

## **FILM INDUSTRY CONTRIBUTIONS**

The Government of the Northwest Territories (GNWT) has dedicated \$100,000 towards film industry funding for the 2011/12 fiscal year, through the Support to Entrepreneurs and Economic Development (SEED) Policy. See [www.nwtfilm.com](http://www.nwtfilm.com) for information on the SEED Policy.

Additional information on how to obtain film-specific funding is outlined below. Applicants are encouraged to visit their local Industry, Tourism and Investment (ITI) office for further assistance and information.

### **Who can apply?**

NWT residents or NWT businesses engaged in film and media arts production are eligible for assistance. Applicants should demonstrate proficiency in the film and media arts sector.

Demonstrated proficiency could include one or more of the following:

- Completing a production that won an award, or placed highly, in a competition designed to solicit non-professional entries;
- Completion of a degree or certificate from a recognized film and media arts program at least two years in length;
- A credited role (actor, producer, etc) in a production that has been professionally released; or
- Documented experience working in the in the film, television and media arts industry.

Work performed for third parties under contract or work paid for by third parties is not eligible for funding.

### **Programs:**

#### **1. First Production**

**SEED Policy Program:** Micro-Business

**Purpose:** To assist applicants with certain costs associated with completing their first film project.

**Eligible costs:** Equipment and location rentals, scripting and editing fees, licensing fees or other similar costs.

**Amount available:** Up to a maximum amount of \$5,000 over 5 years.

## 2. Marketing and Promotion

**SEED Policy Program:** Entrepreneur Support

**Purpose:** To assist applicants to market or promote their skills, services or productions, to increase sales of new or existing NWT film and media arts products and services.

**Eligible costs:** Registration fees, travel expenses, promotional materials (e.g. press kits), media/public relations, product marketing (e.g. website) and distribution or other similar costs.

For applications that require travel to a festival, trade show or similar marketing event involving the film and media arts, applicants would be required to demonstrate that they are actively involved in the event. This would typically involve:

- Having a production accepted for showing;
- Being asked to participate on a industry panel; or
- Having exhibitor status.

Preference will be given to those costs which allow for the commercialization of a project or production.

**Amount available:** \$15,000 per fiscal year.

## 3. Film Sponsorship Support

**SEED Policy Program:** Entrepreneur Support

**Purpose:** To assist qualified film and media arts businesses in supporting commercial media productions, including co-productions in the NWT.

Preference would be given to those projects that have secured funding through a recognized national media organization such as: Canadian Media Fund or Telefilm Canada.

Applicants should show that:

- no less than 50% of the production costs qualify as expenditures on goods and services purchased and consumed in the NWT; or
- the value of expenditures on goods and services purchased or consumed in the NWT meet or exceed 200% of the contribution.

**Amount available:** \$15,000 per fiscal year.

## How to apply?

Email [nwtfilm@gov.nt.ca](mailto:nwtfilm@gov.nt.ca) or contact your local Industry, Tourism and Investment Regional Office:

### **South Slave Region (Fort Smith)**

Tel (867) 872-6430  
Fax (867) 872-4628

### **North Slave Region (Yellowknife)**

Tel (867) 920-8967  
Fax (867) 873-6109

### **Inuvik Region (Inuvik)**

Tel (867) 777-7196  
Fax (867) 777-7321

### **Dehcho (Fort Simpson)**

Tel (867) 695-7500  
Fax (867) 695-7501

### **Sahtu Region (Norman Wells)**

Tel (867) 587-7170  
Fax (867) 587-3018