

CREATIVE BC

PASSPORT TO MARKETS PROGRAM GUIDELINES 2019-20

creativeBC



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WHAT IS THE PASSPORT TO MARKETS PROGRAM?

This program provides financial support for BC resident producers to attend select markets, co-production conferences and exchanges for the purpose of promoting projects in development, securing broadcast sales and stimulating co-production opportunities within international and domestic markets.

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.

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 or more times 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 taxation year prior to the date of application.

Individual producers are eligible for support to attend a maximum of three market sites per fiscal year. One producer per company or project may apply for support to an individual market site. Producers with only Executive Producer, Co-Producer and Associate Producer credits are not eligible.

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.

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.
- 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 during the year if they are deemed to meet the objectives of this program and budget permitting.

PROGRAM PROMOTION

Creative BC will issue an individual call for applications for each designated Passport to Market Site, normally six weeks prior to the event. All open Passport to Market Sites are posted on Creative BC's website and announced via our e-newsletter and through social media (twitter, Facebook). Creative BC recommends that clients who are interested in this program sign-up to receive our newsletter at <http://www.creativebc.com/contact-us/newsletter> and follow us on social media (twitter, Facebook).

APPLICATION PROCEDURES AND ELIGIBILITY

Interested producers should review each call for application carefully for eligibility requirements specific to that market site.

Some market sites, such as the American Film Market, Cannes Marché du Film or Realscreen, have an open registration with no pre-requisite or adjudication by the market organizers other than a registration fee. Other 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, Creative BC 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, Creative BC may not be able to support all those selected and in this case, support will be allocated on a first come/first served basis.

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 the potential benefits or opportunities afforded by attending the market or conference. Selection to a market site is not transferable to another market site or individual.

FINANCIAL PARTICIPATION

Creative BC will provide financial assistance to selected individuals to help offset registration, travel and accommodation costs. Creative BC's contribution must not exceed 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 cash expenses for which a receipt can be provided.

A maximum participation of between \$1,000 and \$2,500 is set by Creative BC depending on the location and costs of the event, and represents no more than 50% of the applicant's final cash expenditures to attend. Successful applicants will receive 100% of Creative BC's contribution upon submission of a final report (see 'Reporting' below) after attendance at the market.

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.
- Registration Fees (if applicable).
- Return airfare (based on economy fare).
- Ground transportation (ride share, rental car, vehicle fuel costs, taxi, shuttle bus, transit costs, etc.).
- Design and printing of marketing materials, payable to third parties (e.g. brochures, pitch packages, one sheets, 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 market, producers will have 30 business days to submit a final report which must include the following information:

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

The final report is to be submitted online through the Passport to Markets website:

<https://www.creativebc.com/programs/marketing-programs/>. 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.