



# **FILM DISTRIBUTION MARKETING SUPPORT GRANTS**

Guidelines for Applicants

Issued: 14th February 2018

**THESE GUIDELINES MUST BE READ IN CONJUNCTION WITH THE GENERAL MALTA FILM FUND GUIDELINES FOUND ON THE MALTA FILM FUND / MALTA FILM COMMISSION WEBSITE.**

The Malta Film Fund administrator/s reserves the right to request further information or clarification on any aspect of any application.

**THE SCHEMES - ACTION 3 - FILM DISTRIBUTION MARKETING SUPPORT GRANTS**

Distribution support is essential to raise the international profile and to advance and foster a wider international distribution of Maltese Films. Only productions in receipt of Malta Film Fund production funding are eligible to apply for these grants. There are two schemes, which aim to provide aid to local film makers to distribute completed Maltese films.

- Film Distribution Marketing Grant (not exceeding 50% of the budget up to maximum grant of €10,000).
- International Film Festival Fees Grant (not exceeding 50% of the budget up to maximum grant of €300 (in total) per short film and €500 (in total) for feature films and documentaries).

The Fund Administrator reserves the right to grant a recipient a smaller amount of funding than applied for; subject to the number of projects recommended for support and the quality of the applications received, prospects for the film and the budget provided. Eligibility and compliance with award criteria alone does not guarantee receipt of funding if demand for funding exceeds available resources or if the proposed projects do not reach the required level in terms of the fund criteria. The Fund Administrator is not required to make any minimum number of awards. Awarding of previous funds does not bind the fund administrators to support further funding of the project.

The application must indicate the other sources and amounts of finance that have been obtained or are being sought for the project.

Application must be made by the Producer. Beneficiaries under the Film Distribution Marketing Grant will be required to enter into an agreement with the Malta Film Fund. The contract will set out the full terms and conditions tied to the funding of the project. The period of eligibility of costs begins from the date of the result notification.

**Film Distribution Marketing Grant.** This grant is designed to assist local film makers who intend to self-distribute and/or seek sales agents or distributors to distribute and reach out to international audiences with their feature film. The match funding grant shall not exceed 50% of the total projected costs, up to a maximum contribution of €10,000. To be eligible for this grant your film, Feature Film (fiction or animation), of a total duration of minimum 80 minutes must be completed and in receipt of Malta Film Fund production funding. The period of eligibility of costs begins from the date of the result notification and ends 12 months after the signing of contract.

**International Film Festival Fees Grant.** This grant is a 50-50 match funding for entry fees paid to put Maltese productions into International Film Festivals to widen the distribution and improve the market opportunities for your film. Filmmakers can apply for financial assistance to cover the costs of entry fees for International Film Festivals for completed projects in receipt of Malta Film Fund production funding for the period **01.01.2017-31.12.2017** not exceeding maximum grant of up to €300 (in total) per short film and €500 (in total) for feature films and documentaries.

The selection of a particular project for assistance does not signify agreement to all International Film Festivals proposed and for which match funding is being requested. Applications will be assessed by the administrators/representatives of the Malta Film Fund who will oversee the distribution of funds.

## MAXIMUM AND MINIMUM AMOUNTS GRANTED

Type of Support	Maximum Grant	The fund may cover up to the following % of the total project costs not exceeding the maximum grant:
Film Distribution Marketing Grant	€10,000	50% match-funding
International Film Festival Fees Grant	€300 (Short Films) €500 (Feature Films and Documentaries)	50% match-funding

## FILM DISTRIBUTION MARKETING GRANT - ASSESSMENT CRITERIA

The Malta Film Fund is a competitive process and **FILM DISTRIBUTION MARKETING** eligible applications will be assessed on the following criteria (does not apply to International Film Festival Fees support):

- 1. The experience of the Team and their potential to undertake and manage the proposed project.**
  - Evidence of the Team's ability to manage the distribution of the film responsibly and successfully.
  - Performance on previous projects developed and / or produced by the creative team which were granted funding and and the creative team's ability to deliver the proposed project in a timely manner.
  - Financial reputation of the creative team based on a due diligence exercise on all qualifying applicants.
- 2. The Artistic Merit of the film.**
  - The Artistic merit of the film as a cultural product having international appeal and the potential to achieve international theatrical release.
- 3. The potential for local and international distribution, as well as the potential to stimulate interest from sales agents, distributors and/or broadcasters.**
  - The Audience Research and Strategy clearly targeting an appropriate audience and showing a well-conceived planned approach (i.e. displays awareness of the market and prospects of reaching audiences)
  - The Screening, Festival and Market Strategy clearly show a well-conceived and planned approach for attendance at proposed markets and Festivals.
  - Marketing/Publicity Strategy .
- 4. The quality, viability and professional, industry standard treatment of the proposed budget, the financing plan and implementation plan.**
  - Overall quality and viability of the Financing plan
  - Realistic budget
  - Realistic Implementation Plan
  - Any letter(s) of interest for distribution or distribution/sales agreements, if available.

## **FILM DISTRIBUTION MARKETING GRANT - DELIVERABLES, ELIGIBLE COSTS, INELIGIBLE COSTS**

### **Deliverables**

- Final EPK.
- Publicity material (including proof and copies of Media exposure obtained).
- Submit an evaluation report of the distribution process outlining festivals, markets and screening events attended (including copies of any accreditation passes and boarding passes) in addition highlighting the work carried out and the achievements of the project.
- Final accounts related to the Project, together with full budget and supporting material, prepared and certified by a chartered accountant or auditor, which must be submitted not later than four (4) months from the Original Deadline; and
- Relevant invoices/receipts are to be submitted in original, for every eligible item approved for the grant. In all cases, all submitted invoices and receipts are to be presented with the VAT element separated. The Fund Administrator cannot issue certification for the payment of items for which no such original receipts are submitted.
- Final payment of the grant to the Beneficiary will only take place once final audits and verification of documentation as described above has been presented and is in accordance with the original provisions.
- The Fund Administrator reserves the right to revoke any grants paid, if any part of the contract is not abided to and the Beneficiary will then be asked to refund any grants paid.
- The Fund Administrator reserves the right not to pay the full amount of the grant if the project is deemed to be incomplete or unsatisfactory. The evaluation given cannot be appealed in this case.
- The Fund Administrator reserves the right to set up a monitoring/evaluation team to evaluate and monitor the project's progress and on completion ensure that the project is of an expected level of quality.

