



**Virtual Consultancies  
March 2021**

**!!!! THIS IS A NLFDC PROGRAM BUT FILMPEI  
WILL BE RECOMMENDING TWO PROJECTS !!!!**

Applicant companies should be at the mid-level/established level and can have either a Film and/or TV focus. These virtual consultancies are not based around any one market or location. Please note it is encouraged that companies apply with multiple projects. *Companies will need to pay a fee of \$1,250\* to participate if selected. (\*Innovation PEI's Marketing Support Assistance Program can provide a rebate on a percentage of this fee - <https://www.princeedwardisland.ca/en/service/marketing-support-assistance>)*

**PLEASE SUBMIT APPLICATIONS TO  
[director@filmpei.com](mailto:director@filmpei.com) NO LATER THAN 4PM, MARCH 15, 2021.**

**It is up to the discretion of NLFDC which project(s)  
are accepted into their program.**

## **Overview**

The Newfoundland & Labrador Film Development Corporation (NLFDC) will hire a consultant for a virtual consultancy program.

The purpose of this new virtual business development strategy is to address the issue of Atlantic film and television producers not being able to reach international markets with their projects due to the current Covid-19 crisis. Because of the pandemic, Atlantic production companies are now isolated from international markets and challenged to have the ability to get face time and establish relationship with decision-makers either where those decision-makers live (Toronto, Los Angeles, for example) or where they would normally congregate for market events (Content London, EFM, Cannes, etc.)

The NLFDC has put this in place to bridge the gap until travel to markets is once again allowed and safe. The curated international outreach bridge will take place starting in March 2021 with consultant work taking place for an estimated two months following the start date.

Production companies from Atlantic Canada will be selected to further enhance the promotion of coproduction, joint-financing, and distribution development opportunities between screen industry producers in the Atlantic Provinces and those internationally. The mission will enhance the group's knowledge of working with producers on an international scale. The NLFDC is the lead for this mission with the support of the Atlantic Canada Opportunities Agency (ACOA).

### **Advance Preparation**

The NLFDC will engage the services of consultants to achieve meeting targets for producers. Selected applicants will be contacted by the consultant to begin initial virtual discovery sessions via conference call in advance of the mission in order to evaluate company targets. Multiple individual calls (Zoom, Skype, phone) between participants and the consultant may be necessary throughout the timeframe.

### **Targeted Meetings**

The selected consultant will set up a minimum of five virtual (Zoom, Skype, phone) high-level, hand-tailored, project-specific meetings with international decision-makers, for each established production company. These meetings will take place after the targets have been identified.

### **Application Process**

In order to apply companies must complete the attached application form and provide supporting material by **March 17<sup>th</sup>, 2021**. Below you will find the criteria for applications:

- Must have at least two producer credits on completed productions of the following nature:
  - Television one-off production with a minimum broadcast length of 30 minutes
  - Television series production
  - Feature film that a) received financing from a Federal and/or Provincial funding agency (NL, NS, PEI, NB) b) and a budget of \$250,000 or greater
- Participated in at least one international market or festival event (can include provincially led business development trips/trade missions)
- Must have multiple viable projects for international markets

*\*If you feel you may not meet the criteria and are still interested in participating mission, please contact Industry Analyst, Laura Churchill.*

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**APPLICATION FORM**

**Applicant Name:**  
**Company Name:**  
**Mailing Address:**  
**Telephone:**  
**Email:**

Please check the following producer criteria that applies to your company:

- Must have at least two producer credits on completed productions of the following nature:
  - Television one-off production with a minimum broadcast length of 30 minutes
  - Television series production
  - Feature film that a) received financing from a Federal and/or Provincial funding agency (NL, NS, PEI) b) and a budget of \$250,000 or greater
- Participated in at least one international market or festival event (can include provincially led business development trips/trade missions)
- Must have multiple viable projects for international markets

**Mandatory Documents:**

The following documents must be submitted **electronically as individual files** in order for your application to be considered:

- Completed application form
- Cover letter with a summary of your projects status to date
- Personal resume including relevant film and television credits (two page maximum)
- Company and personal biography (one page each maximum)
- One-page synopsis for each submitted feature film and/or television project
- Project screenplays, treatments and/or series bibles.
- Statement of all relevant attachments including co-producers, writers, director (one page maximum)

**Non Mandatory Additional Package Elements if Available**

Applicants are invited to include any of the following additional package elements if available:

- Screenplays
- Proposed principal cast

- Bios of any *currently attached* key creative positions
- Marketing and distribution plans and any existing marketing materials
- Budget top sheets or proposed budgets and finance scenarios (one page maximum)
- Statements of all additional attachments including pre-sales, development funding, confirmed cast (one page maximum)

The undersigned certifies that all information provided herein and attached is accurate and complete. The undersigned acknowledges that while all applications are confidential they may be shared by the NLFDC as necessary with ACOA, selected consultants and program jury. The undersigned understands that participation in the program includes attending all preparation sessions with the NLFDC and/or the trade mission consultants and supplying the NLFDC with all required reporting in a timely manner upon completion of the project.

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Signature      Date

**SUBMISSION DEADLINE March 17th, 2021**

The NLFDC will contact selected applicants directly to confirm participation in this program.

**PLEASE FORWARD YOUR COMPLETED APPLICATION PACKAGE TO:**

[director@filmpei.com](mailto:director@filmpei.com)

**Renee Laprise, Executive Director, FilmPEI**