

# ***Market Access Program***

*For  
Yukon Media Producers  
To Attend*



**European Film Market  
February 15-23, 2018  
Berlin, Germany**

## **Guidelines and Application**

**Application Deadline  
4:00 PM, Friday, November 10, 2017**

**Contact:**

Yukon Media Development  
303 Alexander Street  
Whitehorse, Yukon, Y1A 2L5  
Phone: 867 667 5400  
Fax: 867 393 7199  
[www.reelyukon.com](http://www.reelyukon.com)  
[info@reelyukon.com](mailto:info@reelyukon.com)

### **Purpose**

- To stimulate Yukon film and media activity through market expansion and business development.

### **Objective:**

- To provide market access for Yukon media producers to attend European Film and Media Market (EFM) in order to increase the profile of Yukon producers in the global market place.
- To support increased business skills and professional development to ensure long-term sustainability of the Yukon film and media industry.

### **Activities:**

- The intent is to select mid-career and senior producers to attend EFM. Final selections will be based on the number and quality of applications received. EFM debriefing and follow up will be held in Yukon upon return.
- **Note:** Successful applicants will be issued a contribution agreement setting out additional reporting requirements. Successful applicants will be responsible for registering for the festival, making all travel arrangements and preparing marketing materials.

### **Participants:**

- Independent Yukon film and media producers committed to professional development as a producer. Applicants must be registered with Corporate Affairs and be in good standing with Yukon Government.
- Have significant (normally two or more years) professional experience in directing, writing and /or producing for film and media and/or television.
- Have significantly participated in the production of at least one short film and media.
- Have at least one project market-ready and two more at the conceptual level ready to pitch.
- Are Canadian citizens or landed immigrants and are Yukon residents (have maintained their residence in the Yukon for at least one year (365 days) prior to making an application).
- Are not students (secondary and post secondary).

## **Financial Participation**

- Under the Enterprise Trade Fund, selected participants will receive financial assistance to help offset the cost of registration, travel, per diems, accommodations and development and printing of marketing materials.
- The total cost of website updates or development and printing of marketing materials may not exceed \$1,000.00. Operations and Maintenance Expenses, such as design and printing of business cards are not eligible expenses under this program,
- Financial assistance will cover up to 50% of the total actual eligible expenses to a maximum of \$4,000.
- The cost and scope of the project must have a reasonable relationship to the business and to the potential return on investment.

## **Application Deadline:**

Applications must be received by the Yukon Media Development by **4:00 PM on November 10, 2017**. The application and ALL supporting materials must be submitted together – incomplete applications will be returned to the applicant.

## **Selection Criteria:**

The YMD will evaluate all proposals based on:

1. The readiness of the applicant to take advantage of this type of market attendance.
2. The Applicant's demonstrated commitment to building a career and/or business in the industry, to skill development and to career enhancement, and to the growth of the Yukon industry through participation in professional and corporate development programs, and through membership and involvement in industry organisations.
3. Where applicable, success of previous attendance at similar markets.

## **Default Policy:**

Applicants will be found in default if they do not satisfactorily meet their reporting requirements, do not carry out the project as proposed, or breach a material condition of the contribution agreement.

## **Application Requirements**

*Applicants should fully review the ETF guidelines and frequently asked questions before completing their application package.*

1. Completed Yukon Enterprise Trade Fund Application (Attached – page 5)
2. Describe the three projects you propose to market at EFM, including (but not limited to) project synopsis, status (where you are in the development process) of each project, any funding received to date for each project, proposed development budget for each project, anticipated production budget for each project, any personnel attached to the project thus far and a list of which broadcasters (and what streams) may be interested in each project.

3. Applicants must demonstrate that their products are export ready and how their marketing activities at EFM will significantly develop their business and the Yukon media industry.
4. Describe the importance of this market for your marketing, business and career plans. What are your goals for your attendance at this market and what do you hope to accomplish? Be as specific as possible.
5. How would you prepare for this market to ensure that you accomplish the goals you have set? What market research would you conduct? What intelligence gathering assistance will you seek - for example, in addition to broadcasters, would you like to meet with distributors and/or co-producers, attend workshops, access industry resources? What would you be doing to enhance your presence at this market?
6. Please provide details on market preparation assistance you may require.
7. Identify the intended results of your participation at EFM, how the results can be measured and how the project will be evaluated.
8. Include your marketing plan or describe in detail your plans for marketing your projects at EFM.
9. Attach your current resume. Applicants must have a proven track record demonstrating their experience and qualifications to successfully derive benefit from attendance at EFM.
10. Corporate Profile.
11. Completed Budget Projection Form (attached – page 5)

You may submit your complete application package to:

By mail:

Yukon Economic Development  
 Yukon Media Development  
 P.O. Box 2703 (F-3)  
 Whitehorse, Yukon Y1A 2C6

In person:

303 Alexander Street  
 Whitehorse, Yukon

By fax:

867 393-7199

By email (under 10 MB)  
[info@reelyukon.com](mailto:info@reelyukon.com)

# ENTERPRISE TRADE FUND APPLICATION EUROPEAN FILM AND MEDIA MARKET ATTENDANCE

Please complete the application as thoroughly as possible. You are encouraged to contact Yukon Media Development regarding any questions or concerns.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Website: \_\_\_\_\_

Amount Requested for Funding: \$ \_\_\_\_\_

Project Name: Attendance at European Film Market February 2018

Project Start Date: November 30, 2017 Project End Date: Feb 24, 2018

We are submitting this application for the purpose of obtaining financial assistance from the Yukon Government. The statements herein, including all further submissions in regard to this application are, to the best of our knowledge, true and correct.

We submit that, to the best of our knowledge, all aspects of this project will be in compliance with existing municipal, territorial and federal codes, guidelines and laws and we declare that our business/organization is in good standing and that any debts owed the Yukon Government are in good standing.

We agree to allow representatives of the Yukon Government access to the site and premises of the project described in this application, to inspect the bookkeeping and records, to make inquiries and credit checks and to obtain all other pertinent information necessary to evaluate this application.

We understand that all of part of this application may be made available to the public in accordance with the ***Access to Information and Protection of Privacy Act***.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

**Access to European Film Market  
Budget Projection Form**

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Applicant Company: \_\_\_\_\_

Individual Attending: \_\_\_\_\_

Departure Date: \_\_\_\_\_ Return Date: \_\_\_\_\_

**Expenses**

Per Diem (10 days max)	Up to \$100. per day x _____ days	\$ _____
Accommodation	\$_____/night x _____ nights	\$ _____
EFM Registration		\$ _____
Air Transportation	<i>For travel between Feb 14 and 24, 2018. Travel outside these dates will not be considered.</i>	\$ _____
Ground Transportation		\$ _____
Marketing Materials	Include quotes from graphic designers /printers. Total may not exceed \$1,000.00 or include cost of business cards	\$ _____
<b>Total Eligible Expenses</b>		<b>\$ _____</b>

**Sources of Funding:**

Enterprise Trade Fund (not to exceed 50% of Total Eligible Expenses above)	\$ _____
Participant Contribution: (minimum of 50% of Total Eligible Expenses above)	\$ _____
In Kind Contributions: (if applicable)	\$ _____
Other Sources of Financing: (if applicable)	\$ _____