

The Marketing Fund: Guidelines & Application Form

The Marketing Fund, coordinated by the Winnipeg Film Group and funded by Manitoba Film & Music, is designed to assist filmmakers in the marketing and promotion of their films. The marketing of a film is a very important component of filmmaking, and a well constructed promotional campaign may help in the overall success of the film. Filmmakers can apply for financial assistance to create marketing materials such as preview DVDs, postcards, electronic press kits, or film and video screening copies. If your film is completed or near completion, you are eligible to compete for a portion of the grant.

The Marketing Fund has two deadlines annually (in spring and fall)

Fall Deadline: 04 March 2010, 4PM

Send Completed Applications to:

Marketing Fund
Winnipeg Film Group
304 – 100 Arthur Street
Winnipeg, MB R3B 1H3

For Further Information Contact:

Monica Lowe
Distribution Services Coordinator
monica@winnipegfilmgroup.com
925-3452

Filmmaker/Applicant: _____

Address: _____

Postal Code: _____ Daytime Phone: _____

*Email: _____

Film Title: _____

Project Length: _____ Genre: _____

*In an effort to cut down on paper the results of this fund will be sent via e-mail. If you would prefer to receive correspondence through regular mail please check here. []

Marketing Funds Requested (max request \$900): _____

Enclosed Materials Checklist:

- Application Form
- Film Synopsis and background (1 page maximum)
- Professional Marketing Plan - how you plan to market the film (one page maximum)
- Marketing Budget (expenses, revenues, vendor quotes, etc)
- Biography and Filmography of Applicant
- all of the above in multiples of 4
- 1 preview DVD

Eligibility Criteria

- Applicants must be the creator/director of the project, and must maintain full artistic and financial control of the project; producers are not eligible to apply.
- The applicant must be a Basic User member of the Winnipeg Film Group in good standing
- The applicant must be a resident of Manitoba
- The submitted film must be completed within three months of the Marketing Fund deadline
- Rough-cuts are allowed to be submitted but if you are submitting a rough-cut the jury must feel confident that you can finish the film within 3 months to grant you an award
- The awarded filmmaker must sign a standard three year non-exclusive distribution contract with the WFG in which you warrant that you will maintain ownership of the film
- Projects may only receive one Marketing Fund
- Participants may only submit one project per deadline

Eligible Costs include:

- DVD dubs for festival entries or for sale
- video or film prints for screenings
- festival entry fees
- postage for festival entries
- advertising material and design (postcards, etc)
- advertising placement in journals, etc.
- travel grants to conferences & market events
- other relevant materials directly related to the marketing of the film

Ineligible Costs:

- marketing expenses already incurred
- expendables (pens, gas, etc)

Value of Fund

The fund will contribute up to \$900 per film (excluding GST) towards the costs of promotional materials and expenses.

Please submit in multiples of four:

- application form
- Film Synopsis and background (1 page max)
- marketing plan (how you will spend the award and how these efforts will benefit your film) (1 page max)
- complete marketing budget (with relevant quotes, if applicable)
- biography and filmography of applicant
- preview DVD (only one is necessary)

Expectations of Applicants

Applicants must submit a clear and complete application. Applicants must submit **four** copies of the **entire** application package, excluding DVDs.

Applicants must be realistic in terms of production capabilities and timelines. Failure to meet Marketing Fund deadlines will result in the withdrawal of the award.

The Marketing Fund Jury

A three member peer jury will be selected and chaired by the Distribution Services Coordinator. At least one jury member will be a Winnipeg Film Group member.

For each submission the jury will either:

- award the full amount,
- award a portion of the request, or
- turn down the submission.

Criteria for Decisions

1. **Artistic** - Does the project have artistic merit?
2. **Is the Plan Focused and Practical?** - Is the promotion plan focused? Will the project, as proposed, fulfil the filmmaker's intentions?
3. **Effectiveness and Relevancy** - Will the proposed plan reach the target markets for the production? Are the proposed marketing materials relevant?
4. **Practicality** - Can the filmmaker complete this project as proposed?

Notification

All applicants will receive written/email notice of the jury's decision within two months of application deadline.

Dispersal of Funds

Recipients may claim their award by submitting a *Marketing Fund Reimbursement Request Sheet* and providing copies of paid invoices or receipts for the applicable services to the Distribution Services Coordinator. The filmmaker will be responsible for paying for the goods and/or services first.

Recipients will only receive funds for costs outlined in their application. Any substantial budget changes to the applicant's original application must be discussed with the Distribution Services Coordinator for approval.

The fund pays out invoice totals minus GST.

Obligations of the Filmmaker

The filmmaker will provide copies of all marketing and promotional materials as well as a final copy of the film produced through the Fund to the Distribution Department of the Winnipeg Film Group.

The filmmaker must include Manitoba Film & Music and the Winnipeg Film Group in the credits of any promotional material after receiving funding under this program.

The filmmaker must use the funds provided through the Marketing Fund within 12 months of award notification.

A short final report detailing how the award was used must be submitted within 12 months of award notification.