



Program Guidelines

MARKET ENDOWMENT PROGRAM

1. WHAT IS THE MARKET ENDOWMENT PROGRAM?

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

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

2. APPLICANT ELIGIBILITY

The applicant must meet the following minimum criteria:

- be a resident of Nunavut
- have at least one producer-related credits on a film, television or digital media project with a running time of not less than 30 minutes. Certain exceptions may apply, for example animation and multiple short films
- have at least one film, television or digital media project in development, production or distribution

4. ELIGIBLE MARKET EVENTS

Apply to Nunavut Film for Market Endowment well in advance. In some cases, the producer may only attend an event if they have been selected by the event organizers in advance.

5. ELIGIBLE COSTS

The following costs will be eligible for consideration:

- registration fees
- economy rate return airfare (including insurance)

- accommodations for up to five nights
- ground transportation
- per diem as outlined in Nunavut Film's per diem rate sheet (for up to six days including travel)
- 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.

6. NUNAVUT FILM CONTRIBUTION

Nunavut Film will provide up to \$5,000 towards the total final approved 'Eligible Costs' to attend a Market Event. Applicants may apply for an advance equal to 75% of the approved contribution under the fund.

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.