

The Winnipeg Film Group's **MFM MARKETING FUND** is designed to assist Manitoba filmmakers in the marketing and promotion of their films. The marketing of a film is an essential important component of filmmaking, and a well thought out Marketing Plan may help in the overall success of the film. Filmmakers with completed or near completed films can apply for financial assistance of **up to \$750** to create distribution and marketing materials. Complete the Submission Form and upload all supporting files: www.winnipegfilmgroup.com/production/funding/

ACKNOWLEDGEMENTS

Thanks to the valuable, ongoing support from **MANITOBA FILM & MUSIC** we have been able to assist more than 225 Manitoba filmmakers create, market, and screen their films through our various Funds for more than 20 years.

SUBMISSION CRITERIA

- Applicants should be the director of the project and they should retain full artistic control of the project (i.e.: independent film). Producers are not eligible to apply without written consent from the director
- The applicant must be current General members of the WFG in good standing (new members accepted)
- The applicant must be a resident of Manitoba (*proof of residency may be required*)
- Please only submit finished or nearly finished films. The submitted film **must be** completed one month after the Marketing Fund deadline
- Projects may only receive one **MFM MARKETING FUND**
- Applicants may only submit one project per deadline
- Applicants may not submit a project more than twice
- Applicants may only hold one **MFM MARKETING FUND** at a time

ELIGIBLE COSTS (EXPLAIN MARKETING RELEVANCY)

- DVDs / Blu-rays for sale or marketing purposes
- DCP / video / film prints for screenings
- festival entry fees
- vimeo / web hosting
- advertising material and/or design
- postage for festival entries
- travel / registration to attend relevant 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** - film synopsis & how the **FUND** will be used (1000 words max)
- **Biography / Filmography of Filmmaker** (submit separate or together)
- **Budget / Quotes** for Marketing Plan (full film budget **not** required) (attach up to 2 quotes, if applicable)
- **Signed letter of consent** from Director stating they give the Producer permission to apply and that they retain full creative control over the project (for Producers submitting only)
- **Artwork** for DVDs, ads, website design, etc (up to 3, if applicable)
- **Resume/CV** (optional)
- **Online link to film or clip** – with password (eg: www.vimeo.com)
- The committee will view 15 minutes for each submission.

SELECTION COMMITTEE

- A selection committee will be selected and chaired by Distribution staff. The committee 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?
- **AUDIENCE:** Can the film/project find an audience/market, if applicable?
- **FOCUS:** Is the Marketing Plan focused?
- **EFFECTIVENESS:** Will the Marketing Plan assist the film/project reach the target markets as proposed?
- **RELEVANCY:** Is the Marketing Plan relevant to the film/project, era, market, etc?
- **PRACTICALITY:** Can the filmmaker complete this project as proposed?

NOTIFICATION & DISPERSAL OF FUNDS

- All applicants will receive email notice of the committee's decision within three months of deadline.
- Recipients may claim their Funds by providing copies of paid invoices / receipts for the applicable services to Distribution staff. ***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 recipient's original application must be discussed with the Deputy Director for approval.
- Eligible invoices or receipts begin on the day the **MFM Marketing Fund** application is due. No invoices or receipts will be accepted that are dated prior to that date.
- The Fund is active for 12 months. After this date access to the Fund will be closed. A Final Report will be required by the recipient to access the final installment and other Funds offered by the WFG.

OBLIGATIONS OF THE FUND RECIPIENT

- **WINNIPEG FILM GROUP** and **MANITOBA FILM & MUSIC** must receive credit on all materials created through the **MFM Marketing Fund**.
- The recipient agrees to submit a film file of the finished project upon award 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 within 12 months of notification.
- A short final report detailing how the award was used must be submitted within 12 months of notification.
- All **MFM Marketing Fund** recipients must participate in a one-on-one meeting with **MANITOBA FILM & MUSIC** shortly after having received the award and before any money is released. **MANITOBA FILM & MUSIC** will provide information on its programs and on its logo requirements directly to each recipient.

FOR FURTHER INFORMATION, PLEASE CONTACT

- Fund Manager: Stephanie Poruchnyk-Butler: stephanie@winnipegfilmgroup.com | 204-925-3456 ext. 105
- Fund Director: Monica Lowe: monica@winnipegfilmgroup.com 204-925-3456 ext. 103

CORE / OPERATING FUNDERS

