to help implement sustainable practices into your projects. OGS provides free [Climate & Sustainable Production](#) training, and [Carbon Calculator](#) training for the albert calculation tool. They also offer a wide variety of tools and resources including green vendors resource list, grid-tie in map and handy best practices resource sheets to help make the transition to a green industry. Visit [www.ontariogreenscreen.ca](http://www.ontariogreenscreen.ca) to find out more.

Are you interested in taking steps towards sustainable production but don't know where to start? Check out [CBC's Sustainability Plan](#) to help you move towards a greener production. For general inquiries about how OGS can help support you, reach out to [OGSinfo@ontariocreates.ca](mailto:OGSinfo@ontariocreates.ca).

### *Supporting Documents*

- Film Fund applications must be complete at time of submission and with all documents below in order to move forward to the jury review:
  - complete chain of title including summary and all supporting agreements as well as all option extensions. **Note: Applications that don't provide proof of ownership of the project will be considered incomplete ;**
  - co-production agreements if applicable, including preliminary recommendation letters from Telefilm Canada and coproducer's equivalent body;
  - financing plan;
  - financing commitments demonstrating a minimum of 70% of financing
  - full budget with top sheet (for co-productions multi-jurisdictional budgets must be provided)
  - complete Schedule of Minimum Commitment of Ontario Expenditures (SMCOE); and
  - Canadian distribution agreement and/or marketing plan.
- Page limits are in place for some supporting documents; please review page limit requirements in the OAP prior to finalizing your application materials. Additional documents submitted beyond those required may not be reviewed by the jury.
- It is imperative that applications include all the required materials listed within the application form. Place holder documents will not be accepted.
- **No documentation will be accepted after submission .**

Applications for the diversity enhancement must complete and submit a [Diversity Enhancement Addendum](#). The addendum must be provided as part of the film fund application at the time of submission. Addendums will not be accepted after an application has been submitted.

## 6. Submitting Your Application: Process and Evaluation

- Applicants must submit their application to Ontario Creates electronically through the Online Application Portal (OAP) at <https://apply.OntarioCreates.ca/>;
- Applicants that do not have a user account on the OAP, should go to <https://apply.ontariocreates.ca/> and click on “Register”. For assistance, please see Ontario Creates’ website for the “OAP Quick Start Guide”;
- Applications must be received electronically via the OAP system no later than 5:00 pm on the applicable deadline;
- Applications that are received after the deadline will not be considered;
- Applications will be reviewed by Ontario Creates for eligibility and completeness;
- Incomplete applications will not be considered;
- The use of AI technology must be disclosed and outlined in your application. This applies to (1) the use of AI to prepare content for the application form and supporting documents and (2) submitted projects that involve the use of AI technology in the creation of content or otherwise. It is the responsibility of the applicant to ensure that all applications and projects have access to all underlying rights including content that is created with the assistance of AI technology;
- Applicants will receive a letter via the OAP after the eligibility and completeness review of the application is conducted. If the application does not meet eligibility and completeness thresholds as described above, it will be deemed ineligible and will not be further evaluated. Applications that pass the eligibility and completeness review will be assessed by an industry jury and Ontario Creates for final funding recommendations;
- Applicants will be offered an opportunity to provide a one-page project update letter one-week in advance of the jury meeting. There will be no other opportunities for applicants to update any supporting documents or elements of their application after it has been submitted; applications will be evaluated as they are received. Decisions will be announced 12 to 16 weeks after the deadline.
- Successful applicants must accept and sign a conditional letter of commitment from Ontario Creates within one month of notification;
- Ontario Creates reserves the right to withdraw its funding commitment should project financing not be complete within the negotiated time frame per the funding commitment, the project no longer meets one or more of the funds eligibility requirements or the project changes significantly from time of initial commitment.

## 7. Decision Criteria

Applications will be assessed on the following criteria:

