



TELEFILM MICROBUDGET PHASE 1 IMAC SELECTION GUIDELINES

Telefilm Microbudget Features Program

IMAC has once again been selected as a partner in this year's Telefilm Microbudget Features Program. This is a 2 tier process.

1. IMAC puts a call out to the membership to submit projects that will go to a jury consisting of Island and off Island industry professionals.
2. The IMAC jury selects ONE project to send to the Telefilm jury who will review the 28 entries from all the partners across Canada and then select 8 to 10 films to fund.

DEADLINES

1. IMAC call for submissions deadline - JAN 3, 2014
2. IMAC jury makes its decision – JAN 17, 2014
3. The winning submission gets notes and help developing their project and then the project is submitted to Telefilm by FEB 3, 2014

ELIGIBILITY

IMAC must adhere to the eligibility criteria that Telefilm has set out.

Applicants **MUST BE AN ACTIVE MEMBER OF IMAC** to apply to this program. This means paid up to date at the time of submission.

Projects that were submitted to IMAC last year are eligible to resubmit with the exception of the project that was chosen to go to Telefilm last year.

To be eligible Applicants **MUST** also :

- a) be in the beginning stages of their career
- b) have already produced or directed at least one short but not a feature length film (75 mins +)
- c) submit a fictional (including animation) or documentary feature length film produced in English, French or an Aboriginal language that is destined for distribution to the public on one or more platforms with the main distribution being made on a digital platform
- d) submit a project with a maximum budget not exceeding \$250 000 – NOTE: Telefilm's contribution may be up to \$120 000 and may be a portion or 100% of the budget. This contribution is non repayable.
- e) submit a project to which the producer owns 100% of the rights though the producer may also be the director and/or writer
- f) ensure that they and the key creatives and financial personnel are Canadian citizens within the definition of the Citizenship Act or permanent residents within the definition of the Immigration and Refugee Protection Act.

NOTE: Aboriginal applicants for this year must submit through the IMAC process unless they have a connection to one of the Aboriginal partners working with Telefilm (see the Telefilm Microbudget link (<http://www.telefilm.ca/en/funds-and-programs/micro-budget-production-program>)). If applying through IMAC, Aboriginal filmmakers do not have to comply with the Telefilm Aboriginal filmmaker eligibility requirements.

Application Requirements

1) a 3 to 5 minute clip pitch that will:

- identify the creative team (producer, writer, director, etc.) involved in the project and their individual track records;
- 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;

2) a trailer of the project - if available (NOTE: it has been strongly suggested by Telefilm that a trailer accompany the Telefilm application but applications will not be deemed ineligible by IMAC if they don't have a trailer)

3) a written synopsis of the project including a description of the creative team's vision;

4) a promotion and distribution plan for the project on digital platforms (i.e. Identify the goals for audience outreach and engagement. What digital platform(s) are best suited for the project? How will the project be promoted on that/those platform(s)? What distribution and promotion partners will be pursued?);

5) the timeline for production;

6) the total budget of the project broken down in four categories: development costs, production costs, postproduction costs, promotion costs;

7) the project's financial structure.

EVALUATION CRITERIA:

- the track record of the creative team;
- the quality and innovativeness of the creative content;
- the quality of the promotion and distribution strategy on digital platforms;
- the complementary nature of all components of the project (i.e. content, production and distribution);
- the feasibility of the project in terms of, amongst other things, support provided to the project, scope, timeline, total budget and financial structure;

SELECTION PROCESS

IMAC has formed a committee who will assess the eligibility of the applicants that submit. That committee will also select 5 to 7 jury members comprised of on and off Island industry professionals and writers. Only the applications that are eligible will be seen by the jury. Digital copies of the eligible projects will be sent out to the jury who will review them using the Evaluation Criteria sited above. NOTE: Telefilm will be evaluating on a scale of 50% content and 50% marketing strategy. The IMAC jury will be using this same scale.

SUBMITTING

Applications must be submitted as a **hard copy** and a **digital copy**.

