Instructions

Follow these steps to complete and submit your application for production financing:

# Save this Application Form to your computer

# Use Microsoft WORD to complete the application form

* Using other software will cause formatting issues or corrupt the file
* Hover your cursor over highlighted words for definitions and links to more information

# Use brief responses that highlight the most important points

* Do not shrink the font size, change the box size, or add pages to the application form

# Within your responses, use hyperlinks to provide more information

* Use short URLs to link to a web page, document, or video
* Grant full permissions to anyone with the link
* Do not require a password to open the link (or use simple passwords)
* Do not link to a file folder with multiple documents
* Do not set an expiry date for the link (or allow +12 weeks)

# Insert hyperlinks to Supporting Materials for your project

* Start the file name with the number of each supporting material (e.g., *1\_Creative Materials*)

# Save the application form as both a Microsoft WORD document and a PDF file

* Place your digital signature on the last page of the PDF version

# Go to this [*Evaluation Tool*](https://telusfund.ca/apply-production/#evaluation-grid)

* Answer the questions in the Feedback Tool
* Upload the completed application form in **both** MSWord and PDF format

Contact the TELUS Fund at [info@telusfund.ca](mailto:info@telusfund.ca) if you have any questions or have not received an acknowledgement of your submission within 5-10 business days.

|  |  |  |  |
| --- | --- | --- | --- |
| Project Title |  | | |
| [Financing requested](#Financing_Requested) from TELUS Fund | $ ### | | |
| Link to Project Trailer |  | Password |  |
| Project logline. Fit your response in the box below. | | | |
|  | | | |
| Project synopsis. Fit your response in the box below. | | | |
|  | | | |

## Story Idea

The TELUS Fund Board of Directors prioritizes submissions according to 4 criteria that are outlined in the [*Program Guidelines*](https://telusfund.ca/). The 1st criteria is *Story Idea*.  The Fund is looking for compelling stories that will entertain and influence audiences to take action to improve their well-being. While there are many well-being issues affecting people worldwide, the Fund primarily considers how a project can create impact first in Canada, then abroad. The most competitive submissions are taking a fresh approach to the subject matter and include Expert Organizations committed to helping the project make a difference in the well-being of people.

Let’s start by finding out about the Expert Organizations that have completed the [Expert Organization Support Form](https://telusfund.ca/wp-content/uploads/2023/12/2024_Expert_Organization_Support_Form_VF.docx). Remember to follow these [instructions](#_Insert_hyperlinks_to) if you want to hyperlink to additional information.

|  |
| --- |
| Name the Expert Organizations and describe the [contributions](#contributions" \o "Contributions may include for example, expertise, funding, interviews, and help to develop the audience.) they will make to the project. |
|  |
| According to the Expert Organizations, what is the well-being issue being addressed by your project and why does it matter to Canadians?  Reference underlying published research, if any, to support this description. |
|  |
| According to the Expert Organizations, how will this project positively impact the well-being issue in Canada, and how is this project a fresh approach to the subject compared to existing content?  Reference underlying research, if any, to support your fresh approach. |
|  |

## Project Plan

The 2nd evaluation criteria is *Project Plan*. The Fund prioritizes submissions that plan to create ample [Programming](#Programming) and [Complementary Content](#Complementary_Content) to develop audiences during the launch campaign and deepen their engagement. The most competitive submissions will have already secured other sources of project financing and be ready to proceed with financing from the Fund.

|  |
| --- |
| First, tell us about the history of your project. |
|  |

### Now, let’s find out about the [Programming](#Programming" \o "Programming is the cornerstone of the Eligible Project. This audiovisual content is intended for viewing from beginning to end without user interaction (e.g., television programs, feature-length films, web series)) included in your project plan.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| How many episodes of Programming will be created? | | | | | | | | | | |
| Number of episodes | | | ### | | | | | Minutes per episode | | ### |
| Other versions of Programming | | | | |  | | | | | |
| In what languages will this Programming be accessible by Canadians? Check all that apply. | | | | | | | | | | |
| French |  | English | |  | Other | |  | | | |
| How many [Canadian content points](https://www.canada.ca/en/canadian-heritage/services/funding/cavco-tax-credits/canadian-film-video-production.html) will the Programming obtain? | | | | | | | | | ### out of ### points | |
| Identify the [CRTC Program Category](http://www.crtc.gc.ca/canrec/eng/tvcat.htm) | | | | | | Choose an item. | | | | |

