

WHO IS TELUS FUND?

TELUS Fund is certified by the Canadian Radio-television and Telecommunications Commission as a [Canadian Independent Production Fund](#) eligible to administer TELUS Corporation's financial contributions in support of Canadian content. The Fund is a not-for-profit corporation that is independently governed by a Board of Directors and operates at arm's length to TELUS. You can learn more about the Fund in its [published annual reports](#).

WHAT IS TELUS FUND'S MANDATE?

TELUS Fund's mandate is to **finance exceptional content that promotes the well-being of people in their environment**. The Fund strives to achieve this mandate in partnership with Canadian production companies. Producers can access essential financing for TV programs, feature-length films, web series, and interactive digital content at three stages: development, production, and discoverability. The Fund connects producers to the financing and tools they need to drive audiences to content with the potential to transform the well-being of people.

WHAT IS WELL-BEING?

TELUS Fund uses a broad definition of well-being that includes the physical, mental, emotional, and spiritual dimensions of health and the conditions in which people find themselves. These conditions may include, for example, their ability to access healthcare, prevention, and harm reduction, receive lifelong educational opportunities, find decent work, combat climate change, access sustainable and affordable sources of food, water, and energy, and connect with others in the community. The potential storylines are as diverse as the factors that influence the well-being of people.

Whether your compelling story is about an old growth forest, individuals facing adversity, a community making a difference, or a medical breakthrough, these 5 questions will help you to determine whether your project is aligned to TELUS Fund's mandate:

1. What is the well-being issue that your project is addressing and why does it matter?
2. Who is directly or indirectly affected by this issue and how will viewing and engaging with your project stimulate positive outcomes in this area?
3. Is there underlying research that helps to fully understand the well-being issue, the extent of its impact on people, and the potential positive contributions your project will make?
4. Have you identified professional expertise in the area that will help you ensure the content is free of editorial bias, presents verified research, and does not undermine the potential positive impact?
5. How will you measure the success of your project and its impact on the well-being of people?

HOW TO APPLY FOR FINANCING?

There are 3 steps to apply for financing from TELUS Fund:

1. Check eligibility
 - Start by confirming that you are an [Eligible Applicant](#) working on an [Eligible Project](#).
 - Make sure that you have obtained the minimum support requirements for your project from [Expert Organizations](#), [Platforms](#) and [Audience Partners](#).
2. Check alignment
 - Each stage of financing has a unique Evaluation Tool to help you determine if your project is a good fit for TELUS Fund financing. The questions in this tool are based on these [4 evaluation criteria](#) used by the Board of Directors to render funding decisions.
 - Use these [audience resources](#) to help you improve the competitiveness of your submission.
3. Submit an application
 - There are 2 deadline dates to submit applications for development, production, and discoverability financing:
 - **September 26, 2022** for decision at the end of November
 - **April 24, 2023** for decision at the end of June
 - Four weeks prior to the deadline date, the Evaluation Tool for each stage of financing will become a portal to receive applications. After answering the questions in the Evaluation Tool, you will be prompted to upload documentation appropriate for each stage of financing.

Outside of the deadline period TELUS Fund, at its discretion, may invite applications for financing from applicants with projects that are exceptionally well aligned to the evaluation criteria, ready to proceed, and meet certain requirements.

To learn more about how to apply, including some helpful tips on submitting a competitive application, visit the appendices for [Development](#), [Production](#) and [Discoverability](#) Financing.

WHAT IS THE DECISION-MAKING PROCESS?

The Board of Directors evaluates submissions based on their ability to drive positive outcomes. Applications are evaluated according to the following 4 criteria and, in comparison to, other projects in the same stage of financing. These criteria are informed by the best practices and lessons learned of over [75 funded projects](#) already in market:

1. Story Idea
 - TELUS Fund is looking for compelling stories with the potential to engage people, inform their choices, and stimulate positive change. The most competitive submissions will have strong support from nationally recognized [Expert Organizations](#), take a fresh approach to the subject matter, include authentic and inclusive content, and demonstrate the greatest potential to make a difference in the well-being of people.