<p>Benefits to the Ontario economy - (see pg.8 - <b><i>Ontario Spend</i></b> regarding Schedule of Minimum Commitment of Ontario Expenditures). This includes:</p> <ul style="list-style-type: none"> <li>• Projected Ontario expenditures as a multiple of Ontario Creates' contribution</li> <li>• Total projected number of weeks of employment for Ontario residents</li> </ul>	40%
<p>Feasibility of the project with respect to budget, financing, schedule and scope</p> <ul style="list-style-type: none"> <li>• reasonable budget and appropriately allocated costs</li> <li>• secured financed</li> <li>• realistic schedule and likelihood of production moving forward with little or no delay</li> <li>• additional challenges and risks</li> </ul>	20%
<p>Demonstrated track record and ability of the proponent and production team to implement the production.</p> <ul style="list-style-type: none"> <li>• Track record and experience creating and releasing similar projects (similar type of content, budget, and scope)</li> <li>• history of critical/commercial success</li> <li>• access to the capacity, skills, knowledge and expertise required to complete the proposed activities</li> <li>• committed and engaged partners (if any)</li> <li>• Diversity among senior leadership, staff, or contract employees, particularly equity-deserving communities within the film industry.</li> </ul>	20%
<p>Creative merit of the project and potential for critical and commercial success.</p> <ul style="list-style-type: none"> <li>• creative merit of project</li> <li>• potential to result in commercial/critical success</li> <li>• interest/attachment from distributor or broadcaster/OTT partner (see Production Eligibility)</li> <li>• reasonable strategy to build market/audience awareness</li> </ul> <p>Thoughtful consultation, collaboration, and participation of equity-deserving communities, particularly underrepresented communities within the film industry.</p>	20%

## Enhanced Support for Films with Diverse Elements

Applications qualifying for the diversity enhancement will be assessed on the following criteria:

<p>Benefits to the Ontario economy - (see pg.8 - <b><i>Ontario Spend</i></b> regarding Schedule of Minimum Commitment of Ontario Expenditures).</p> <p>This includes:</p> <ul style="list-style-type: none"> <li>• Projected Ontario expenditures as a multiple of Ontario Creates' contribution</li> <li>• Total projected number of weeks of employment for Ontario residents</li> </ul>	25%
<p>Feasibility of the project with respect to budget, financing, schedule and scope</p> <ul style="list-style-type: none"> <li>• reasonable budget and appropriately allocated costs</li> <li>• secured financed</li> <li>• realistic schedule and likelihood of production moving forward with little or no delay</li> <li>• additional challenges and risks</li> </ul>	20%
<p>Composition of Production team with respect to:</p> <ul style="list-style-type: none"> <li>• diverse representation/gender-parity among owners, senior leadership, Key Creatives (P/W/D/Lead talent), staff, or contract employees, particularly racialized and equity-deserving communities within the film industry</li> <li>• track record and experience creating and releasing similar projects (similar type of content, budget, and scope)</li> <li>• history of critical/commercial success</li> <li>• access to the capacity, skills, knowledge and expertise required to complete the proposed activities</li> <li>• committed and engaged partners (if any) including non-Traditional partners (eg. co-production with new territory)</li> </ul>	25%
<p>Creative elements; diverse elements; and potential for critical success.</p> <ul style="list-style-type: none"> <li>• creative merit of project</li> <li>• diversity/gender parity representation in terms of voice and story; language; Indigenous/Francophone culture, racialized and equity-deserving communities</li> <li>• potential to result in commercial/critical success</li> <li>• interest/attachment from distributor or broadcaster/OTT partner (see Production Eligibility)</li> <li>• reasonable strategy to build market/audience awareness</li> </ul> <p>Thoughtful consultation, collaboration, and participation of equity-deserving communities, particularly racialized and equity-deserving communities within the film industry.</p>	30%

In assessment of all projects, Ontario Creates uses and directs industry jurors to refer to key resources: On Screen Protocols and Pathways found here: <https://iso-bea.ca/advocacy-resources/on-screen-protocols-pathways/> and Being Seen: Directive for Creating Authentic and Inclusive Content found here: <https://www.beingseen.ca/>.

All Ontario Creates decisions are final. Ontario Creates reserves the right to alter program guidelines with general public notice to all potential applicants and to refuse any application for any reason. The number of awards and amount awarded is contingent on confirmation of Ontario Creates' annual budget. Ontario Creates is not required to make any minimum number of awards. Subject to the Freedom of Information and Protection of Privacy Act, all information contained in the application will remain strictly confidential. Applicants are not to direct any questions or comments to industry jury members in advance of deadlines or following jury decisions. All inquiries pertaining to Ontario Creates funds are to be directed to Ontario Creates staff only.

## **8. Payments to Successful Applicants**

Successful applicants will receive payments as per the following milestones:

- 50% on execution of the agreement;
- 40% on the completion of principal photography or delivery of animatic and layout;
- 10% on receipt and acceptance of the final audited statement of production costs and final deliverables.