### Tell us about the [Complementary Content](#Complementary_Content" \o "Complementary Content refers to promotion assets that will help to grow audiences (e.g., basic website, social media channels, press materials, trailer, teaching tools, discussion guides, webisodes, blogs)) you plan to create.

|  |  |  |  |
| --- | --- | --- | --- |
| Does the plan for [Complementary Content](#Complementary_Content) include short digital videos to promote the project?  (e.g., behind-the-scenes videos, interview featurettes, one-minute documentaries) | | | |
| Number of episodes | ### | Minutes per episode | ### |
| What other [Complementary Content](#Complementary_Content) do you plan to create? | | | |
|  | | | |

### Finally, let’s find out if your plan includes [Non-programming](#Non_programming" \o "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). ).

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Does your project plan include Non-programming? Check all that apply. | | | | | | | | |
| No |  | Application |  | | Videogame |  | Complex website (beyond a basic project website / landing page) |  |
| Other Non-programming | | | |  | | | | |
| If your plan includes Non-programming, describe how the Non-programming and Programming are interrelated such that the audience experience will be seamless. | | | | | | | | |
|  | | | | | | | | |

Now let’s find out about the financing plan for your project. In the table below, follow these steps:

1. To the right of TELUS Fund enter the Total Amount requested and the % this represents of the Total Financing/Budget. Allocate your request to the Project Plan Components as needed.
2. Enter the same information for all other Financial Sources according to their type of financing. Indicate whether their financing is Confirmed (Yes/No).
3. Finally, enter the amount of Non-Canadian expenditures within the Total Budget as a $ and %.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Financial Source(s)**  **by type of financing** | **Confirmed  Y/N** | **Total Amount** | **%** | **PROJECT PLAN COMPONENTS** | | | | | |
| **Programming** | | **Complementary Content** | | **Non-programming** | **Audience Development** |
| **TELUS Fund** | No | 0 | 0.00% |  | |  | |  |  |
| **Cash Licenses and Presales** (e.g., broadcasters, platforms, and distributors) | | | | | | | | | |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
| **Other Cash Financing** (e.g., funding agencies, sponsors, grants, and investors) | | | | | | | | | |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
| **Deferred Fees, In-Kind Contributions and Producer Investments** | | | | | | | | | |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
| **Tax Credits** | | | | | | | | | |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
|  | No | 0 | 0.00% |  | |  | |  |  |
| **TOTAL FINANCING / BUDGET** | | **0** | **0.00%** |  |  | |  | |  |
| Non-Canadian Expenditures | | 0 | 0.00% |  |  | |  | |  |

## Measured Success

The 3rd evaluation criteria is *Measured Success*. The 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. The most competitive submissions will have strong support from key partners to help the project achieve measured success, and sufficient resources to secure [pre-approved Marketing Expertise](https://telusfund.ca/marketing-expertise/) to execute the [Comprehensive Audience Development Plan in Canada](https://telusfund.ca/wp-content/uploads/2021/04/Audience-Development-Comprehensive-Plan-VF2021.pdf).

|  |  |
| --- | --- |
| Name the pre-approved [*Marketing Expert*](https://telusfund.ca/marketing-expertise/) you engaged to create the [Comprehensive Audience Development Plan](https://telusfund.ca/wp-content/uploads/2021/04/Audience-Development-Comprehensive-Plan-VF2021.pdf) attached to this application form. |  |
| Insert a link to the Marketing Expert’s website |  |

Please provide a summary of the following information from your project’s [Comprehensive Audience Development Plan in Canada](https://telusfund.ca/wp-content/uploads/2021/04/Audience-Development-Comprehensive-Plan-VF2021.pdf) (the **CADP**).