2. Project Plan

- TELUS Fund will prioritize submissions that are ready to proceed and plan to create ample [Programming](#) and [Complementary Content](#) for growing the audience during the launch campaign. The most competitive submissions will have already secured other financing for the project, and plan to create assets to deepen the audience experience and address unmet needs in the subject area.

3. Measured Success

- TELUS Fund measures its success by the degree to which funded projects reach their intended audience, the audience views and engages with the content, and their well-being is positively impacted. While there are many well-being issues impacting the well-being of people worldwide, the Fund primarily considers how a project can create impact first in Canada, then abroad. The most competitive submissions will have strong support from [Platforms](#) and [Audience Partners](#) who are committed to measured success and have sufficient resources to secure marketing expertise to create and execute the [Comprehensive Audience Development Plan](#) in Canada.

4. Project Team

- TELUS Fund will prioritize submissions from Canadian production companies that have a track record of success with comparable content, demonstrate a deep understanding of the well-being issue, and are passionate about reaching and positively impacting the audience. The most competitive submissions will include storytellers who are committed to reflecting the diversity of Canada to a wider audience.

QUESTIONS?

Answers to frequently asked questions are available [on TELUS Fund's website](#). You may also contact us at info@telusfund.ca.

These 2022-23 Program Guidelines apply to submissions for financing received after September 1, 2022. TELUS Fund has full discretion in the administration of its programs, and in the application of these guidelines. In all questions of interpretation of these guidelines, TELUS Fund's interpretation shall prevail. These guidelines are subject to change without notification and all decisions of the Board of Directors are final.

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APPENDIX A: DEVELOPMENT FINANCING

If your story idea for a TV program, feature-length film, or web series has advanced to a treatment, apply for development financing to help you:

- Secure marketing expertise to create the [Comprehensive Audience Development Plan](#)
- Undertake research on potential [Platforms](#), [Expert Organizations](#) and [Audience Partners](#), prepare pitch materials, and attend events to pitch your project
- Advance the creative materials
- Secure the project team, subject matter experts, and financial sources
- Capture time sensitive footage essential to the story idea
- Create a professional sizzle reel, trailer, or pilot episode
- Prepare the project implementation documents (e.g., detailed production budget, financing plan, schedule, cashflow statement)

Maximum Amount

The maximum amount of development financing is \$75,000 or 75% of the development budget, whichever is less. During the development stage, the Fund will connect you to the financing and tools needed to submit a competitive application for [production financing](#).

Not sure how much development financing to request from TELUS Fund? Here is some information on previously funded projects. Typically, 5 submissions per year are selected to receive development financing. The average per project financing to date is \$34,000 or 64% of the development budget. Eight of the 40 projects selected to date have received more than \$50,000. Thirty exceptional projects have received financing greater than 49% of the development budget.

TELUS Fund's financing is in the form of a recoupable advance similar in nature to an unsecured, non-interest bearing, forgivable loan. Financing is repayable only if the project moves forward to the next stage or if project rights are transferred, sold, or exploited in any manner.

How to Apply

There are 3 steps to apply for development financing:

1. Check eligibility
 - Start by confirming that you are an [Eligible Applicant](#) working on an [Eligible Project](#).
 - Make sure that you have obtained the minimum support requirements for your project from [Expert Organizations](#).
2. Check alignment
 - Answer the questions in this [Evaluation Tool](#) to help you determine if your project is a good fit for development financing from TELUS Fund. The questions in this tool are based on these [4 evaluation criteria](#) used by the Board of Directors to render funding decisions.
 - Use these [audience resources](#) to help you improve the competitiveness of your submission.
3. Submit an application
 - There are 2 deadline dates to submit applications for development financing:

- **September 26, 2022** for decision at the end of November
- **April 24, 2023** for decision at the end of June
- Four weeks prior to the deadline date, the [Evaluation Tool](#) for development financing will become a portal to receive applications. After answering the questions in the [Evaluation Tool](#), you will be prompted to upload the [documentation in this checklist](#).

