



Market-access program

For Yukon producers to attend

hotdocs
OUTSPOKEN.OUTSTANDING.

April 25 to May 5, 2019

Guidelines and application

Application deadline: 5 p.m., Monday, February 18, 2019

Contact

Yukon Media Development
303 Alexander Street, 2nd floor,
Whitehorse, Yukon
Phone: 867 667 8285
Fax: 867 393 7199
info@reelyukon.com
www.reelyukon.com



Purpose

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

Objective

- To provide market access for Yukon producers to attend Hot Docs (HD) in order to increase the profile of Yukon producers in the global marketplace.
- To support increased business skills and professional development to ensure long-term sustainability of the Yukon film industry.

Activities

- The intent is to select an equal number of senior producers and emerging producers to attend HD. However, final selections will be based on the number and quality of applications received.
- YMD will make best efforts to arrange group meetings at the festival.
- Selected participants must fully participate at Hot Docs for a minimum of five days.
- Selected participants will attend a half day post-HD debriefing and follow up (to 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 television producers committed to professional development as a producer. Applicants must be registered with Corporate Affairs.
- Have significant (normally two or more years) professional experience in directing, writing and/or producing for film and/or television.
- Have significantly participated in the production of at least one short film.
- 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 in good standing with the Yukon Government.
- Are not students (secondary and post secondary).

Financial participation

- Under the Enterprise Trade Fund (Film & Sound Industry), 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. 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.
- Participants must contribute a minimum of 50% of eligible expenses.
- 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 Yukon Media Development by **5 p.m. on Monday, February 18, 2019**. The application and ALL supporting materials must be submitted together—incomplete applications will be returned to the applicant.

Selection criteria

YMD will evaluate all proposals based on:

1. the readiness of the applicant to take advantage of this type of market attendance; and
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.

Default policy

Applicants may 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 for Film and Sound before completing their application package.

1. Completed Yukon Enterprise Trade Fund Application (attached—page 5)
2. Describe the three projects you propose to develop for Hot Docs, 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 HD will significantly develop their business and the Yukon film industry.
4. Describe the importance of this market for your business, marketing, 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, co-producers, workshops, industry resources? What would you be doing to enhance your presence at this market?
6. If you have previously been supported by the Department of Economic Development to attend HD, you must clearly demonstrate the value of previous ETF funding to the development of your business. (i.e., outcomes such as which



new markets opened, how did attendance at HD improve your business knowledge and networks, what was the value of any new investment).

7. Identify the intended results of your participation at HD, 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 HD.
9. Résumé of applicant.
10. Applicants must have a proven track record, demonstrating the experience and qualifications to successfully derive benefit from attendance at HD.
11. Corporate profile.
12. Completed Budget Projection Form (attached—page 6)

You may submit your complete application package to:

By mail:

Yukon Media Development
P.O. Box 2703 (F-1)
Whitehorse, Yukon Y1A 2C6

Email:

Emily.MacDonald@gov.yk.ca

*Please note, this email address cannot accept emails over 10 MB. If your application will be over 10 MB, please contact us at 867-667-8125 for additional instructions.

In person:

303 Alexander Street, 2nd floor,
Whitehorse, Yukon

By fax:

867-393-7199



Enterprise Trade Fund application

Film industry—Hot Docs 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:

City:

Postal code:

Phone:

Fax:

Email:

Website:

Contact name:

Amount requested for funding: \$

Project name: Attendance at Hot Docs

Project start date: April 1, 2019

Project end date: May 30, 2019

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

Applicant #1

Co-applicant (if applicable)

Signature

Date

Print name:

Title



Access to Hot Docs

Budget projection form

Applicant:

Departure date:		Return date:	
Expenses			
Per diem (11 days max)	Up to \$85 per day	x _____ days	\$
Accommodations	\$ _____ /night	x _____ nights	\$
Registration at Hot Docs			\$
Air transportation			\$
Ground transportation	Taxis, public transit		\$
Marketing materials	Please include quotes from graphic designers/printers. Total may not exceed \$1,000 or include cost of business cards		\$
Total eligible expenses:			\$

Sources of funding

Enterprise Trade Fund (not to exceed 50% of total eligible expenses above)	\$
Participant contribution: (minimum of 25% of total eligible expenses above)	\$
In-kind contributions: (if applicable)	\$
Other sources of financing: (if applicable)	\$