And, such other documents or information as may be requested in order to determine whether expenditure related to the Project was made in accordance with the Proposal, the Guidelines and the other provisions of this Agreement, and to establish the amount of Eligible Costs actually incurred.

### **Indicative List of Eligible Costs**

The eligible direct costs/activities are identifiable as specific costs directly linked to the distribution of the feature film for which a grant is being sort, namely:

- EPK production costs.
- Production of Trailer/s (as required by sales agent or distributor).
- Sub-titling.
- Cost of Virtual Print Fee (VPF).
- Costs relating to censorship – rating.
- DCP despatch/tracking costs.
- Creative and production costs of marketing material (i.e. posters, adverts, website).
- Media costs (TV, press, radio, print, online).
- Costs relating to the engagement of a Marketing Executive/Marketing Company.

- Costs relating to attending film festival screenings (where film is being screened). Travel and accommodation costs is limited to one producer and the director (economy flights and economy accommodation).
- Costs including accreditation fees and stand fees relating to taking the feature film for which a benefit is being sort to film markets or trade fairs dedicated to the film industry which attract press, general public and film buyers. Travel and accommodation costs is limited to one producer and the director (economy flights and economy accommodation).
- Costs relating to the rental of a screening room and equipment to organise dedicated exhibitor screenings to potential sales agents, distributors, film critics/reviewers/ and the press. Travel and accommodation costs is limited to one producer and the director (economy flights and economy accommodation).

### **Ineligible**

1. Purchase of equipment of any kind
2. VAT and other taxes and charges
3. Contributions in kind
4. Interest owed and doubtful debts
5. Any costs paid outside the eligible period of the operation, including costs paid prior to the official date of approval for assistance through the Scheme.
6. Any costs which have been claimed under a previous grant or is considered as 'double dipping'.
7. Service charges arising on leases, hire purchase agreements, depreciation, loan charges, debit interest, charges for financial transactions, foreign exchange commissions and losses, fines, financial penalties and expenses of litigation, bad debts and other purely financial expenses
8. The purchase of land and real estate
9. Fuel Expenses
10. Office overheads
11. Food (other than that claimed as per diem expenses in relation to international travel).
12. Telecommunications (i.e. mobile, phone and internet expenses).

Grants awarded under the Malta Film Fund cannot be accumulated with any other government funded scheme for same costs. Should it become apparent that any project has been awarded separate funds for same costs, i.e. double dipping, this will result in funds having to be reimbursed. Cumulative state aid is only possible for approved schemes and that abides and is in accordance to the aid intensities set out in the rules attached to such schemes.

All costs eligible for funding must be necessary and reasonable for distribution support and consistent with the principles of sound financial management and accounting practices.

### **MANDATORY DOCUMENTATION**

Applications are to be made online and are to be submitted before the given deadline, as outlined in the general guidelines. The documents below are mandatory and are necessary for the evaluation panel to assess your application for a funding grant. Failure to present any of these documents may render your application as non-compliant and ineligible.

- Completed official **application E-form**

- A copy of your **Maltese ID card** or your Maltese residence permit or your Maltese citizenship certificate or your Maltese passport.
- A copy of your **VAT Certificate**.
- **Application Declaration**: Completed and signed (to be printed, signed, scanned and uploaded).
- **Annexe Form 1**: Completed and signed 'DeMinimis' Declaration Form (**even if NIL**) (to be printed, signed, scanned and uploaded).
- **Annexe Form 2**: Financial Details Form
- **Annexe Form 3**: Other Information (to be printed, signed, scanned and uploaded).
- **Annexe Form 4**: Chain of title Declaration (to be printed, signed, scanned and uploaded).

**ADDITIONAL MATERIAL REQUIRED FOR FILM DISTRIBUTION MARKETING GRANT, PLEASE PROVIDE:**

- **List of team members** (together with profile, filmography, CV (one page) – detailing previous experience and previous works in the role listed for this application.
- **Company Industry Profile** and track record (last year) [applies for Co-Production partners], if applicable. Not more than 1 page long.
- **Producer's Statement** – Please submit an overview/strategy from the Producer on the project, the team and the intended outcomes of the project.
- **Finance Plan, Budget and Implementation Plan**
- Any letter(s) of interest for **distribution** or distribution/sales agreements, if available.
- **Distribution Strategy** (local and international) including:
  - Audience Research and Strategy
  - Screening, Festival and Market Strategy
- **Marketing/Publicity Strategy**

**ADDITIONAL MATERIAL REQUIRED FOR INTERNATIONAL FILM FESTIVALS FEES GRANT, PLEASE PROVIDE:**

- Detailed itemised **budget** listing festivals that have been submitted for the period concerned together with copy of relevant invoice, payment receipt and film festival acknowledgement i.e. letter of acceptance or refusal in relation to film granted
- Detailed **International Film Festival Strategy** (please list festivals the film has been put into and explain why this festival was appropriate for your film and your reasons for entering your film into this festival). Your strategy must be well researched.

The Malta Film Fund administrator/s reserves the right to request further information or clarification on any aspect of the above.