Outside of the deadline period TELUS Fund, at its discretion, may invite applications for development financing from applicants with projects that are exceptionally well aligned to the evaluation criteria and ready to proceed. The project must also have obtained a deal memo from a [Platform](#). For more information on requesting an invitation to apply, email info@telusfund.ca. Invited applicants will typically receive a funding decision within 6 weeks of receiving a complete submission. Applicants that do not receive an invitation still have the option to apply at an upcoming deadline date.

Documentation Checklist

Within the [application form for development financing](#) you will be asked to insert the following:

- A synopsis of your project.
- A description of the underlying research that supports the well-being issue your project is addressing, why it matters, who is affected, and how viewing and engaging with your project has the potential to change outcomes.
- A pitch video (optional)
 - **Tip:** The most competitive submissions will include a pitch video of less than 3 minutes that provides a sense of the subject area, the team, and key elements of the project.
- The most recent versions of creative materials for [Programming](#) and [Non-programming](#).
- A [preliminary Audience Development Plan](#)
 - **Tip:** The most competitive submissions plan to secure marketing expertise. In-depth research in the development stage will help you to define the target audiences, the platforms and tactics you will use to reach audiences, and the data points you will use to track and measure success. Findings will help you determine the Complementary Content, budget, personnel, and resources you will need to drive project success.
- At least one [Expert Organization Support Form](#)
 - **Tip:** The most competitive submissions will include support from either a nationally recognized Expert Organization that delivers services across Canada in the subject area or a combination of Expert Organizations that demonstrate an in-depth understanding and national perspective on the subject area.
- A deal memo from an eligible [Platform](#) (optional)
 - **Tip:** The most competitive submissions will include support from a Platform that has a demonstrated track record of curating a large volume of original Programming, overseeing production and delivery of high-quality content, planning and executing an audience development plan, and providing data on measured success.
- [Audience Partner Support Forms](#) (optional)

- **Tip:** If the Platform for your project has an emerging track record, obtaining support from Audience Partners can increase the competitiveness of your submission.
- The ownership of the production company and short bios for individuals filling key positions on the project team (e.g., Producer, Director, Writer, Lead Performers) along with identification of their citizenship, gender, whether they belong to one of the Indigenous Peoples to Canada (First Nations, Métis, Inuit), and whether they belong to an underrepresented racialized community
 - **Tip:** The most competitive submissions will include authentic and inclusive content from storytellers committed to reflecting the diversity of Canada to a wider audience.
- Project implementation documents (e.g., development budget, financing plan, schedule)
- Agreements with confirmed financial sources (e.g., deal memos, contracts)

If your submission is selected to receive financing, you will receive a Letter of Interest. Development financing will be set aside for your project for 90 days during which time you will be asked to meet certain conditions of financing, such as:

- Obtaining a letter from the Expert Organization confirming they have reviewed and provided feedback on the creative materials
- Obtaining agreements with all financial sources
- Allocating minimum amounts from within the project budget for specific expenditures (e.g., securing marketing expertise to create the comprehensive audience development plan)
- Providing all underlying rights documentation confirming you own or control all the rights necessary to produce the project and to distribute and exploit it throughout the world in all manner, languages, and media of communication in perpetuity
- Providing all project implementation documents (e.g., key personnel agreements)

After 90 days, if you have not yet entered into a financing agreement with TELUS Fund, the allocated funds will be freed up for re-allocation to other successful applicants. During due diligence, TELUS Fund may in its sole discretion reduce the level of its financing, change the allocation of financing between various components of the project, or decline further participation.

Appendix D includes [definitions](#) of capitalized terms.

APPENDIX B: PRODUCTION FINANCING

If your project is production-ready, apply for production financing to create the content and execute the audience development plan.

To increase the likelihood of success, you are strongly encouraged to first apply for [development financing](#) to help you create the audience development plan, make professional pitch materials, and increase support for your project from key partners.

Maximum Amount

There is no maximum dollar amount per project, but production financing will not exceed 75% of the production budget. During the production stage, the Fund will connect you to the financing and tools needed to reach the intended audience, engage with that audience, and make a difference in their well-being.

Not sure how much production financing to request from TELUS Fund? Here is some information on previously funded projects. Typically, 10 submissions per year are selected to receive production financing. The average per project financing to date is \$246,000 or 33% of the production budget. Forty of the 100 projects selected to date have received more than \$250,000 and 2 have received more than \$500,000. Eighteen exceptional projects have received financing greater than 49% of the production budget.

