



SUPPORT FOR ENTREPRENEUR AND ECONOMIC DEVELOPMENT (SEED) POLICY FILM AND MEDIA SECTOR FUNDING SCHEDULE

FREQUENTLY ASKED QUESTIONS (FAQ)

What is the purpose of the SEED Policy's Film and Media Sector Funding (FMF) Schedule?

The purpose of the FMF Schedule for film is to ensure that this funding is reserved and will be available, within the parameters of the SEED Policy, to support NWT film and media production professionals specifically.

What changes have been made to the SEED Policy FMF Schedule for film?

- Eligible NWT applicants can now apply for up to \$10,000 per year to support project Development. For example: third-party market and concept research, legal fees, concept art, consulting, scripting, filming and post-production fees.
- Eligible NWT applicants can now apply for up to \$25,000 per year for Production. For example: equipment and location rentals, arms-length wages to cast and crew, accounting fees and post-production fees.
- Eligible NWT applicants can now apply for up to \$25,000 per year for Distribution and Promotion. For example: registration fees, select travel expenses, promotional materials, exhibition materials such as digital cinema packages, media/public relations services, product marketing and distribution or other similar costs.
- Eligible NWT applicants can now apply for up to \$25,000 per year to fund Special Partnerships that leverage funds or opportunities from third parties but which require more equity than the applicant can supply independently.

Who is eligible to apply for funding under the SEED Policy FMF Schedule?

NWT residents or businesses engaged in film and media arts production are eligible for assistance. Applicants should demonstrate proficiency in the film and media sector in one or more of the following ways:



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

Can NWT producers partner with non-NWT entities and still be eligible for this funding?

The SEED Policy FMF Schedule will recognize co-productions in which the NWT business or resident owns a minimum of 51% of the project and a non-NWT entity owns the smaller share.

The NWT business or resident must act as the applicant and any funding granted would count toward the NWT entity's annual SEED Policy funding cap (\$30,000). A co-production agreement must be included as an attachment to the application.

When can I apply?

There is no deadline for funding applications. Intake is done each fiscal year on a first come first serve basis beginning April 1st and ending March 31st.

Do I (or my business) have to pay anything?

The SEED Policy FMF Schedule is a contribution program therefore the applicant is required to make an equity contribution of 20% - 30% towards eligible expenses and the department of Industry, Tourism and Investment (ITI) will contribute the remainder.

Equity requirements are based on residency:



- Group 1 communities (Yellowknife, Hay River, Fort Smith, and Inuvik) – 70%
- Group 2 communities (all other communities within NWT) – 80%

Example: If the applicant is submitting an application for eligible costs that add up to \$5000, the applicant will be required to cover \$1500 (30%) and ITI will cover \$3500 (70%) of eligible expenses.

What types of productions can receive funding?

Eligible:

- Short and feature length films, dramatic or documentary, live action or animation, intended for commercial broadcast/release.
- television pilots or episodic programming intended for commercial broadcast/release.

Not Eligible:

- news, current events or public affairs programming;
- talk shows;
- corporate videos;
- instructional videos;
- other third-party contract work (e.g. wedding or private event videos)
- student films or projects undertaken as part of secondary or post secondary school curriculum;
- podcasts;
- sports events or activities;
- gala presentations or award shows;
- projects that solicit funds;
- pornography;
- advertising and commercials;
- projects that are not intended for monetization or commercialization.



If my project is eligible, will funding provided under the SEED Policy FMF Schedule cover all of my costs?

No, a project may be eligible but still have ineligible costs that will not be funded under this program.

Example: A filmmaker applies for funding to go to a film festival where their project is being given special recognition. Their budget shows the cost of the flights, hotels, meals, and the fee for the publicist who is helping organize press coverage. The application is approved but only the flights, hotels, and the publicist fee are eligible to be funded. Meals are not an eligible expense.

What types of costs are not covered under the SEED Policy FMF Schedule?