## **9. Ontario Creates Agreement and Participant Obligations**

- On acceptance into the program, the participating company will receive a conditional letter of commitment outlining Ontario Creates' closing requirements. When the closing terms are fulfilled, the company will be required to sign a long form agreement covering the terms of their participation in the program.
- Agreement: The recipient company will be required to sign a standard Ontario Government agreement covering the terms of their participation in the program including providing Ontario Creates with permission to use the project and delivery materials for promotional purposes. Recipients may not amend the agreement template.
- FTEs: Applicants must indicate the number of Full-Time Equivalent (FTE) positions that will be created and/or retained as a result of the Ontario Creates-supported activity/activities and funding. Additionally, applicants must provide a minimum commitment of paid weeks of work for Ontario resident's as a direct result of the production
- Ontario expenditures: Applicants are required to indicate the total expenditures paid to Ontario residents for labour AND allocated within the province for goods and services.

- Funding from other sources: Applicants are required to report the total unregulated private sector project funding (financing that is not influenced by government regulation such as internal revenues, venture capital investment, sponsorship, loans, distribution fees, AND the total public sector funding (Federal, provincial, and/or municipal government funding and tax credits)
- Insurance: Recipient companies will be required to carry Commercial General Liability Insurance on an occurrence basis for Third Party Bodily Injury, Personal Injury and Property Damage, to an inclusive limit of not less than \$2,000,000 per occurrence, \$2,000,000 products and completed operations aggregate. Ontario Media Development Corporation\* and His Majesty the King need to be named as additional insureds on all policies. Please budget accordingly. Additional information on insurance requirements is available on request.
- Changes to the Project: Ontario Creates must be notified of any changes to the project as defined in the contract, changes will require consent of Ontario Creates.
- Accessibility: Ontario Creates encourages applicants who host event-based activities to choose accessible venues and offer accommodations for people with disabilities as required. More information on the Accessibility for Ontarians with Disabilities Act can be found here <https://www.ontario.ca/laws/statute/05a11>.

*\* Ontario Media Development Corporation is Ontario Creates' legal name*

### **Ontario Creates Film Fund Recognition and Promotional Rights**

Ontario Creates Film Fund support is to be acknowledged with an Ontario Creates credit and logo on all versions of the production, as well as on all publicity and promotional materials relating to the production, e.g., billing block; subject to customary exclusions and exceptions.

### **More Information**

Please contact Anna Newallo, Program Consultant

- Phone: 416-645-8521
- Email: [anewallo@ontariocreates.ca](mailto:anewallo@ontariocreates.ca)

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Ontario Creates is an agency of the Government of Ontario that facilitates economic development, investment and collaboration in Ontario's creative industries including the music, book, magazine, film, television and interactive digital media sectors.  
**ontariocreates.ca**

## Appendix 1

### Diversity Enhancement Addendum

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The Ontario Creates Film Fund Production stream will offer enhanced support for films with diverse elements.

Eligible applicants who wish to access support for diverse projects via the Film Fund Production stream must submit an addendum to their application which provides detailed answers to the following:

1. Diversity of key creatives as applicable. This includes producer(s), director, director of photography, writer, actors etc.
2. Creative elements in direct respect to diversity including voice and story of the project, or Indigenous or language elements, or elements as referenced in the provincial definition of diversity (see Guidelines page 3). Maximum one page.
3. For co-productions, details regarding the nature of non-traditional partner(s) or jurisdiction(s) attached to the project. Maximum one page.

The addendum must be completed on the **Diversity Enhancement Addendum Template** (see sample on page 15), which can be [downloaded here](#) and provided to Ontario Creates as part of the Film Fund application. The addendum must be provided at the time of submission. Ontario Creates will not accept diversity enhancement addendums after the application submission date.

**\*IMPORTANT\*** Companies considering applying for more than the funding cap for their project are required to discuss the proposal with Ontario Creates prior to submitting their application.

## Diversity Enhancement Addendum Template (1/2)

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### Diversity Enhancement Addendum

NOTE: Please submit only if you wish to be evaluated with the Diversity Enhancement scoring criteria. Please review applicant eligibility in the Program Guidelines prior to completing this form.