TELUS Fund's financing is in the form of a recoupable advance similar in nature to an unsecured, non-interest bearing, forgivable loan. The Fund does not acquire rights, equity interest or profit participation in the project. Most provincial and federal tax credit programs have determined financing from the Fund to be akin to a grant or subsidy that reduces the eligible tax credit. Financing is repayable from revenue if any is earned.

How to Apply

There are 3 steps to apply for production financing:

1. Check eligibility
 - Start by confirming that you are an [Eligible Applicant](#) working on an [Eligible Project](#).
 - Make sure that you have obtained the minimum support requirements for your project from [Expert Organizations](#) and [Platforms](#).
2. Check alignment
 - Answer the questions in this [Evaluation Tool](#) to help you determine if your project is a good fit for production financing from TELUS Fund. The questions in this tool are based on these [4 evaluation criteria](#) used by the Board of Directors to render funding decisions.
 - Use these [audience resources](#) to help you improve the competitiveness of your submission.
3. Submit an application
 - There are 2 deadline dates to submit applications for production financing:
 - **September 26, 2022** for decision at the end of November
 - **April 24, 2023** for decision at the end of June

- Four weeks prior to the deadline date, the [Evaluation Tool](#) for production financing will become a portal to receive applications. After answering the questions in the [Evaluation Tool](#), you will be prompted to upload the [documentation in this checklist](#).

Outside of the deadline period TELUS Fund, at its discretion, may invite applications for production financing from applicants with projects that are exceptionally well aligned to the evaluation criteria and ready to proceed. The project must also be requesting less than 50% of the total project financing. For more information on requesting an invitation to apply, email info@telusfund.ca. Invited applicants will typically receive a funding decision within 12 weeks of receiving a complete submission. Applicants that do not receive an invitation still have the option to apply at an upcoming deadline date.

Documentation Checklist

Within the [application form for production financing](#) you will be asked to insert the following:

- A synopsis of your project
- A description of the underlying research that supports the well-being issue your project is addressing, why it matters, who is affected, and how viewing and engaging with your project has the potential to change outcomes
- A professional sizzle reel, trailer, or pilot episode that showcases the talent, the storyline, and the project's potential to reach and positively impact the target audience
 - **Tip:** If this content is not yet produced, apply for [development financing](#).
- The most recent versions of creative materials for [Programming](#) and [Non-programming](#)
- A [Comprehensive Audience Development Plan](#) prepared by marketing expertise that has a successful track record with comparable content
 - **Tip:** If the comprehensive plan is not yet available, apply for [development financing](#) to help you secure marketing expertise to create the plan.
- At least one [Expert Organization Support Form](#)
 - **Tip:** The most competitive submissions will include support from either a nationally recognized Expert Organization that delivers services across Canada in the subject area or a combination of Expert Organizations that demonstrate an in-depth understanding and national perspective on the subject area.
- At least one [Platform Support Form](#)
 - **Tip:** The most competitive submissions will include support from a Platform that has a demonstrated track record of curating a large volume of original Programming, overseeing production and delivery of high-quality content, planning and executing an audience development plan, and providing data on measured success.
- [Audience Partner Support Forms](#) (optional)
 - **Tip:** If the Platform for your project has an emerging track record, obtaining support from Audience Partners can increase the competitiveness of your submission.
- The ownership of the production company and short bios for individuals filling key positions on the project team (e.g., Producer, Director, Writer, Lead Performers) along with identification of

their citizenship, gender, whether they belong to one of the Indigenous Peoples to Canada (First Nations, Métis, Inuit), and whether they belong to an underrepresented racialized community

- **Tip:** The most competitive submissions will include authentic and inclusive content from storytellers committed to reflecting the diversity of Canada to a wider audience.

