

# PASSPORT TO MARKETS ENVELOPE / GUIDELINES 2019-2020

## WHAT IS THE PASSPORT TO MARKETS ENVELOPE PROGRAM?

This program provides an envelope of financial support for BC owned and controlled film, television and digital media production and distribution companies for the purpose of promoting projects in development, securing third party investments and stimulating co-production opportunities within international and domestic markets. Participation at these events also enables senior company representatives to expand his/her relationships, secure market intelligence and keep up-to-date on market trends. Companies will be allotted up to \$10K per fiscal year (April 1 – March 31), to attend specified markets per the Passport to Markets Site List, or may, if pre-approved, include other key national or international markets, events or conferences which would meet the same standards and program objectives. The maximum grant of \$10K represents **50%** of total eligible costs from attendance at markets, and includes any previously awarded Passport to Markets funding that the production company received in the current fiscal year prior to the opening of this program.

## ELIGIBLE APPLICANTS

Applications will be considered from BC owned and controlled companies who fulfill all of the following criteria:

- Accessed Passport to Markets funding four or more times in the previous two fiscal years (April 1, 2017 – March 31, 2019);
- Can demonstrate a significant level of financing confirmed from third parties over the past two years and number of projects completed or commenced production, as a direct result of attendance at markets;
- Must be in operation for not less than three years, and have a track record in the BC film, television or digital media industry;
- The individual attending the market events on behalf of the production company must be a BC resident and an employee in the company, and s/he must also have at least two 'Producer'-level credits on their resume. The company may list up to three different people who may attend the events on the company's behalf; and
- Must not be in default with Creative BC.

BC production companies are defined as companies incorporated in British Columbia or Canada with its head office in British Columbia. A majority of the issued common voting shares must be held by BC residents.

BC residents are defined as Canadian citizens or Permanent Residents who have resided in BC for at least 200 of the 365 days preceding the date of application and who have filed income tax returns in BC in the taxation year prior to the date of application.

## ELIGIBLE MARKET SITES

Creative BC has identified the domestic and international market sites that are eligible for assistance in this fiscal year. For more information, please refer to the Passport to Markets Site List 2019-2020, which is attached as an addendum to these guidelines.

These sites include:

- Markets and conferences that provide BC producers 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 and insights and opportunities for digital media content development and planning; and
- Immersions and other initiatives designed to assist BC producers in acquiring the skills and contacts needed for the successful exploitation of their projects in an international marketplace.

Additional market sites may be considered if they are deemed to meet the objectives of this program. Please contact a Business Analyst (contact information provided at the end of these guidelines), prior to submitting your application to confirm that the market is eligible and the amount of support the market would qualify for.

### APPLICATION PROCEDURES AND ELIGIBILITY

Eligible BC production companies will be required to submit the following items upon application to the program:

- Information about the projects that you will be pitching and selling at the markets (“Slate”);
- For film and television companies: A list of productions completed or commenced principal photography over the past two years by the applicant or its company, including title, genre, length, date of principal photography, date of delivery and overall production budget including information on copyright ownership for each production. An optional list of projects in development with third party financing secured may also be included for review;
- For digital media companies: A list of projects completed or commenced production over the past two years by the applicant or its company, including title, date commencing production, estimated/date of delivery and overall budget including information on copyright ownership for each project. An optional list of projects in development with third party financing secured may also be included for review;
- Highlights of successes in the past two years (e.g., projects that have begun production, accepted into festivals and competitions, won awards, etc.);
- General business plan answering the following questions:
  - How will receiving the Passport to Markets envelope and attending the selected markets on your application, enhance and expand the existing scope and capacity of your business?
  - How will it help your company be more competitive?
  - What are your company goals and how will receiving this funding contribute to your overall corporate strategy?
- Corporate profile; and
- Resumes of production/project credits for the individual producers attending the markets.

The application items will be submitted through the Creative BC online submission form available on the website.

Applications will be reviewed on a competitive basis according to the following criteria:

- Viability of company’s proposed strategy for growth and development;
- Suitability of proposed activities;
- Export readiness of projects in company’s Slate;
- Company track record, including:

- recent production volume and previous credits;
- third party financing commitments for projects in company's Slate;
- recent sales volume

If approved for the Passport to Markets Envelope program, the company is no longer eligible to apply to the general Passport to Markets program. Market attendance supported by the Passport to Markets program prior to this application will be included in the Passport to Markets Envelope budget. For clarity, the maximum grant of \$10K includes any previously awarded Passport to Markets funding that the production company received in the current fiscal year, prior to the opening of this program.

**Example:** Company A is applying for envelope financing, which opens in September 2019. Attendance at Cannes Marché du Film was part of their strategic marketing plan for the year, and Company A received \$2,500 in support through the Passport to Markets program to attend the market in May 2019. If selected for the Passport to Markets Envelope program, Company A is eligible for up to \$7,500 in support to attend markets for the remainder of the fiscal year.

## FINANCIAL PARTICIPATION

Creative BC will provide financial assistance to selected companies to help offset registration, travel and accommodation costs of markets attended throughout 2019/20. Creative BC's contribution must not exceed **50%** of final approved eligible costs. Creative BC 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.

Producers or companies approved in the Passport to Markets Envelope program will be eligible for up to \$10K in funding support to attend various markets on the Creative BC site list. The payment will be made 50% upon signature of the contract, and 50% upon submission and approval of the final report (to be submitted within 30 days after attendance of the last market).

A maximum participation of between \$1,000 and \$2,500 per market is set by Creative BC depending on the location and costs of the event as per the site list and represents no more than **50%** of the applicant's final cash expenditures to attend.

Update: This year the final contribution will not be market specific and instead will reflect 50% of final expenditures across all markets attended up to the maximum contribution outlined in the contract.

## ELIGIBLE EXPENSES

The following items are considered eligible expenses:

- Per Diem - \$60 per day in Canada and \$80 per day outside Canada
- Accommodation – up to \$300 per night
- Registration Fees (if applicable)
- 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. brochures, pitch packages, etc.) capped at no more than 20% of the approved direct travel costs

- 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 administrative expenses)

## REPORTING

After attending the final market of the 2019/20 fiscal year, producers will have 30 business days to submit an online final report which will ask for the following information for each market attended:

- A narrative summary on market activities outlining meetings held, intelligence garnered, co-venture or co-production deals initiated, rights acquired, and financing secured and/or pending;
- Detailed cash expenditures;
- Copies (PDFs) or email confirmations of conference registration; and
- Copies (PDFs) of supporting invoices and receipts.

The final report is to be submitted through an online submission form through the Creative BC website. Failure to submit a final report to Creative BC 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 Creative BC 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.

## FOR MORE INFORMATION

Please contact:

Christine Chiu, Business Analyst, at (604) 730-2235 or [cchiu@creativebc.com](mailto:cchiu@creativebc.com)

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