



IMAC / Telefilm Micro-budget Feature Film Production Fund – Guidelines

IMAC has been selected to be one of 20 participating partners in the pilot year of Telefilm's Micro-budget Production Fund. IMAC will choose one project to award the necessary letter of recommendation to move on to the national competition for up to \$120 000. Projects must have a maximum budget of \$250 000. Telefilm will grant \$100 000 – 120 000 as a non-repayable contribution to 8-10 projects across Canada.

The program aims to support emerging filmmakers to make their first feature film (narrative or documentary) for distribution on multiple platforms.

Applicants must be IMAC members (as of June 27, 2012) in good standing and have produced at least ONE short film. The Applicant must be the producer of the project.

Applicants must read Telefilm's guidelines thoroughly for details. <http://www.telefilm.ca/en/funds-and-programs/micro-budget-production-program>

To ensure your best possible submission, please contact IMAC with questions in advance of the deadline: director@imac.coop or 892-3131.

Complete submissions must be delivered to IMAC by **4pm Thursday November 15, 2012**. Incomplete submissions or emailed submissions will not be considered.

Projects will be evaluated by an IMAC appointed jury and scored out of 10 on the following criteria:

1. Story
2. Team Experience
3. Video Pitch (and Trailer, if available)
4. Feasibility of Project
5. Launch Strategy
6. Originality / Innovation: of creative content and/or launch strategy
7. Cohesiveness of Project: from production to promotion.

One application will be selected to receive the IMAC letter of recommendation on or before Thursday December 20, 2012.

IMAC / Telefilm Micro-budget Production Fund - Application Form

1. APPLICANT INFORMATION

Applicant Name:	
Address:	
Telephone:	
Email:	
Membership Status and Expiration date:	

2. PROJECT DESCRIPTION

Working Title: _____

Genre: _____

Targeted Audience: _____

Brief Synopsis:

Creative Team:

Writer (s)	
Director	
Producer (s)	

3. ADDITIONAL REQUIRED MATERIAL

The applicant must also provide the following elements in support of the project:

- 3 to 5 minute video clip pitch that will: (quicktime.mov)
 - identify the creative team involved in the project;
 - state the project's working title;
 - identify the genre;
 - outline the creative team's vision;
 - provide a synopsis of the story;
 - identify the targeted audience and present ideas on reaching and engaging the targeted audience;
- a trailer of the project, if available; (quicktime .mov)
- CVs of the applicant and of the creative team;
- a written synopsis of the project including a description of the team's vision;
- the most current draft of the script;
- a launch plan for the project (e.g.: What platforms would be best suited for the project? What distribution and promotion partners are anticipated? What are the goals in terms of audience outreach and engagement?);
- a timeline for production;
- the total budget of the project and its financial structure.

Note that the project must conform to the Canadian Association of Broadcasters (CAB) Code of Ethics and to all other programming standards endorsed by the CAB or the CRTC, and not contain any element that is an offence under the Criminal Code, is libellous or in any other way unlawful.

On signing, you acknowledge having familiarized yourself with Telefilm's Guidelines and meet the eligibility requirements:

Applicant's Signature	Date

Hand delivery:

115 Richmond Street, 3rd floor of The Guild, Charlottetown, IMAC Executive Director's Office

Mail:

PO Box 2726, Charlottetown PE. C1A 8C3

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