- Project implementation documents (e.g., Project budget, financing plan, schedule)
- Agreements with confirmed financial sources (e.g., deal memos, contracts)

If your submission is selected to receive financing, you will receive a Letter of Interest. Production financing will be set aside for your project for 90 days during which time you will be asked to meet certain conditions of financing, such as:

- Obtaining a letter from the Expert Organization confirming they have reviewed and provided feedback on the creative materials
- Obtaining agreements with all financial sources
- Allocating minimum amounts from within the project budget for specific expenditures (e.g., securing marketing expertise to execute the comprehensive audience development plan, closed captioning and described video, audience data collection tools)
- Obtaining a license agreement from the Platform that commits to making the Programming accessible by Canadians and providing data on the measured success of the Programming
- Providing all underlying rights documentation confirming you own or control all the rights necessary to produce the project and to distribute and exploit it throughout the world in all manner, languages, and media of communication in perpetuity
- Providing all project implementation documents (e.g., cashflow statement, interim financing, key personnel and cast agreements)

After 90 days, if you have not yet entered into a financing agreement with TELUS Fund, the allocated funds will be freed up for re-allocation to other successful applicants. During due diligence, TELUS Fund may in its sole discretion reduce the level of its financing, change the allocation of financing between various components of the project, or decline further participation.

Appendix D includes [definitions](#) of capitalized terms.

APPENDIX C: DISCOVERABILITY FINANCING

If your TV program, feature-length film, or web series has already launched in the marketplace, apply for discoverability financing to help you continue driving project success and extend the life of your project by, for example:

- Creating new Complementary Content and Non-programming to deepen the audience experience and impact on their well-being
- Securing key partners and talent
- Securing marketing expertise to create and execute a new comprehensive Audience Development Plan for Canada or international territories in which the Programming will premiere
- Undertaking research on global exploitation opportunities, preparing materials, attending events to pitch your project
- Acquiring the rights needed to exploit the Programming for a longer term in Canada, and abroad
- Subscribing to data collection tools and maintaining the project website and social channels

If you are looking for funding to create new episodes of Programming (e.g., a series renewal), apply for [production financing](#).

Maximum Amount

There is no maximum dollar amount per project, but financing will not exceed 75% of the discoverability budget. TELUS Fund will connect you to the financing and tools needed to refresh the content, grow audiences worldwide, and increase positive outcomes for the well-being of people worldwide.

Not sure how much discoverability financing to request from TELUS Fund? Here is some information on previously funded projects. The average per project financing to date is \$50,000 with a few exceptional projects receiving more than \$100,000.

TELUS Fund's financing is in the form of a recoupable advance similar in nature to an unsecured, non-interest bearing, forgivable loan. The Fund does not acquire right, equity interest or profit participation in the project. Most provincial and federal tax credit programs have determined financing from the Fund to be akin to a grant or subsidy that reduces the eligible tax credit. Financing is repayable from revenue if any is earned.

How to Apply

There are 3 steps to apply for discoverability financing:

1. Check eligibility
 - Start by confirming that you are an [Eligible Applicant](#) working on an [Eligible Project](#).
 - Confirm that the existing Programming, Complementary Content, and Non-programming (if applicable) will continue to be accessible to Canadians during the discoverability stage.
2. Check alignment
 - Answer the questions in this [Evaluation Tool](#) to help you determine if your project is a good fit for discoverability financing from TELUS Fund. The questions in this tool are based on these [4 evaluation criteria](#) used by the Board of Directors to render funding decisions.

- Use these [audience resources](#) to help you improve the competitiveness of your submission.
- 3. Submit an application
 - a. There are 2 deadline dates to submit applications for discoverability financing:
 - **September 26, 2022** for decision at the end of November
 - **April 24, 2023** for decision at the end of June
 - Four weeks prior to the deadline date, the [Evaluation Tool](#) for discoverability financing will become a portal to receive applications. After answering the questions in the [Evaluation Tool](#), you will be prompted to upload the [documentation in this checklist](#).

Outside of the deadline period TELUS Fund, at its discretion, may invite applications for discoverability financing from applicants with projects that are exceptionally well aligned to the evaluation criteria and ready to proceed. The Programming must also have either already achieved more than 20,000 views to completion in Canada (on average per episode) or secured commitments to launch abroad. For more information on requesting an invitation to apply, email info@telusfund.ca. Invited applicants will typically receive a funding decision within 6 weeks of receiving a complete submission. Applicants that do not receive an invitation still have the option to apply at an upcoming deadline date.