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| What is the age range of your project’s target audience? Check all that apply. | | | | | | | | | | |
| Pre-school (<5) |  | Children (5-12) |  | Youth (13-17) |  | Adults (18+) |  | Seniors (65+) | |  |
| How many Canadians are impacted by the well-being issue featured in your project? | | | | | | | | | ### | |
| Link to underlying source materials supporting your estimate of the number of Canadians. | | | | | | | | | | |
|  | | | | | | | | | | |
| How would you describe the audience segment or segments the project is targeting? Try to add insights about their interests, lifestyle, values, media consumption habits, activities, etc.  Reference research that shows how you came to identify the target segment(s) that are best suited to the project. | | | | | | | | | | |
|  | | | | | | | | | | |

|  |
| --- |
| What are your early ideas for building audiences and the places (e.g. Facebook, Reddit, website, YouTube) you suspect your audience may visit to interact with your content?  Share any initial concepts, key dates, or events, or means by which you imagine connecting with your audience. |
|  |

Tell us about the services and resources that will be available to help you execute the [Comprehensive Audience Development Plan in Canada](https://telusfund.ca/wp-content/uploads/2021/04/Audience-Development-Comprehensive-Plan-VF2021.pdf) (the **CADP**).

|  |  |
| --- | --- |
| Name the pre-approved [*Marketing Expert*](https://telusfund.ca/marketing-expertise/) you will engage to oversee execution of the CADP in Canada |  |
| Insert a link to the Marketing Expert’s website |  |

Account 85 in the [Production Budget](https://telusfund.ca/wp-content/uploads/2023/08/6-7-11_Budget_standard_PROD_2023_EN.xlsx) identifies the amount you have allocated to executing the CADP.

|  |  |
| --- | --- |
| What is the total amount allocated to Account 85 of the Production Budget? Typically, the Fund requires a minimum of 10% of the total budget or $50,000 (whichever is more) | $ ### |

The [Audience Development Plan Budget](https://telusfund.ca/wp-content/uploads/2023/08/7_Audience-Development-Plan-Budget_2023.xlsx) details Account 85 in the [Production Budget](https://telusfund.ca/wp-content/uploads/2023/08/6-7-11_Budget_standard_PROD_2023_EN.xlsx).

|  |  |
| --- | --- |
| In the detailed Audience Development Plan Budget, how much has been allocated for the above-named Marketing Expert to implement the CADP? | $ ### |
| In the detailed Audience Development Plan Budget, how much CASH has been allocated to paid advertising on traditional and digital networks? (e.g., television, radio, print, and internet-based search, social media, display ads) | $ ### |

Now let’s find out about the [Platforms](#Platforms" \o "Platforms have a track record of making comparable Programming accessible by Canadians, developing audiences and driving measured success.) that are committed to making the [Programming](#Programming) available to Canadians on their channel or service.

|  |  |
| --- | --- |
| When will the Programming first be available to the public for viewing? | yyyy-mm-dd |
| During the first 24 months following the public launch of the project, where will Canadians access the Programming? Reference the window of time the Programming will be available on each channel or service, required exclusivity, and forecast fees, if any, for audiences to view the Programming. | |
|  | |

Tell us about the [Audience Partners](#Audience_Partners" \o "Audience Partners have online reach in Canada of at least 20,000 subscribers, followers, or fans (e.g., Expert Organizations, Platforms, social media influencers, sponsors, celebrity talent)), if any, that have completed the [Audience Partner Support Form](https://telusfund.ca/wp-content/uploads/2023/12/2024_Audience_Partner_Support_Form_VF.docx) and committed to helping you to develop audiences for the project.

|  |  |  |
| --- | --- | --- |
| Name of Audience Partner | Link to their online platforms | Total reach in Canada (subscribers, fans, followers) |
|  |  | ### |
|  |  | ### |
|  |  | ### |
|  |  | ### |
|  |  | ### |
| Total online reach of confirmed Audience Partners | | ### |

## Project Team

The final evaluation criteria is *Project Team*. The most competitive teams will have a successful track record with comparable content and include storytellers who are committed to reflecting the diversity of Canada to a wider audience.

