



# MARKET ENDOWMENT PROGRAM

## 1. WHAT IS THE ‘MARKET ENDOWMENT PROGRAM’?

The Market Endowment Program is an initiative that awards an individual producer/filmmaker financial assistance up to \$5,000 to cover his/her costs to attend international markets, co-production conferences or forums. Assistance under this program is also available to producers or directors whose film has been nominated for an award or selected for screening at a major festival.

Any one international market, co-production conference or forum will be referred to as the “Market Event”.

The Nunavut Film Development Corporation will be referred to as “Nunavut Film”.

The applicant who has been awarded ‘Market Endowment’ under this program will be referred to as the “recipient”.

## 2. PURPOSE

This program has been founded to encourage and support the establishment of relationships and the marketing of indigenous film, television and digital media projects to buyers, commissioning editors and co-financing/co-production partners in Canada and abroad.

## 3. DEFINITIONS

A few select terms have been defined for the purpose of these guidelines: “co-production”, “digital media”, and “resident of Nunavut”. Applicants should refer to the definitions in Appendix A.

## 4. ELIGIBILITY APPLICANT

The applicant must meet the following minimum criteria:

- be a Resident of Nunavut;
- be an independent producer/filmmaker of film, television and/or digital media project(s); or be the owner/operator of a company or sole proprietorship incorporated or registered in the territory of Nunavut or Canada with a head office in Nunavut;
- have at least one producer-related /filmmaker credits on a film, television and/or digital media project with a running time of not less than 30 minutes. Certain exceptions may apply, for example animation and/or multiple short films;
- have at least one film, television or digital media project in development, production or distribution;
- have a demonstrated commitment to work professionally within the Nunavut film, television and/or

digital media industry;

- be committed to business activities which respect the Inuit societal values outlined in the Film, Television and Digital Media Development Contribution Policy, posted on the website: [www.nunavutfilm.ca](http://www.nunavutfilm.ca); and
- be in good standing with Nunavut Film.

## 5. ELIGIBLE MARKET EVENTS

The Market Events eligible under this program include a multitude of national and international markets and festivals. Applicants are encouraged to research these opportunities, take advantage of “early bird” registration discounts and apply to Nunavut Film for Market Endowment well in advance.

Some Market Events, like Strategic Partners, require the producer to apply to participate. This is usually a very competitive process. The producer may only attend if he/she has been selected by the event organizers. A call for submission is usually sent out several months in advance of the conference or forum. Interested producers should be sure to monitor website(s) and have his/her name put on the event’s email notification list.

## 6. ELIGIBLE COSTS

The following costs will be eligible for consideration:

- registration fees (if applicable; see paragraph below);
- return airfare (based on economy rates);
- accommodation for up to five nights (to a maximum of \$200 per night per night unless pre-approved in advance, in writing);
- ground transportation
- per diem as outlined in Nunavut Film's per diem rate sheet (for up to six days including travel) and
- promotion and packaging materials

Any complimentary registration passes or other benefits provided to an applicant who has been ‘selected’ to attend a Market Event, should not be included in the applicant’s proposed Budget.

Nunavut Film and/or the Government of Nunavut may, upon request in writing, inspect and audit the records of the recipient of funding under the Market Endowment Program.

## 7. NUNAVUT FILM CONTRIBUTION

Nunavut Film will expedite review of the application for Market Endowment. If necessary, adjustments will be made to the estimated Eligible Costs to ensure compliance with these guidelines. Nunavut Film will provide up to \$5,000 towards the total final approved ‘Eligible Costs’ to attend a Market Event. The amount committed and the terms will be outlined in a Contribution Agreement and paid to the recipient upon receipt and approval of his/her final report and accounting of costs (see Section 9 below) after return from the Market Event. Nunavut Film reserves the right to reduce the amount originally committed upon reviewing the recipient’s accounting of final costs.

Applicants in good standing and with a record of prompt reporting may apply for an advance equal to 75% of the approved contribution under the fund.

Any funds not fully spent at the end of the term of this Contribution Agreement will be deemed a surplus repayable to the Government of Nunavut.

## 8. APPLICATION PROCESS AND ASSESSMENT

Application forms may be downloaded from the website: [www.nunavutfilm.ca](http://www.nunavutfilm.ca), or picked up at the Nunavut Film office in Iqaluit.

Applications must be submitted at least four weeks in advance of the Market Event taking place. Applicants must provide the documentation requested on the application including a Proposal that clearly outline his/her goals and the anticipated benefits of attending the Market Event.

Applications which meet the Eligibility Criteria and are complete will be reviewed by a Selection Committee consisting of four individuals: the CEO of Nunavut Film together with qualified independent film, television, and digital media professionals and a resident of Nunavut, operating at arm's length.

The Selection Committee conduct a detailed and comprehensive evaluation taking the following into consideration:

- eligibility;
- experience and track record of the applicant;
- opportunities afforded the applicant;
- feasibility of the applicant's Proposal; and
- budgeted costs.

The decision making process will be fair, explicit and without conflict of interest.

Applicants will be notified of Nunavut Film's decision via email and forwarded a Contribution Agreement for execution on a timely basis.

The resources available to support this program are limited. It is unlikely that Nunavut Film will be able to provide Market Endowment for every individual wanting to attend a particular Market Event. The decision-making process will be fair, explicit and without conflict of interest. Nunavut Film reserve the right to commit less than the amount requested or to reject an application.

The unsuccessful applicant may appeal the decision of Nunavut Film, in writing, no later than 30 days following the date that the applicant receives notification of the decision (for more information see 'Government of Nunavut Policy' posted on the website: [www.nunavutfilm.ca](http://www.nunavutfilm.ca)).

All information submitted to Nunavut Film will be strictly confidential.

## 9. REPORTING

Recipients of funds under this program will be required to submit a final report within forty-five days of return from the Market Event (or by April 15th of the subsequent fiscal year for Market attendance in the last month of the current fiscal year). This report must include a written description of the benefits and outcomes resulting from attendance at the Market Event, an expense report, and copies of all receipts for all costs. Successful applicants who fail to report within the time frame as indicated above without just cause or without written extension granted by Nunavut Film will be considered as not in good standing and will be ineligible to reapply to the fund for a period of four months from the time that all reporting is complete.

Questions? Please visit website at: [www.nunavutfilm.ca](http://www.nunavutfilm.ca), or contact:

Derek Mazur, CEO, [derek@nunavutfilm.ca](mailto:derek@nunavutfilm.ca)

Julia Burns, Projects Director, [julia@nunavutfilm.ca](mailto:julia@nunavutfilm.ca)



# APPENDIX A

## MARKET ENDOWMENT PROGRAM

### DEFINITIONS

A 'co-production' is one which is not 100% owned and controlled by the applicant or his/her production company. The beneficial and equitable ownership granted to the Applicant is commensurate with the Applicant's level of corporate control, management and creative decision-making and investment as outlined in a Co-Production Agreement entered into with the out-of-territory or out-of-country partner(s).

A 'digital media' project is one which integrates existing and emerging media technologies (text, graphics, audio, video, animation and interactivity) and is delivered digitally on multi-platforms using diverse methods of exploitation (website/internet applications, iTV and mobile).

A 'resident of Nunavut' is a Canadian Citizen or Permanent Resident who is:

- a person resident in Nunavut and in possession of a valid Nunavut Health Card number or a corporation with at least 51 per cent of its members being persons resident in Nunavut and in possession of a Nunavut Health Card number. □