



**FilmPEI Film4Ward Program:**

**2023 F4W Guidelines**

*APPLICATIONS DEADLINE:*

*11:59pm / End of Day on Friday, February 17<sup>th</sup>, 2023*

# **FilmPEI Film4Ward Program: 2023 F4W Guidelines**

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## **Diversity Statement**

FILMPEI is committed to Equity, Diversity, Inclusion and Accessibility. The population demographics in our province and our workforce have changed dramatically over recent years. Our community is enriched through our acceptance and appreciation of many diversity dimensions including generation, gender, age, ethnicity, race, religious background, sexual orientation, gender identity, immigration status, rural geographic locations, Indigenous identity, and different abilities etc. As a result, our province is becoming increasingly diverse and so are the needs and aspirations of our communities. Therefore, we are committed to build a workforce that reflects the diverse communities we serve and to promote welcoming, diverse, inclusive, and respectful workplaces and inclusive communities that are accessible to all. We recognize, respect, acknowledge and incorporate this reality into our program planning, service delivery and decision making so that we can remain responsive, relevant, effective and meaningful.

Those interested in filmmaking who don't meet the minimum requirements to apply can access training, resources and equipment through FilmPEI in order to gain knowledge, experience and/or receive assistance with a project. See section five (5) for Eligibility.

## **Section 1 - Program Overview and Objectives**

Film4Ward (F4W) is an incubator program for film and media production on Prince Edward Island. By providing training opportunities and production funding, the FilmPEI Film4Ward (F4W) Program aims to support growth in PEI's film and television sector. Leveraging industry expertise across PEI and Canada, participants will be trained by industry professionals through a series of workshops, and job mentoring & shadowing opportunities on a F4W project production. Three (3) film projects will receive production funding and services each year. The program has two sub programs:

- 1) **Beginner Shorts Program:** To apply for the Beginner Shorts Program the applicant must be a filmmaker that has fundamental filmmaking education/experience through schooling or by taking relevant courses at FilmPEI.
- 2) **Pilot Program:** To apply for the Pilot Program the applicant must be 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. Pilot Program applicants **must have their own team** when applying. See section 5.2 for details.

Two (2) of each year's selected film projects will be earmarked for the Beginner Shorts Program. The third (3<sup>rd</sup>) will be for the Pilot Program.

Creating a short, dramatic, documentary or experimental 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 all filmmakers 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 F4W program is to incubate PEI filmmaking teams and build a healthy ecosystem of industry professionals with skills, connections and credits to produce larger projects. The program will support filmmakers in the creation of festival-caliber projects through activities that include workshops and job mentoring & shadowing opportunities for key production and crew positions on a F4W project production.

## **Section 2 - Program Format**

A call for applications will begin on Tuesday, January 24<sup>th</sup>, 2023 and close at 11:59pm / End of Day on Friday, February 17<sup>th</sup>, 2023. The three (3) projects selected to receive funding will be announced on Tuesday, April 11<sup>th</sup>, 2023.

A comprehensive slate of skills development workshops and sessions will run **throughout the spring of 2023**. The workshops will be designed to support the specific needs of both Beginner Shorts Program Participants and the Pilot Program Team.

All projects will be negotiated with FilmPEI in establishing timelines for delivery once completed.

Post-production workshops will follow principal photography.

Production for the Pilot Program project will ideally take place between **2023 and 2024**. The Pilot Program Team selected will be required to keep FilmPEI informed about the progress and any delays that may occur but must adhere to the fine cut delivery date of **4pm - Friday, February 9th, 2024**.

### Section 3 - Timeline

TIMELINE FOR ALL PROJECTS:		
<i>These are approximations subject to change. Please visit <a href="http://www.filmpei.com">www.filmpei.com</a> for confirmed dates and times.</i>		
DATES AND TIMES:	ACTIVITY	
	Beginner Shorts Program	Pilot Program
Tuesday, January 24 <sup>th</sup> , 2023	Call for Applications	Call for Applications
10am - Tuesday, January 31 <sup>st</sup> , 2023	F4W Information Session	F4W Information Session
4pm - Friday, February 17 <sup>th</sup> , 2023	Deadline for Applications	Deadline for Applications
Week of March 6 <sup>th</sup> to 10 <sup>th</sup> , 2023	<b>Mandatory</b> General Pitching Workshop (For all F4W applicants and teams)	<b>Mandatory</b> General Pitching Workshop (For all F4W applicants and teams)
Week of March 13 <sup>th</sup> to 17 <sup>th</sup> , 2023	<b>Mandatory</b> Fine Tune Your Pitch Workshop (For all shortlisted F4W applicants)	<b>Mandatory</b> Fine Tune Your Pitch Workshop (For all shortlisted F4W applicant teams)
Week of March 27 <sup>th</sup> to 31 <sup>st</sup> , 2023	Writer/Directors Pitch To Jury	Shortlisted Teams Pitch To Jury
March 30 <sup>th</sup> to April 3 <sup>rd</sup> , 2023	Producer Applicants (Based on receipt of the two final projects) Prepare A Pitch	
Week of April 3 <sup>rd</sup> to 6 <sup>th</sup> , 2023	Producers Pitch To Jury	
Tuesday, April 11 <sup>th</sup> , 2023	Announcement of Selected Projects and Teams	Announcement of Selected Projects and Teams
4pm - Friday, October 6 <sup>th</sup> , 2023	Fine Cut Delivery for Projects	
4pm - Friday, February 9 <sup>th</sup> , 2024		Fine Cut Delivery for 2023 F4W Projects
March - May 2023 April 2023 August - September 2023	Skills Development Workshops Projects in Production Post-production Workshops	

