



ACCESS TO MARKETS 2019-20 Guidelines



This fund is made possible through a contribution from

OBJECTIVE: ACCESS TO MARKETS is an industry-driven fund that supports the market development activities of Manitoba* production companies, independent distributors and writers at national and international markets. Production companies are also eligible to apply for up to two (2) business trips, red carpet screenings, and/or award shows, where the primary activity of the producer will be focused around business meetings and market expansion.

** Canadian citizens or landed immigrants who have been living in Manitoba for at least 365 days. Proof of Manitoba residency may be required.*

NEW FOR 2019-20: Production companies may submit a slate of market attendance. This requires a market attendance plan that clearly lays out business objectives for the year in relation to all projects in development with a focus on projects funded by MFM (this can include projects funded in past 3 years and not yet in production). It is recognized that not every project in development is produced.

The maximum award for a market slate per member production company is \$9,000. A maximum of three market slates will be awarded. The deadline to apply for a slate is May 30, 2019. Production companies that receive slate funding will not be eligible to apply for additional Access to Market support in the course of the year. Should an exceptional project screening opportunity arise they may apply once to Access to Festivals if sufficient funding remains in the program.

The application fee for the slate is \$125. If your slate application is unsuccessful, you may apply \$100 of that fee to two individual Access Funds application fees.

ELIGIBILITY CRITERIA:

- Applicants must be eligible OSM members in good standing* **for a minimum of three months prior to applying for funds** (*with a current membership and not in default). Membership must remain in good standing for one (1) year following an Access Funds award.
- Established producer:** a current OSM producer member, with a minimum of one producer credit on a total of 60 minutes of nationally or internationally broadcast or screened projects.
- Emerging producer:** a current OSM individual or producer member, with a minimum of one producer credit on a total of 30 minutes of regionally, nationally or internationally broadcast or screened projects, AND has established a mentorship relationship with an established producer who has agreed to assist in the market attendance preparation. **A letter from the mentor, with a detailed support plan, must be included with the application.**
- Writer:** a current OSM individual member, with a minimum of one hour of professionally broadcast or screened work.
- Distributor:** a current OSM corporate member, with at least two years' experience distributing independent Canadian screen content in the international marketplace.

OSM CONTRIBUTION: The Access to Markets contribution effectively covers 50% of the maximum total of the actual eligible costs up to the amount approved by the jury. Successful applicants pay a Program Fee representing 50% of the total of the actual eligible costs approved by the jury. OSM provides the successful applicant with payment representing 100% of the maximum total of the actual eligible costs

approved by the jury. * The jury may choose to award less than the requested amount.

Annual contributions across all Access Funds Programs (Access to Festivals, Access to Markets, Access to Professional Development) may not exceed \$6,000 per member, and \$12,000 per member production company. The maximum contribution to a member production company receiving a slate of funding is \$9,000. Note that contributions to individual writers, directors and producers cumulate towards the total production company cap. Contribution funds are non-transferrable.

ELIGIBLE EXPENSES: The OSM payment covers the eligible expenses to a maximum of \$3,000 for North American travel and \$4,000 for International travel through the Access to Markets fund:

-  transportation to the event*
-  event registration
-  ground transportation during event
-  accommodation, up to a maximum of six (6) nights
-  per diem, up to a maximum of six (6) days

**Please note that Air Miles do NOT count toward your eligible expenses.*

COST TO MEMBERS:

- A non-refundable application-processing fee of \$50.00 must be paid by cash, cheque, e-transfer or credit card when submitting the application. The application fee for companies applying for a slate of funding is \$125. If you apply for a slate of funding and are not awarded the slate, you may apply \$100 of that fee to two individual Access Funds application fees.
- In addition, *successful* applicants must pay a Program Fee representing 50% of the total of the actual eligible costs approved by the jury.

APPLICATION DEADLINE: The deadline is **quarterly**. Some exceptions may be made.

NOTE: Applications will be sent to jury quarterly. Applications will be accepted until May 30 (for activities between April 1 and June 30), June 1-15 (for activities after July 1); September 1-15 (for activities after October 1); and December 2-15. It will then take approximately 21 business days to notify successful applications.

SELECTION CRITERIA:

- The request for support must include:
 - A business plan with the objectives and results expected at the market (or market trip).
 - The potential benefits or opportunities afforded by the specific market (or market trip).
- Along with the items above the jury will:
 - Consider the number of times an applicant has received Access to Markets contributions to attend markets in support of the specific projects in the request.
 - Give priority to recognized international markets where Telefilm Canada / the Canada Media Fund is present.

NOTE: All funding will be awarded on an individual basis. The Access to Markets jury will be instructed to carefully consider funding multiple attendees from a single company or for the same project(s). If goals, objectives and projects described in the applications are the same, the jury, in their discretion, reserves the right to deny one of the applications or award reduced funding to each applicant.

OSM JURY COMPOSITION: Each jury is composed of three autonomous jurors drawn from a pool of representatives of cultural industry organizations. *All jury decisions are final.*

APPLICATION PROCESS:

- 1 - Fill in the JotForm application forms available on our website. Handwritten and hardcopy applications will not be accepted.
- 2 - Submit the JotForm application and support material to Maryam Decter, Programs and Membership Manager, maryam@onscreenmanitoba.com. It is the applicant's responsibility to ensure that their application package is detailed and complete. **Incomplete applications will not be processed.**
- 3 - The application-processing fee: \$50.00 is to be paid by cash, cheque, e-transfer or credit card. To make payment arrangements contact maryam@onscreenmanitoba.com.
- 4 - Upon receipt of the application fee, applications are reviewed for completeness and eligibility before submission to the jury. On Screen Manitoba reserves the right to adjust the applicant's budget to ensure its accuracy according to the guidelines. **The jury may choose to award less than the requested amount.**
 - NOTE: In no case will an applicant be eligible for OSM support until any outstanding amounts in default have been repaid in full.
 - NOTE: Applications from applicants in default will not be accepted. (*DEFAULT POLICY: Applicants will be found in default if they do not disclose other government support received; do not satisfactorily meet their reporting requirements; do not carry out the project as proposed; or breach a material condition of the contribution agreement. Under On Screen Manitoba's default policy, OSM will impose a penalty or cancel its contribution, and prohibit an Applicant from accessing On Screen Manitoba contribution funds.*)
- 5 - The applicant will receive the jury's decision within approximately 10 working days after the application has been sent to the jury.
- 6 - *Successful* applications will be processed within approximately 11 working days of the final decision by the jury. Upon signature of the Contribution Agreement, the member will:
 - pay the first installment (50%) of the Program Fee.
 - receive the first installment (50%) of the amount approved by the jury.

The final installments of both the Program Fee and the Contribution will be based on the total of the actual eligible expenses, after approval of the final report. *

*** REPORTING REQUIREMENTS:** Members are required to submit a **completed** final report within 4 weeks after the event. Complete and accurate reporting ensures that OSM can meet our funders' reporting requirements. Incomplete final reports will not be accepted. Reports not filed within 3 months of the event may be subject to a \$100 late fee; reports not filed within 5 months of the event may be subject to a \$200 late fee. If we have not received your final report within 6 months of the event, OSM cannot guarantee that the contribution funding will still be available to you.

Final reports are kept confidential, but some information may be shared with our funders upon request. On Screen Manitoba's ability to secure funding for market development activities is dependent on our ability to report results back to our funders.

If you would like more information on the Access Funds or need assistance in preparing your application, please contact maryam@onscreenmanitoba.com 204.927.5898