Documentation Checklist

Within the [application form for discoverability financing](#) you will be asked to insert the following:

- A synopsis of your project
- A description of the underlying research that supports the well-being issue your project is addressing, why it matters, who is affected, and how viewing and engaging with your project has the potential to change outcomes
- Digital versions of existing [Programming](#), [Complementary Content](#), and [Non-programming](#)
- A description of the audience development plan executed to date, the measures of success for your project, the data collection tools in place, the success already achieved, and lessons learned
- The proposed plan for the discoverability stage including your overarching objectives, territories, the actions you plan to undertake, a description of any new Complementary Content or Non-programming that will be created, the measures of success, and forecast targets
- At least one [Expert Organization Support Form](#)
 - **Tip:** The most competitive submissions will include support from a recognized Expert Organization that delivers services in the subject area in the territories targeted during the discoverability stage and demonstrates an in-depth understanding and national perspective on the subject area.
- Confirmation that existing Programming will remain accessible by Canadians during the discoverability stage on an eligible [Platform](#)
 - **Tip:** The most competitive submissions will include both a license agreement and written support for the discoverability stage from a Platform. If a prior licence agreement from an eligible Platform has now expired, you may propose an alternative online distribution platform for consideration.
- Deal memos with international buyer(s) committed to launching the Programming (optional)

- **Tip:** If your project plan includes executing an audience development plan within an international territory, be sure to demonstrate strong support for the project from local marketing expertise, subject experts, and platforms.
- [Audience Partner Support Forms](#) (optional)
 - **Tip:** If you are unable to obtain strong support for the discoverability stage from a Platform, obtaining support from Audience Partners within the territories you are targeting can increase the competitiveness of your submission.
- The ownership of the production company and short bios for individuals filling key positions on the project team (e.g., Producer, Director, Writer, Lead Performers) along with identification of their citizenship, gender, whether they belong to one of the Indigenous Peoples to Canada (First Nations, Métis, Inuit), and whether they belong to an underrepresented racialized community
 - **Tip:** The most competitive submissions will include authentic and inclusive content from storytellers committed to reflecting the diversity of Canada to a wider audience.
- Project implementation documents (e.g., Discoverability budget, financing plan, and schedule)
- Agreements with confirmed financial sources for the discoverability stage (e.g., deal memos, contracts).

If your submission is selected to receive financing, you will receive a Letter of Interest. Discoverability financing will be set aside for your project for 90 days during which time you will be asked to meet certain conditions of financing, such as:

- Obtaining agreements with all financial sources
- Allocating minimum amounts from within the project budget for specific expenditures (e.g., securing marketing expertise to execute the comprehensive audience development plan in the territory, closed captioning and described video, audience data collection tools)
- Providing a license agreement from the Platform confirming that the Programming will be accessible by Canadians and providing data on the measured success of the Programming
- Providing all underlying rights documentation confirming you own or control all the rights necessary to produce the project and to distribute and exploit it throughout the world in all manner, languages, and media of communication in perpetuity
- Providing all project implementation documents (e.g., cashflow statement, interim financing, key personnel and cast agreements)

After 90 days, if you have not yet entered into a financing agreement with TELUS Fund, the allocated funds will be freed up for re-allocation to other successful applicants. During due diligence, TELUS Fund may in its sole discretion reduce the level of its financing, change the allocation of financing between various components of the project, or decline further participation.

Appendix D includes [definitions](#) of capitalized terms.

APPENDIX D: DEFINITIONS

1. Eligible Applicants

Eligible Applicants are companies that are:

- experienced in the business of producing comparable media content,
- headquartered in Canada,
- for-profit taxable corporations (within the meaning of Canada's Income Tax Act),
- Canadian-controlled (Sections 26 to 28 of the Investment Canada Act), and
- owners of copyright permissions necessary to create and exploit the project worldwide on all platforms and devices for a period of at least 24 months.

2. Eligible Projects

Eligible Projects must include two essential components: Programming and Complementary Content. On rare occasions the Eligible Project may also include Non-programming.

