TELUS Fund finances exceptional content that promotes the well-being of people in their environment. Canadian production companies with strong support from platforms are more likely to receive financing from TELUS Fund. Your support will help to ensure the project reaches target audiences.

# Let’s start by making sure that your platform meets TELUS Fund’s definition of an eligible Platform.

|  |  |  |
| --- | --- | --- |
| Is your platform a Canadian linear broadcast service licensed to operate in Canada by the Canada Radio-television and Telecommunications Commission (“**CRTC-Recognized Service**”)? | YES | NO |

If “**yes**”, you are a CRTC-Recognized Service, then skip the next question. If “**no**”, you are not a CRTC-Recognized Service, please tell us more about your platform:

|  |  |
| --- | --- |
| Do these alternative criteria describe your platform? Place an X beside those boxes that apply. | YES |
| 1. Your platform is in the business of transmitting Programming[[1]](#footnote-1) to Canadians. |  |
| 1. Your platform has a track record of curating a large volume of professional quality Programming. |  |
| 1. Your platform has a track record of overseeing production and delivery of quality original Programming. |  |
| 1. Your platform has experience planning and executing an audience development plan to drive viewership to original Programming. |  |
| 1. You can provide evidence of your platform achieving an average of 20K Canadian views per episode to substantial completion (e.g., 75%) with Programming that is comparable to the project. |  |

If you are either a CRTC-Recognized Service **or** responded “yes” to all the alternative criteria, thank you for lending your support to the creation of well-being content in Canada! Please complete and send this form to the Canadian production company (or directly to [info@telusfund.ca](mailto:info@telusfund.ca)) and we will use it to confirm eligibility. More information can be found in [TELUS Fund’s Program Guidelines](https://telusfund.ca/).

# Now, let’s find out about the project that is seeking financing from TELUS Fund (the “Project”).

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Name of the Project | | | |  | | | | | | | | | | | | |
| Name of Canadian production company | | | | | | | | |  | | | | | | | |
| What Project materials have you reviewed so far? Place an X beside those boxes that apply. | | | | | | | | | | | | | | | | |
| Project synopsis |  | | Detailed treatment | | | |  | Scripts | |  | | Sizzle reel |  | Audience Development Plan | |  |
| Other | |  | | | | | | | | | | | | | | |
| When did you first get involved with this Project and what has been your contribution so far? | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | |
| Describe how you plan on overseeing the creation of this Project.  Reference milestones at which you will approve the content prior to final delivery. | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | |
| How many episodes of Programming have you licensed for transmission on your channel or, if this request is for development financing, how many episodes are you interested to develop? Write answer in the box below | | | | | | | | | | | | | | | | |
| Number of episodes | | | | |  | | | | | | Minutes per episode | | | |  | |
| Other versions of Programming | | | | | |  | | | | | | | | | | |
| How does the target audience for this Programming fit with your channel/service? | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | |
| Describe how you will contribute financially to the Project, if applicable. For example: license fee, revenue sharing, marketing and promotion, facilities and in-kind services, and the estimated value of these contributions. | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | |

# Is the Project is seeking production financing from TELUS Fund? If so, please also:

|  |
| --- |
| Describe your high-level audience development plan for this Programming. How will you assist your viewers/subscribers in Canada to find the Project? |
|  |

# Now, let’s find out a bit more about your platform.

|  |  |  |  |
| --- | --- | --- | --- |
| Platform Name |  | | |
| Key contact name |  | | |
| Telephone |  | Email |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Link to platform | | | |  | | |
| In what language(s) is Programming available on this platform? Place an X beside those boxes that apply | | | | | | |
| French |  | English |  | | Others |  |
| In what geographic area(s) of Canada is Programming available on this platform? | | | | | | |
|  | | | | | | |
| Briefly describe audience success in Canada with 2 prior comparable projects on this platform. Provide links to the performance reports and/or screenshots of source data. | | | | | | |
|  | | | | | | |

# Finally, do you own and control any other channels and platforms on which you plan to transmit the Programming and/or post assets complementary to the Programming to help develop audiences? If so, please provide more information on these other channels and platforms:

|  |  |  |  |
| --- | --- | --- | --- |
| Name of platform or channel | Link to platform or channel | Total reach in Canada (subscribers, fans, followers) | Average views or engagement (comparable content in past year) |
|  |  |  |  |
|  |  |  |  |
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|  |  |  |  |
|  |  |  |  |

# Would you like to share any additional information or comments?

|  |
| --- |
|  |

The undersigned hereby releases the TELUS Fund (the Fund) and its directors, officers, members, employees, administrators, agents, and representatives from any liability for the disclosure, unauthorized use, or reproduction of any data, information or documentation submitted with this form. All risks associated with the transportation of any data, information or documentation submitted with this form are assumed by the undersigned. The undersigned authorizes the Fund to discuss and disclose any and all information about the Project submitted with this form with every entity connected (in the Fund’s opinion) with the Project.

The undersigned hereby warrants that the information provided in this form is complete and accurate and that the signatory has the full authority to submit this form to the Fund. The undersigned acknowledges that the Fund has full discretion in administering its programs including, without limitation, determination of eligibility and in the application of the Fund’s program guidelines to ensure that funding is provided to those projects that meet the mandate and objectives of the Fund.

The undersigned 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 this form and the Fund retains the right to keep on file or destroy all materials submitted by the undersigned.

|  |  |  |  |
| --- | --- | --- | --- |
| Date |  | Signature |  |
| Print Name |  |
| Title |  |
| Organization |  |

Thank you!

1. TELUS Fund defines Programming as audiovisual content intended for viewing from beginning to end without user interaction (e.g., TV programs, feature-length films, web series). [↑](#footnote-ref-1)