Hard Copies can be mailed to IMAC P.O. Box 2726 Charlottetown, PE C1A 8C3 or dropped off at the IMAC offices which are located at 115 Richmond Street, Charlottetown on the third floor above the Guild. Office hours are Monday, Tuesday, Thursday, Friday 10 to 4 (closed from 12 to 1). Hard copies must be postmarked no later than Jan 3, 2014. Hard copies delivered by hand to the IMAC offices must be in by 4pm on Jan 3, 2014.

Digital Copies can be emailed to director@imac.coop or put on disc and delivered with the Hard Copy. Emailed Digital copies must be received no later than 12pm Atlantic time, Jan 3, 2014. Mailed digital copies must be postmarked no later than Jan 3, 2014. Digital copies delivered by hand to the IMAC offices must be in by 4pm on Jan 3, 2014. NOTE: digital copies must be in the following format: written material must be in PDF format; video must be submitted as .mov with H.264 compression (files should be under 100mb).

The Executive Director will send two letters to each applicant to confirm receipt of hard copy and digital copy of their project. If applicants do not receive a letter of confirmation for either copy they are advised to contact the ED at director@imac.coop.

GENERAL INFORMATION

This year Telefilm has more focused ideas on what kind of projects they will choose. These are notes from several discussions the Executive Director has had with Telefilm about this program. If Applicants have any questions please contact the ED at director@imac.coop. Emails are preferred. For more information on this program and to see the Telefilm Guidelines go to <http://www.telefilm.ca/en/funds-and-programs/micro-budget-production-program>.

1. TELEFILM ASSESSMENT. Telefilm is focusing 50% on creative and 50% on marketing. They really want a strong marketing plan. This has been VERY emphasized.

1a. Marketing plans must show that alternative distribution models will be aggressively sought out and a strategy implemented to access the target market. Notes about last year in general were that the marketing plans were not strong. They don't want to see a heavy weight of marketing and distribution put on festivals. That was specifically mentioned.

2. FEASIBILITY. Feasibility of content and of marketing plan MUST be demonstrated. Telefilm suggests that a marketing professional be attached to the project as well as creative keys that can show their ability to pull off the content.

3. EMERGING TALENT. Even though Telefilm wants feasibility they are committed to supporting emerging talent with this program. Applicants who have extensive experience in the industry as professionals (ie television series creators) even if they've never done a feature, are going to have that held against them. Those who do have extensive experience must demonstrate that this is a step in the future career of a feature film maker (either director or producer).

4. TRAILER. Last year's IMAC application didn't have a trailer. This indeed was a hinderance. Telefilm suggests that though it isn't necessary the jury will just naturally be more attracted to a proposal with a trailer. It was mentioned that a trailer not so high in production value or that is not exactly what the filmmaker wanted should have notes attached. Submitting a teaser may be

an option. A teaser would be more like 10 to 30 seconds and give the feel of the film while a trailer would be around 2 to 3 minutes to give a sense of story.

5. PITCH VIDEO – MOST IMPORTANT THING !!!!!!!

Telefilm is fairly certain that scripts will not be read this time around. They suggest that a full screenplay accompany the application (or at least a treatment) but that they will be focusing on the 3 to 5 minute pitch. The creative and marketing plans **MUST** come across in that pitch. This is going to be especially useful for doc filmmakers whose projects are more difficult to get across on paper. Also there is the possibility that Telefilm will be setting up discussions with filmmakers during their jury process to help really get a sense of the project.

6. **CONTENT.** Commercial is not a bad word. They would like to see innovative and strong story concept however the idea in this program is to hit your market. That's really the most important thing.

7. **ABORIGINAL APPLICATIONS.** This year Telefilm has brought on Aboriginal partners, however, the Aboriginal filmmakers must have some kind of connection with those partners. There are no East Coast partners so it has been suggested that Aboriginal filmmakers from PEI apply through IMAC as IMAC members. They will not have special criteria attached to their applications such as is mentioned in the Telefilm guidelines. IMAC will work with Telefilm to help find an East Coast Aboriginal partner for next year's round of funding.

TIPS FOR MICRO BUDGET FEATURES

- a) Character driven stories
- b) Minimal locations
- c) No set builds
- d) Small cast/crew
- e) No or few nighttime exteriors
- f) Anything epic (ie. car chase, fires, airport scene, etc.) must be justified with a committed solution (ie. my uncle has a helicopter and has promised its use as an in-kind contribution).