For each Key Position *(*Producers, Directors, Writers, 1st and 2nd Lead Performers) identify if they are Canadian. If possible, also identify if they belong to a community that has traditionally been underrepresented in the Canadian screen industry. This information will be used during decision-making and for statistical purposes. Choose “Prefer not to answer” if you are uncertain or would rather not disclose this information.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| [Key Position](https://crtc.gc.ca/eng/cancon/c_cdn.htm#:~:text=The%206%2F10%20points%20system%20is%20the%20standard%20that,changes%20been%20made%20beyond%20the%20basic%20points%20system%3F) | Name | [Canadian](https://www.canada.ca/en/canadian-heritage/services/funding/cavco-tax-credits/personnel-number.html" \o "Canadian citizen or permanent resident.) | [Gender](#Gender" \o "Woman, Man, and 2SLGBTQ+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and other sexual orientations and gender identities outside the heterosexual and cisgender norm).) | [Indigenous People](#Indigenous" \o "Belonging to the First Nations, Inuit and Métis Peoples who live in the territory that is today known as Canada) | [Racialized Community](#Racialized" \o "Individuals that are seen as Non-white or not of European Descent (e.g., Black, Latin American, Middle Eastern, Asian). Indigenous Peoples are excluded from this definition.) | [Person with disabilities](#Disabilities" \o "Someone living with one or more physical, mental, intellectual, cognitive, sensory or communicational impairments, conditions or functional limitations that hinders their participation in society.) |
|  |  | No | Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer |
|  |  | No | Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer |
|  |  | No | Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer |
|  |  | No | Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer |
|  |  | No | Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer |
|  |  | No | Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer |
|  |  | No | Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer |
| Describe how the project team reflects Canada’s rich diversity. | | | | | | |
|  | | | | | | |
| Describe how your project incorporates the stories of people traditionally underrepresented on screen. | | | | | | |
|  | | | | | | |

Finally, tell us about the Canadian production company(s) applying for funding.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Is the Applicant company located more than 150 km outside of Toronto, Vancouver, and Montreal? | | | | | No |
| Is the Applicant company in the [Official Language Minority Community](https://crtc.gc.ca/eng/5000/lo_ol/ol-lo.htm)? | | | | | No |
| Is the Applicant company owned by individuals that self-identify in any of the following communities? | [Women](#Gender) | [2SLGBTQ+](#Gender) | [Indigenous People](#Indigenous) | [Racialized Community](#Racialized) | [People with disabilities](#Disabilities) |
| Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer |
| Is the Co-Applicant company, if applicable, located more than 150 km outside of Toronto, Vancouver, or Montreal? | | | | | No |
| Is the Co-Applicant company in the [Official Language Minority Community](https://crtc.gc.ca/eng/5000/lo_ol/ol-lo.htm)? | | | | | No |
| Is the Co-Applicant company owned by individuals that self-identify in any of the following communities? | [Women](#Gender) | [2SLGBTQ+](#Gender) | [Indigenous People](#Indigenous) | [Racialized Community](#Racialized) | [People with disabilities](#Disabilities) |
| Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer | Prefer not to answer |