## **Section 4 - Eligibility Criteria**

### **Section 4.1 - Beginner Shorts Program Applicant Eligibility:**

To be eligible for the F4W initiative, Beginner Shorts Program applicants must meet the following set of criteria:

- 1) Must be submitting as either the Writer/Director **or** Producer.
- 2) A producer of a project must be legally entitled to exploit the script through a license agreement with the writer.
- 3) 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 2022/2023
- 4) Must be a member of FilmPEI in good standing to apply.
- 5) Must be eighteen (18) years of age or older to apply.

### **Section 4.2 - Pilot Program Applicant Eligibility:**

To be eligible for the F4W, Pilot Program applicants must meet the following set of criteria:

- 1) Must be submitting as the Producer of the project with an established team of three (3), consisting of:
  - a) A Writer,
  - b) A Director,
  - c) And yourself as the Producer.
- 2) Must be legally entitled to exploit the script through a license agreement with the Writer or by being the Writer of the project.
- 3) 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 2022/2023
- 4) The Pilot Program applicant (Producer) must be a resident of PEI and either the Director and/or the Writer of the team must be a PEI resident.
- 5) Must be a member of FilmPEI in good standing to apply.
- 6) Must be eighteen (18) years of age or older to apply.
- 7) F4W may only be awarded to a Pilot Program Team one (1) time over 2 years. This means that there must be a one year gap where the same team would miss one (1) application period before applying to the Pilot Program again. Participants may re-apply to the program if they are taking on a different role with a different team. (i.e. producer in year one (1), Director in year two (2) etc.)

**Please Note:** The Film4Ward Committee/Jury is the programs decision making body and may allow exceptions to program requirements, including eligibility guidelines, in some circumstances.

### **Section 4.3 - Project Eligibility:**

To be eligible for the F4W program, application projects must meet the following set of criteria:

#### **Beginner Shorts Program**

- 1) Must **NOT** be longer than ten (10) minutes maximum in duration. Exceptions will be considered by the Jury.
- 2) Must be 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’.
- 3) Must be either:
  - a) A FICTIONAL scripted story (e.g. comedy, drama, suspense)
  - b) Or a short DOCUMENTARY

#### **Pilot Program**

- 4) Projects can be either:
  - a) A FICTIONAL SHORT FILM scripted story (e.g. comedy, drama, suspense)
  - b) A short DOCUMENTARY
  - c) A PROOF OF CONCEPT
  - d) An EXPERIMENTAL project

## **Section 5 - Mentoring & Shadowing**

- 1) **Beginner Shorts Program:** FilmPEI will assist in providing crew for these projects. If applicants have team members or preferred key crew they would like on their shoot, they may identify them in their application and the F4W Committee/Jury will assess any further training each individual may require. FilmPEI will provide up to four (4) mentoring & shadowing opportunities with industry professionals<sup>3</sup> recognized in their field serving as mentors to less experienced crew trained in the F4W program or from the larger PEI film community.
- 2) **Pilot Program:** FilmPEI will provide up to six (6) mentoring & shadowing opportunities with industry professionals<sup>3</sup> recognized in their field serving as mentors to less experienced crew trained in the F4W program or from the larger PEI film community.

<sup>3</sup>Professionals, 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.

## **Section 6 - Financing Scenario**

### **Section 6.1 - Funding Amounts (cash contribution by F4W):**

- 1) **Beginner Shorts Program:** \$20,000 of funds administered by the F4W Program
- 2) **Pilot Program:** \$40,000 of funds administered by the F4W Program.

All projects with remaining unspent budget money, if any, are required to return the funds to the FilmPEI F4W Program.

### **Section 6.2 - Production Budgets:**

*PILOT PROGRAM TEAMS (ONLY) need to submit a production budget. Budgeting will be part of the training provided to Beginner Shorts Program Producers.*

Total production budgets cannot exceed their allotted budget.