Programming

Programming is the cornerstone of the Eligible Project. This audiovisual content is intended for viewing from beginning to end without user interaction (e.g., TV programs, feature-length films, web series). The Programming may be comedy, drama, variety, reality, or any other [CRTC Program Category](#) except News, Reporting and Actualities, and Sports.

The Programming must be licensed for transmission by an eligible Platform and accessible by Canadians within 24 months of being delivered. The Programming must either earn at least 6 points on the [CAVCO](#) point system, be certified by [Telefilm Canada](#) as an official international co-production, or be certified by the [CRTC](#) as either Canadian content or an international co-venture.

Complementary Content

Complementary Content refers to promotion assets that complement the Programming and will help to develop and grow audiences over the launch campaign. These promotion assets typically include a basic website, social media channels, press materials, trailers, behind-the-scenes videos, graphics, posts, banners, billboards, and images.

Complementary Content may also include other assets to help educate the audience, inform their choices, and stimulate positive change. For example, basic teaching and learning tools, basic games, screening and discussion guides, webisodes, podcasts, blogs, eBooks, newsletters and eMagazines. These additional assets should be supported by the Expert Organization or underlying research in the subject area and be easily accessible for viewers of the Programming.

Non-programming

Non-programming is sophisticated digital content that requires significant user interaction to progress the storyline (e.g., complex websites and games, virtual reality experiences, and applications). Underlying research in the subject area may support the creation of Non-programming to deepen the audience experience and increase the potential positive impact on their

well-being. The Non-programming must be interrelated with the Programming such that the audience's experience of both is seamless.

The TELUS Fund has an annual maximum of \$500,000 to be allocated to the production of Non-programming across all funded projects. The financing, budget, and costs of Non-programming must be allocated, tracked, and reported separately from the other components of the project.

Non-programming must include Canadians in key roles and at least 75% of the budget must be spent in Canada.

3. Expert Organizations

Expert Organizations are key partners to help ensure the project is free of editorial bias and presents verified research, and that audiences are influenced and inspired in ways that positively impact their health and well-being, as opposed to unintentionally having a negative effect.

An Expert Organization:

- is a not-for-profit organization,
- that delivers services to Canadians in the well-being area addressed in your project,
- that delivers services in the language(s) of your project, and
- is not related to or affiliated with the Eligible Applicant.

This [Expert Organization Support Form](#) is used to demonstrate their support for the project. The form must be completed by a professional engaged by the Expert Organization who has formal qualifications and expertise delivering services in the subject area of the project.

Development and production financing will be conditional on the Producer obtaining feedback from the Expert Organization on the creative materials.

4. Platforms

Platforms are key partners in making the Programming accessible by Canadians, developing audiences, and driving measured success. This [Platform Support Form](#) is used to demonstrate their support for the project.

Eligible Platforms include:

- [CRTC-licensed television channels](#) (e.g., conventional, specialty, pay, VOD)
- [CRTC recognized non-Canadian programming services](#) authorized in Canada

TELUS Fund will determine the eligibility of other platforms on a project-by-project basis. The platform must demonstrate within the completed Platform Support Form a recent track record of achieving 20,000 Canadian views to substantial completion (on average per episode) with comparable original Programming. Other platforms may include for example:

- [Online services accepted by CAVCO](#)
- Social media and YouTube channels
- A [Telefilm recognized theatrical distribution company](#) that commits to making the Programming accessible by Canadians in at least 5 venues

Distributors and sales agents undertaking to sell the Programming on your behalf do not meet the definition of an eligible Platform.

Production financing will be conditional on the Producer entering into a license agreement with the Platform in which the Platform commits to making the Programming accessible by Canadians within 24 months of being delivered with closed captioning and described video (wherever possible), and providing data on the measured success of the Programming.

5. Audience Partners

Audience Partners have an online reach in Canada of at least 20,000 subscribers, followers, or fans (e.g., social media influencers, sponsors, expert individuals, and celebrity talent).

The [Audience Partner Support Form](#) is used to demonstrate their support and confirm their commitment to helping you develop audiences for the project. Expert Organizations and Platforms have their own support forms. There is no need for them to also complete the Audience Partner Support Form.