Project Title	
Applicant Company	
Producer(s)	
Project Synopsis (Brief)	
<b>Creative</b>  Identify the diverse elements of the project, including voice, story and language.  MAX one page	



## Diversity Enhancement Addendum Template (2/2)

<p><b>Diversity of Key Creatives and Company Ownership as Applicable</b></p> <p>E.g. Producer(s), Director, Director of Photography, Writer, Actors etc.</p> <p>Note: Detailed CVs required in application</p>	<table border="1"> <thead> <tr> <th data-bbox="490 344 873 380">NAME</th> <th data-bbox="873 344 1235 380">ROLE</th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="490 380 1235 779"></td> </tr> </tbody> </table>	NAME	ROLE		
NAME	ROLE				
<p><b>Co-Production, if applicable</b></p> <p>Details regarding the non-traditional partner(s) or jurisdiction(s) attached to the project</p> <p>MAX one page</p>					

<p>The undersigned acknowledges that the application package may be reviewed by Ontario Creates employees and by contracted outside advisors and jurors reviewing the material on the Ontario Creates' behalf. The undersigned hereby releases Ontario Creates from any and all claims, demands and liabilities that may arise in relation to the submitted material.</p> <p>Authorized Signing Officer Signature:</p>
<p>Print Name:</p>
<p>Title:</p>
<p>Date:</p>

Download:

[https://www.ontariocreates.ca/uploads/Industry\\_Initiatives/ENG/Content-and-Marketing/Film-Fund/diversity-enhancement-addendum-template-en-FINAL-2023.docx](https://www.ontariocreates.ca/uploads/Industry_Initiatives/ENG/Content-and-Marketing/Film-Fund/diversity-enhancement-addendum-template-en-FINAL-2023.docx)

## Appendix 2

### Marketing and Sales Strategy Elements

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Productions with a budget of up to \$3.5 million without a confirmed Canadian distributor and documentaries of all budget levels, are required to submit the following elements of a marketing and sales strategy. Productions with budgets \$3.5 million and over are not required to submit a marketing and sales strategy but are encouraged to provide one as an enhancement to their application.

The strategy must identify the critical and commercial potential of the film and how it will be realized domestically and internationally. The strategy should demonstrate how to build awareness of the production, drive sales and increase exposure of the film. References to market potential, target demographics, and sales estimates should be researched with regard to performance of similar types of films. Proposed release and distribution strategies should be realistic with regard to cost and experience of the team to execute.

The main elements of the Canadian and international marketing, distribution and release strategy including domestic and international festival placement, traditional media, social media, or other innovative strategies should be demonstrated across all potential release platforms.

Please include:

- A release strategy for Canada that is executed in partnership with a distributor or could be executed by the producer. Can include strategies that target potential distribution partners.
- A description of the marketability of different elements of the film (e.g. renowned director and/or screenwriter, established movie franchise, confirmed cast, potential for success in a particular niche market).
- An evaluation of the film's market potential in Canada and key international territories across all platforms.
- The target audience for each potential release platform and the expected results for each platform.
- Strategy for domestic and international sales fulfilment (e.g. attendance at markets; a list of likely sales agents or buyers; or plan for other representation to ensure the film gets sold).

The Marketing and Sales Strategy will be evaluated on the following criteria:

- The coherence of the proposed strategy with regards to the market appeal of the film, its target audience and strategies to reach that audience.
- The realistic potential to execute on the proposed marketing and sales strategies.
- The innovative character of the marketing and sales strategy as it applies to the production.

## Appendix 3

### Required Schedule of Minimum Ontario Expenditures template (1/2)

Ontario Creates Film Fund - Production Application

Schedule of Minimum Commitment of Ontario

Please do not alter this template

FILM TITLE					
ACCT NO.	DESCRIPTION	Global Budget	Total Ontario Expenditures/ Non-Labour	Total Ontario Expenditures/ Labour	Total BTL Paid Weeks of Work for Ontario Residents
	<b>ABOVE THE LINE</b>				
01	STORY RIGHTS/ ACQUISITION				
02	SCENARIO				
03	DEVELOPMENT COSTS				
04	PRODUCER				
05	DIRECTOR				
06	STARS				
	<b>TOTAL ABOVE THE LINE</b>	\$0.00	\$0.00	\$0.00	
	<b>PRODUCTION</b>				
10	CAST				
11	EXTRAS (BACKGROUND PERFORMERS)				
12	PRODUCTION STAFF				
13	DESIGN/ART DEPARTMENT LABOUR				
14	CONSTRUCTION LABOUR				
15	SET DRESSING LABOUR				
16	PROPERTY LABOUR				
17	SPECIAL EFFECTS LABOUR				
18	ANIMAL WRANGLING LABOUR				
19	WARDROBE LABOUR				
20	MAKE UP/ HAIR LABOUR				
21	VIDEO TECHNICAL CREW				
22	CAMERA LABOUR				
23	ELECTRICAL LABOUR				
24	GRIP LABOUR				
25	PRODUCTION SOUND LABOUR				
26	TRANSPORTATION LABOUR				
27	FRINGE BENEFITS				
28	PRODUCTION OFFICE EXPENSES				
29	STUDIO EXPENSES				
30	LOCATION OFFICE EXPENSES				
31	LOCATION EXPENSES				
32	UNIT EXPENSES				
33	TRAVEL & LIVING EXPENSES				
34	TRANSPORTATION				
35	CONSTRUCTION MATERIAL				
36	DESIGN/ART SUPPLIES				
37	SET DRESSING				
38	PROPS				
39	SPECIAL EFFECTS				
40	ANIMALS				
41	WARDROBE SUPPLIES				
42	MAKEUP/ HAIR SUPPLIES				
43	VIDEO STUDIO				
44	MOBILE VIDEO UNIT				
45	CAMERA EQUIPMENT				
46	ELECTRICAL EQUIPMENT				
47	GRIP EQUIPMENT				
48	SOUND EQUIPMENT				
49	SECOND UNIT				
50	VIDEOTAPE STOCK				
51	PRODUCTION LABORATORY				
52	VOICE RECORDING - ANIMATION				
53	PRODUCTION UNIT - ANIMATION				