## Supporting Materials

Please insert links to the most recent versions of the following. Start the file name with the number of each supporting material (e.g., *1\_Creative Materials*, *4\_Licence agreement*):

|  |  |  |
| --- | --- | --- |
| # | Name of Support Materials | Link to file |
| 1 | Creative materials for Programming  (e.g., bible, scripts) |  |
| 2 | Creative materials for Non-programming  (e.g., scripts, wireframes, storyboards, and prototype) |  |
| 3 | [*Expert Organization Support Forms*](https://telusfund.ca/wp-content/uploads/2023/12/2024_Expert_Organization_Support_Form_VF.docx) |  |
| 4 | License agreement, commitment letter or deal memo from eligible [Platforms](#Platforms) |  |
| 5 | [Platform Support Form](https://telusfund.ca/wp-content/uploads/2023/12/2024_Platform_Support_Form_VF.docx)*s* (required from all non-CRTC-Recognized Services) |  |
| 6 | [Audience Partner Support Forms](https://telusfund.ca/wp-content/uploads/2023/12/2024_Audience_Partner_Support_Form_VF.docx), if any |  |
| 7 | Agreements with confirmed Financial Sources (e.g., deal memos, contracts) |  |
| 8 | [Production Budget](https://telusfund.ca/wp-content/uploads/2023/08/6-7-11_Budget_standard_PROD_2023_EN.xlsx) (identify all non-Canadian and related party costs) |  |
| 9 | Project Schedule |  |
| 10 | [Comprehensive Audience Development Plan](https://telusfund.ca/wp-content/uploads/2021/04/Audience-Development-Comprehensive-Plan-VF2021.pdf) with schedule and [*Audience Development Plan Budget*](https://telusfund.ca/wp-content/uploads/2023/08/7_Audience-Development-Plan-Budget_2023.xlsx)(details of Account 85 in the Production Budget) |  |
| 11 | Document containing **short bios** for individuals identified in Key Positions and links to prior comparable works in a similar role. |  |

The Applicant(s) agrees that no obligation is assumed or implied against The TELUS Fund (the “Fund”) unless and until the Fund enters into a written agreement with the Applicant(s), if any, and then only as expressed in such agreement. The undersigned hereby releases the Fund and its directors, officers, members, contractors, employees, administrators, agents, and representatives from any liability for the loss, theft, damage or destruction of the documents and materials submitted with this application or for the unauthorized use or reproduction for reasons beyond the Fund's knowledge or control. All risks associated with the transportation of the documents and materials submitted with this application are assumed by the Applicant(s).

The Applicant(s) acknowledges that this application is not eligible if any part of this application is not completed, signed, and submitted in full. The Applicant(s) hereby warrants that the information provided in this application is complete and accurate and that the signatory has the full authority to submit this application. The Applicant(s) shall notify the Fund via email to [info@telusfund.ca](mailto:info@telusfund.ca) immediately if and when any changes occur to any of the submitted documents or information and shall provide written details of any such changes.

The Applicant(s) hereby authorizes the Fund to communicate any information in this application with any third party indicated in this application. The Applicant(s) acknowledges that the TELUS Fund has full discretion in administering its projects and in the application of the Program Guidelines to ensure that funding is provided to those projects that meet the mandate and objectives of the TELUS Fund. The Applicant hereby agrees that the Fund is not responsible in any way for the holding or return of any materials submitted at any time in connection with the application and the Fund retains the right to keep on file or destroy all materials submitted by Applicants in support of their application.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Applicant company name | | |  | | | | | Link to website | | |  | |
| Has this company previously received financing from TELUS Fund? | | | | | No | | | Incorporation Number | | |  | |
| Address of head office | | | |  | | | | | | | | |
| City |  | | | Province | |  | | | | Postal Code | |  |
| Print Name | |  | | | | | Insert Signature of Corporate Signatory | |  | | | |
| Corporate Title | |  | | | | |
| Date | | 2024-04-05 | | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| Primary Contact Name |  | Job Title |  |
| Telephone |  | Email |  |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Co-applicant company name, if applicable | | |  | | | | Link to website | | |  | |
| Has this company previously received financing from TELUS Fund? | | | | No | | | Incorporation Number | | |  | |
| Address of head office | | |  | | | | | | | | |
| City |  | | Province | |  | | | | Postal Code | |  |
| Print Name | |  | | | | Insert Signature of Corporate Signatory | |  | | | |
| Corporate Title | |  | | | |
| Date | | 2024-04-05 | | | |

Thank you!