



2021/2022 GUIDELINES
DEADLINE: MONDAY, JANUARY 17, 2022 / 4PM

Overview

Film4Ward is an incubator program for film/media production on Prince Edward Island that aims to support PEI's film and television sector through training opportunities and production funding. Leveraging industry expertise across PEI and Canada, participants will be trained by industry professionals through a series of workshops and job shadowing opportunities. Four film projects will receive production funding and services each year. The program has two streams:

Those interested in film making who don't meet the minimum requirements to apply can access training, resources and equipment through FilmPEI in order to produce their first film.

- **Emerging Filmmaker:** An emerging filmmaker is a filmmaker that has fundamental film making education/experience through schooling or by taking relevant courses at FilmPEI and has finished at least one (1) short film project.
- **Professional Filmmaker:** A professional filmmaker is a filmmaker who has successfully completed more than one (1) dramatic or documentary film project that has been screened at a recognized film festival, TV network or cinema, or has related industry experience.

At least one (1) of each year's selected film projects will be earmarked for emerging filmmakers.

Program Objectives

Creating a short dramatic or documentary film is a necessary stepping stone to a filmmaker's career. When properly funded and supported with experienced crew, a short project can build skills in both storytelling and key crew positions. It is also crucial for a filmmaking team to build their portfolio to prove to broadcasters, distributors and funders that they can be trusted with larger budgets to deliver quality content.

The main objective of the Film4Ward program is to incubate PEI filmmaker teams and build a healthy ecosystem of industry professionals with the skills, connections and credits to produce larger projects. The program will support filmmaking teams in the creation of festival-caliber short films through activities that include workshops and mentoring and shadowing opportunities for key production and crew positions.

Program Format

A call for applications will begin on **October 4, 2021** and close Monday, **December 6, 2021** at 4pm. The four projects receiving funding will be announced in mid-December.

A comprehensive slate of skill development workshops will run through the winter and spring. The workshops will be designed to support the specific needs of both emerging and mid-career film making teams, with emerging filmmaker workshops run by local established filmmakers and mid-career workshops offered in the form of masterclass sessions by professionals in their fields.

Production for **FICTION** films will take place between **February and April, 2022**. **DOCUMENTARY** films may be shot later in the spring but must adhere to the fine cut delivery date.

No films may include stunts, pyrotechnics, excessive violence and/or excessive graphic sexual content/nudity. Any projects with sexuality or nudity must include in their budget the cost of a professional Sensitivity Coordinator. Any projects with children must include in the budget fees for a person assigned to the role of supervision. Any project with animals must include in the budget fees for one wrangler per animal. Any project with the potential for cultural appropriation must include a Cultural Consultant in the budget fees.

Post-production workshops will follow in April and May.

Timeline

Fine cut delivery for all films is June 27, 2022

These are approximations. Please visit www.filmpei.com for confirmed dates and time.

DATE	ACTIVITY
OCTOBER 4, 2021	CALL FOR APPLICATIONS
EARLY NOVEMBER 2021	INFORMATION SESSION
DECEMBER 06, 2021	DEADLINE FOR APPLICATIONS
DECEMBER 22, 2021	SELECTED PROJECTS ANNOUNCED
NOVEMBER 2021 TO MARCH 2022	SKILL DEVELOPMENT WORKSHOPS
FEBRUARY TO APRIL, 2022	FILM4WARD FILMS IN PRODUCTIONS
APRIL TO MAY, 2022	POST-PRODUCTION WORKSHOPS
JUNE 27, 2022	FINE CUT DELIVERY FOR ALL FILMS

Applicant Eligibility

If you are a director or writer in need of a producer, contact info@filmpei.com and we will do our best to make connections.

- The applicant must be the **PRODUCER** of the project.
- A producer of a project must be legally entitled to exploit the script through a license agreement with the writer or by being the writer of the project.
- The applicant must be a resident of PEI, defined by residing in PEI for six months prior to the application deadline date and paying taxes in PEI in **2021/22**.
- You don't need to be a member of Film PEI to apply.
- It is expected that the applicant is one member of a team consisting of no less than writer, director and producer. The writer can also be the producer or director but the director cannot be the producer.
- Both emerging and professional filmmakers must be 18 years or older to apply.
- Emerging filmmakers and their teams will be required to attend certain workshops, including a set etiquette workshop, after acquiring production funding.
- Film4Ward may only be awarded to an individual 1 time in a 4 year period. Participants may re-apply to the program if they are taking on a different role (i.e. producer in year 1, director in year 2). Individuals from the emerging team may apply for a second Film 4Ward project within a 4 year period.

Please note that the Film 4Ward Committee is the program's decision-making body and may allow exceptions to program requirements, including eligibility guidelines, in some circumstances.