## Required Schedule of Minimum Ontario Expenditures template (2/2)

54	ART & DESIGN UNIT - ANIMATION				
55	2D ANIMATION UNIT				
56	3D ANIMATION UNIT				
57	LIVE ANIMATION (MOCAP) UNIT				
58	FRINGE BENEFITS - ANIMATION				
59	ANIMATION MATERIALS & SUPPLIES				
	<b>TOTAL PRODUCTION</b>	\$0.00	\$0.00	\$0.00	0.00
	<b>POST PRODUCTION</b>				
60	POST PRODUCTION EDITORIAL LABOUR				
61	EDITORIAL EQUIPMENT				
62	VIDEO POST PRODUCTION (PICTURE)				
63	VIDEO POST PRODUCTION (SOUND)				
64	FILM POST PRODUCTION (PICTURE)				
65	FILM POST PRODUCTION (SOUND)				
66	MUSIC				
67	TITLES/STOCK FOOTAGE/VISUAL EFFECTS				
68	VERSIONING				
	<b>TOTAL POST PRODUCTION</b>	\$0.00	\$0.00	\$0.00	0.00
	<b>OTHER</b>				
70	UNIT PUBLICITY				
71	GENERAL EXPENSES				
72	INDIRECT COSTS				
	<b>TOTAL OTHER</b>	\$0.00	\$0.00	\$0.00	0.00
	<b>CONTINGENCY</b>				
80	CONTINGENCY				
81	COMPLETION GUARANTEE				
	<b>TOTAL CONTINGENCY</b>	\$0.00	\$0.00	\$0.00	
	<b>GRAND TOTAL</b>	\$0.00	\$0.00	\$0.00	0.00
Ontario Spend Total (Labour/Non-Labour)			\$0.00		

Please note that the numbers you provide in this table are a minimum commitment by the production company, and will be part of the evaluation process.

Please ensure the accuracy of your estimates as this Schedule will form part of the contract, should Ontario Creates approve your application.

Please note that the Total BTL paid weeks of work for Ontario residents should not be a formula. It should be a total, on each open line, of the budgeted number of pay weeks in each category, for each individual in that account group.

Weeks of work are calculated for Ontario residents working a minimum of 5 days on the production at a minimum of 35 to 40 hours within a single week. If you have individuals that reach the 35 to 40 hours a week in less than 5 days they can be apportioned e.g. 2 days at 30 hours = .25 of a week. Day labour, regardless of role, cannot be included in the weeks of work calculation. Should you require further clarification please contact us.

I declare that the information I have provided in this document constitutes a Minimum Commitment of Ontario Expenditures as outlined if the film, entitled: \_\_\_\_\_ proceeds to production in Ontario with the participation of the Ontario Creates.

Signed by:

Name:

Date:

I have authority to bind the Company.

Download:

[https://www.ontariocreates.ca/uploads/Industry\\_Initiatives/ENG/Content-and-Marketing/Film-Fund/schedule-of-minimum-commitment-of-ontario-expenditures-2022\\_EN\\_FINAL.xls](https://www.ontariocreates.ca/uploads/Industry_Initiatives/ENG/Content-and-Marketing/Film-Fund/schedule-of-minimum-commitment-of-ontario-expenditures-2022_EN_FINAL.xls)