- Costs incurred prior to receiving official approval;
- An applicant's regular business operating costs not directly related to the project.
(e.g. office rent, monthly phone and internet fees, monthly banking fees,);
- Non-arm's length transactions including payments made to yourself and/or your business partners, immediate family members or related businesses;
- HST and GST;
- The purchase of capital assets;
- Per-diems, meals and incidental expenses;
- Services and assets contributed by the applicant or their business (examples include gear rentals or labour provided by the applicant).

Can I access funding for travel under the SEED Policy FMF Schedule?

Yes, applicants seeking support for travel to a festival, market or trade show must demonstrate that they are actively involved in the event as an exhibitor, speaker, competition winner/participant, or guest. Total length of stay will be determined based on the minimum time required for travel and attendance at the event.

Travel support is limited to a maximum of \$8,000 per production per fiscal year. A company can submit an application for as many as two individuals.



Eligible costs are limited to event registration fees, lowest available airfare, and standard accommodation. Ineligible expenses include but not limited to per diems, incidentals, salaries, and honorariums.

For travel within the NWT, trip costs must exceed \$1,500 per individual and applicants must contribute \$500 of equity per individual for eligible costs of travel within the NWT.

For travel outside the NWT, trip costs must exceed \$1,500 per individual and applicants must contribute \$1,000 of equity per individual for eligible costs.

How often can an individual or business apply?

There is no limit on applications, but an individual cannot receive more than \$30,000 in SEED funding per fiscal year without a waiver from the Minister of Industry, Tourism and Investment.

How often can a production access funding through the program?

Eligible stand-alone productions can access each category only once. Multi-season productions such as ongoing television series must submit a new application each fiscal year. Receiving funding in a prior year does not guarantee subsequent years' activities will be funded.

The SEED Policy does not consider multi-year projects or activities that take place outside of the fiscal year in which the application is made.

What should I include in my funding application?

This depends on the activities for which you are seeking funding but most applicants will be asked to submit the following:



- A completed SEED Policy application form with completed budget summary including eligible and ineligible costs and breakdown of all sources of funding and/or revenue;
- Attached full project budget (if applicable). It may be useful to use a pro-forma budget template; (Telefilm or Canada Media Fund format);
- In-kind or donated products and services should be marked accordingly
- A project outline that includes key dates and timeline of work;
- A list of personnel and their roles;
- Quotes from service providers and vendors matching line items on the budget;
- Professional resume of the applicant and/or their business
- Letter of support, or conditional approval, from a broadcaster or recognized industry organization such as Telefilm, Northwestel, or Canada Media Fund (if applicable)
- Creative material (e.g. script, pitch deck, outline) (if applicable);
- Co-production agreement (if applicable)
- Company financial statements may be requested

Please contact your local Industry, Tourism and Investment office for assistance in assembling your funding application.

Who can access the Special Partnerships category?

This category is designed to encourage partnerships between local and national stakeholders which would leverage support for NWT applicants who have been selected to participate while waiving the FMSS's cash equity requirement.

Example: A national film organization in partnership with the NWT Film Commission create a joint film production fund which will require a matching contribution from both organizations. An NWT filmmaker applies and is approved for funding. The filmmaker may apply for Special Partnership funding for the matching funds without having to provide a 20-30% equity requirement.



When can I expect a reply to my application?

Typically, a completed application package should be reviewed and processed within 10 business days. Please contact the Film Commission office if you have not had a reply within 10 business days.

If I receive funding, how much time do I have to spend the money?

Projects or activities for which funds have been granted must be completed and the money spent by March 31 of the fiscal year.

What are the reporting requirements?

You will have 60 days to submit required reporting which will include copies of invoices and receipts to your regional Industry, Tourism and Investment office.

Where do I apply?

Application forms and information about film funding is available online at www.iti.gov.nt.ca/en/services/support-film or at your regional Industry, Tourism and Investment (ITI) office:

South Slave Region Tel (867) 872-8046

Sahtu Region Tel (867) 587-7171

North Slave Region Tel (867) 767-9212

Dehcho Region Tel (867) 695-7500

Beaufort Delta Region Tel (867) 678-8023