Project Eligibility

- No longer than 10 minutes in duration.
- A fictional scripted story (e.g. comedy, drama, suspense) **OR** short documentary.
- A complete story, often described as a 'short film'. Stories can be part of larger projects but must stand on their own as a 'short film'.
- Ineligible projects include music videos, animation and experimental films.
- Ineligible content includes hate propaganda and themes or subject matter with excessive violence, sexual violence or sexual exploitation.
- Previously submitted projects that were not selected for funding can only be resubmitted if they have been significantly altered from the previous application.

Stream-specific requirements

- **Emerging filmmakers:** Projects can be provided crew from the Film4Ward program. If applicants have team members or preferred key crew they would like on their shoot, they may identify them in their application and the Film4Ward committee will assess any further training each individual team may require.
- **Professional filmmakers:** Applicants must include a minimum of one mentoring/shadowing opportunity (and are encouraged to include up to three) with industry professionals* recognized in their field serving as mentors to less experienced crew trained in the Film4Ward program or from the larger PEI film community.

*Note: A recognized industry professional is defined as a person with union credentials or more than five years of industry experience in their field of expertise.

Financing Scenario

Funding amounts (cash contribution by Film 4Ward)

- Emerging filmmakers: \$5000 cash maximum (+ \$15,000 of funds administrated by the Film 4Ward program).
- Professional filmmakers: \$20,000 cash maximum.

Please note that **only Professional filmmakers** need to submit a production budget. Budgeting will be part of the training provided to Emerging producers

Production Budgets (Professional Filmmakers)

Total production budgets cannot exceed \$75,000.

FilmPEI will supply free equipment for each project for up to three (3) days of shooting. FilmPEI discounted rates will apply to any additional days of shooting. Please factor extra days in your budgets. A producer cannot pay themselves more than 10 percent of the actual secured production funding. A cap of 20 percent of the secured production funding applies to the following above the line cost on the project: writer, director and producer fees.

Film4Ward projects will not be eligible for the PEI Film Media Fund, PEI Arts Grants or Canada Council for the Arts grants and should not include these in their financing scenarios. Proof of third-party funding for budgets higher than \$20,000 will be required before release of Film4Ward funds.

Should the project plan require more than three days of shooting or special resources unavailable in PEI, additional out of province funding sources can be used to fund these activities.

The majority of the budget (at least 80 percent) must be spent in PEI.

Skill Development

Skill development is a major component of the Film4Ward program and operates under the belief that not only can emerging filmmakers benefit from training, but that even the most experienced filmmakers and crew can benefit from ongoing professional development. The Film 4Ward Committee will assess the areas in need of development for each of the chosen projects and will be offering resources accordingly to ensure the best possible outcome.

- **Emerging filmmakers:** Training and skills development are core aspects of the Film4Ward program. Participation in workshops and other related activities will be required as part of the program. All applicants should ensure they will be available and willing to participate.
- **Professional filmmakers:** Professional filmmakers will not be bound by the Committee's suggestions in regards to skills development, but they are strongly encouraged to engage in the training and services offered.

Mentoring & Shadowing

As noted under **stream-specific** requirements, Professional applicants are required to include a minimum of one mentoring/shadowing opportunity on their project and are encouraged to include up to three. They will receive higher scores from the jury for the additional mentoring/shadowing opportunities.

Jury Assessments

Submissions are assessed by an independent jury, including both local and off-island industry professionals. The jury will consider both artistic merit (50 percent) and planning & feasibility (50 percent) in its scoring.

Artistic merit includes:

- Story and script
- Artistic treatment

Planning & feasibility includes:

- Budget (Professional filmmakers only)
- Financing scenario (Professional filmmakers only)
- Marketability
- Mentoring and shadowing opportunities (for Professional filmmakers only)

To Apply

Please complete and submit the following required documents by **4pm on December 06, 2021:**

- Application
- Full script (projected running time of 10 minutes maximum)
- Proposed budget and financing scenario — **Professional filmmakers only**
 - Please use the Excel template provided. Note that the template has three tabs:
 - Tab 1: Overview
 - Tab 2: Budget
 - Tab 3: Financing scenario

We recognize that the process of applying for this fund may seem daunting, but is itself a training opportunity for a career in filmmaking. FilmPEI is available to help throughout the process.

Please note that FilmPEI has computer stations available for people who don't have access to resources to fill in the application.

Please submit your completed application as a PDF via email to:

info@filmpei.com

with the subject line reading:

"Film4Ward 2022 application"

A note of receipt will be sent. Please contact FilmPEI if you don't receive a note.

If you have any further inquiries please direct them to:

Daniel Brown

email: info@filmpei.com

phone: (902) 892-3131

About Film4Ward

Film4Ward is funded by the Department of Economic Growth, Tourism and Culture through Innovation PEI and the Culture Action Plan, with additional funding provided by Telefilm Canada and CBC.

