

The Winnipeg Film Group's **MARKETING FUND** (funded by Manitoba Film & Music) is designed to assist Manitoba filmmakers in the marketing and promotion of their films. The marketing of a film is a very important component of filmmaking, and a well thought out plan may help in the overall success of the film. Filmmakers with completed films or near completed films can apply for financial assistance of up to \$750 to create distribution/marketing materials such as preview DVDs, web design, film and video screening copies, ads, entry fees and travel to markets and festivals. The Submission Form and online link to film is to be submitted online at www.winnipegfilmgroup.com

SUBMISSION CRITERIA

- Applicants must be the director of the project, and must maintain full artistic control of the project
- Producers are not eligible to apply
- The applicant must be a member of the Winnipeg Film Group in good standing (new members accepted)
- The applicant must be a resident of Manitoba (*proof of residency may be required*)
- The submitted film **must be** completed within one month of the Marketing Fund deadline
- Projects may only receive one Marketing Fund
- Applicants may only submit one project per deadline
- Applicants may only hold one Marketing Fund at a time
- Applicants may not submit a project more than twice

ELIGIBLE COSTS (EXPLAIN RELEVANCY)

- DVD dubs for festival entries or for sale
- DCP/video/film prints for screenings
- festival entry fees
- postage for festival entries
- Vimeo / web hosting / advertising material and/or design
- travel / registration funds to attend relevant conferences & market events
- other relevant marketing materials

INELIGIBLE COSTS

- marketing expenses incurred before deadline
- expendable supplies (pens, paper, gas, etc)

FILES TO BE SUBMITTED (UPLOADED)

- **Marketing Plan**, 1000 word max: synopsis / short narrative about the film and how you will use the Fund – PDF, DOC or DOCX (1 MB max)
- **Biography of Filmmaker** – PDF, DOC or DOCX (1 MB max)
- **Filmography of Filmmaker** – PDF, DOC or DOCX (1 MB max)
- **Budget & Quotes** (up to 2 quotes, if applicable) – PDF, DOC, DOCX, XLS or XLSX (1 MB max)
- **Artwork** for DVDs, ads, website design, etc (up to 3, if applicable) – PDF, DOC or JPEG (3 MBs max)
- **Resume/CV** (optional) – PDF, DOC or DOCX (1 MB max)
- **Online link to film or clip** – with password protection (vimeo recommended)

MARKETING FUND JURY

- A three member jury will be selected and chaired by the Distribution Director. The jury will either:
 - award the full requested amount, up to \$750
 - award a portion of the requested amount,
 - turn down the request.

CRITERIA FOR DECISIONS

- **ARTISTIC:** Does the film/project have artistic merit? (weighted most important)
- **AUDIENCE:** Can the film/project find an audience/market, if applicable?
- **FOCUS:** Is the promotion plan focused?
- **EFFECTIVENESS:** Will the proposed plans assist the film/project reach the target markets as proposed?
- **RELEVANCY:** Are the proposed marketing materials relevant to the film/project, era, market, etc?
- **PRACTICALITY:** Can the filmmaker complete this film/project as proposed?

NOTIFICATION & DISPERSAL OF FUNDS

- All applicants will receive email notice of the jury's decision within eight weeks of the application deadline.
- Recipients may claim their award by providing copies of paid invoices / receipts for the applicable services to the Distribution Director. ***The filmmaker will be responsible for paying for all goods and 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 Director for approval.
- Eligible invoices/receipts begin on the day the Marketing Fund application is due. No receipts will be accepted that are dated prior to that date.
- The fund pays out invoice totals minus GST.
- The fund is active for 12 months from date of acknowledgment. After this date the fund will be closed and the funds inaccessible.

OBLIGATIONS OF THE SUCCESSFUL APPLICANT

- The recipient agrees that **MANITOBA FILM & MUSIC and WINNIPEG FILM GROUP** shall receive credit, in the wording and format approved in advance, on all materials created through the Marketing Fund.
- The recipient agrees to submit a DVD and / or file of the finished film. (details provided upon notification)
- The recipient will submit a copy of all marketing / promotional materials produced using the Fund to WFG.
- The recipient must use the funds provided through the Marketing Fund within 12 months of notification.
- A short final report detailing how the award was used must be submitted within 12 months of notification.

PLEASE NOTE

- Due to time constraints the jury can only view 10 minutes for each submission. Please only submit 10 minutes of materials or inform us of your preferred start and end viewing time.

FOR FURTHER INFORMATION

Please contact Monica Lowe, Distribution Director: monica@winnipegfilmgroup.com | (204) 925-3456 ext. 103

Program Funder

Operating Funders



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