FilmPEI will negotiate in-kind equipment with each project,

- 1) **Beginner Shorts Program:** for up to three (3) days of shooting
- 2) **Pilot Program:** for shooting days that will be based on the project's budget.

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 ten percent (10%) of the actual secured production funding. A cap of twenty percent (20%) of the secured production funding applies to the following above the line cost on the project: Director, Writer fees.

#### **Any F4W Projects With:**

- 1) Children must include in the budget, fees for one person assigned per child to provide supervision.
- 2) The potential for cultural appropriation must include in the budget, fees for a Cultural Consultant.
- 3) Animals must include in the budget, fees for one wrangler per animal.
- 4) Sexuality or nudity must include in their budget, the cost of a professional Sensitivity Coordinator.

F4W projects will not be eligible for the PEI Film Media Fund, PEI Arts Grants, Canada Council for the Arts grants, or any type of funding from Telefilm, SkillsPEI and CBC. Therefore, they 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 F4W funds.

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

***Projects MUST have One hundred (100) percent of the budget be spent in PEI. FilmPEI will consider on a case by case scenario any non PEI spent funds for the Beginner Shorts Program.***

***Pilot Program Projects MUST have the majority of the budget (at least eighty (80) percent) be spent in PEI. FilmPEI may consider on a case by case any other variations based on negotiations.***



## **Section 7 - Skills Development**

Skills development is a major component of the F4W program and operates under the belief that not only can Beginner Shorts Program Filmmakers benefit from training, but Pilot Program Filmmakers and crew can benefit from ongoing professional development. The Film4Ward Committee/Jury 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.

**Beginner Shorts Program and Pilot Program Applicants and Applicant Teams** should know that training and skills development are core aspects of the F4W program. Participation in workshops and other related activities will be **required** as directed by the program. All applicants should ensure they will be available and willing to participate. There may be further recommendations made by the F4W Committee/Jury in regards to skills development beyond what is required. Everyone is **strongly encouraged** to follow all recommendations and to engage in the training and services offered.

## **Section 8 - F4W Committee/Jury Assessments**

Submissions are assessed by an independent Committee/Jury, which may include both local and off-island industry professionals. The Committee/Jury will consider both artistic merit (fifty percent (50%)) and planning & feasibility (fifty percent (50%)) in its scoring.

- 1) Artistic merit includes:
  - a) Story and script
  - b) Artistic treatment
- 2) Planning & feasibility includes:
  - a) Marketability
  - b) Mentoring & shadowing opportunities
  - c) Budget (PILOT PROGRAM only)
  - d) Financing scenario (PILOT PROGRAM only)

Previously submitted projects that were not selected for funding, may request for their projects assessment after the fine cut delivery date for the selected projects.

## **Section 9 - Required Documents**

Completed applications and the all required documents are due for submission no later than 11:59pm / End of Day on Friday, February 17<sup>th</sup>, 2023

What to submit:

- 1) Application Form
- 2) Proof of Residence (See guidelines section 5 for more details/differences for Beginner Shorts Program and Pilot Program Applicants.)
- 3) Completed Script (Beginner Shorts Program scripts must have a projected running time under the ten (10) minute maximum.)
- 4) Biographies of the Writer, Director, and/or Producer (500 max word count)  
Pilot Program Applicants must also include links to past work for all team members.
- 5) Proposed budget and financing scenario from the excel template provided (Pilot Program Applicants Only)  
*The template has three (3) tabs:*
  - a) Tab 1: Overview
  - b) Tab 2: Budget
  - c) Tab 3: Financing Scenario

### **Please Note:**

**To submit your completed application follow the below criteria and send:**

- 1) As a PDF attachment via email
- 2) With the subject line
  - a) 2023 Film4Ward Beginner Shorts Program Application Form
  - b) 2023 Film4Ward Pilot Program Application Form
- 3) To FilmPEI at [info@filmpei.com](mailto:info@filmpei.com)
- 4) By the deadline of 11:59pm / End of Day on Friday, February 17<sup>th</sup>, 2023

A note of receipt will be sent by 5pm on Tuesday, February 21<sup>th</sup>, 2023, if you don't receive a note please contact [info@filmpei.com](mailto:info@filmpei.com) in a new email.

For further information, or assistance please consult with FilmPEI Film Programs Coordinator **Danielle M. Villard** by email at [dmvillard@filmpei.com](mailto:dmvillard@filmpei.com) or by phone at 902-892-3131.

FilmPEI has computer stations available for people who don't have access to resources for filling in the application.

## Section 10 - About F4W

Film4Ward (F4W) is funded by the Department of Economic Growth, Tourism and Culture through Innovation PEI, SkillsPEI and the Culture Action Plan, with additional funding provided by Telefilm Canada and CBC.



Updated: January 24<sup>th</sup>, 2023