



A large, vibrant collage of images arranged in a diamond shape, representing various content areas. The collage includes: a blue-skinned character with yellow sunglasses; a group of people walking outdoors; a woman holding a camera; a group of women in traditional Mexican clothing; a red, insect-like robot; a man in a suit; a man in a white shirt; three men on horseback; a man in a suit; a woman in a brown jacket; a man in a suit; a woman in a blue jacket; and a group of cartoon characters. The collage is set against a background of a bright yellow and orange gradient.



# CMF ESD PROGRAM 2021-2022

## \$2 MILLION – Deadline October 14<sup>th</sup>, 2021

- **ENGLISH**      \$1.5 million
- **FRENCH**      500,000 \$



# Eligible genres

Investing in high-quality Canadian convergent content



Schitt's Creek

**Drama**



**Documentary**

Sharkwater Extinction

La Voix



**Variety &  
Performing  
Arts**

**Children & Youth**

Camp Lakebottom





# Ineligible genres

benefits tributes  
“how-to” productions  
instructional television  
sponsored productions  
fundraising productions  
formal or curriculum-based educational programs  
reporting and current events  
promotional productions  
game shows public affairs  
award shows news pep rallies  
travelogues galas sports current affairs  
infomercials talk shows reality television  
“talkshows culturels” interstitials  
lifestyle productions  
religious programs  
foreign format buys without significant Canadian adaptation and creative contribution  
magazine productions  
music videos



# OVERVIEW

- The fund is a selective fund for Writers in English and French with an Independent jury in both languages.
- It is a “blind” jury, therefore your company name/application information or mention of previous work should NOT be included in the pitch document.
- Juries will assess: Premise, plot, characters, structure and themes as part of your pitch material which should be max. 2500 words.
- 25% of the ESD program budget will be reserved for applicants who are either Indigenous or Visible Minorities (as defined under the Employment Act) and have separate eligibility requirements.



# DIVERSITY OF VOICES APPLICANTS

- 25% of the ESD program budget will be reserved for Applicants who are either Indigenous or from Racialized Communities.
- What is the criteria for Diversity of Voices? Must have 5 credits (regardless of Duration) of produced written work in and CMF supported genre that has been broadcast or made available by a Broadcaster that meets the CMF definitions as defined in the guidelines.
- No Producer credit required





# FAQ'S

- What are the criteria for ESD? Eligible applicants must have 10 produced hours of written work in one of the CMF's four supported genres that has been made available by a Broadcaster that meets the CMF definitions as defined in the guidelines. For Feature length documentaries, the threshold will be 6 hours. At least 2 of those hours, must have been originally broadcast no earlier than January 1, 2017. For English Applicants only, the Writer must have received at least one Producer-level credit (for live-action productions) or one Story-Editor credit (for animated productions).
- What qualifies as 10 hours of written work? The CMF will accept "Teleplay by" or "Written by" credits. If a team of Writers has a "Written by" credit, each writer gets to claim the credit and the hours associated with it. If you have a 45-minute written drama script, the CMF will count that as 60 minutes of produced work, as it was made for commercial television. "Created by" is not eligible.
- Do feature films count towards the qualifying 10 hours? Yes, as long as the feature film falls under one of the CMF's supported genres (drama or documentary) and was broadcast by a CMF recognized broadcaster.



# CONT'D

## Who is an eligible applicant?

- A single shareholder company that is for profit. You must be Canadian controlled as determined by the Investment Canada Act.
- Your head office must be in Canada.
- You are in good standing with all applicable talent and industry associations and guilds.

## Do I have to be incorporated when I apply?

- No, the CMF will accept applications from individuals, however, if the applicant is successful, they must incorporate before receiving a contract or funds.

## Can I apply with a project that falls outside the genre in which I have the 10 credited hours?

- No, the CMF has determined that the project should be in the same genre as the credits obtained by the Writer, however, scripted Drama and Children's and Youth projects may be combined together.

## Can I apply with more than one project?

- No, only one application is permitted.

## Can I apply if I received funding last year?

- No, only new applicants, or applicants that received funding in 2019-2020 (IF you have submitted all of the required final costs milestones) are eligible to apply.





# The budget

PLEASE use the budget template on the CMF website under this fund.

- Producer Fees and Corporate overhead is not a line item in the budget
- The budget lines are locked
- Travel costs are capped at 2%
- CMF contribution is \$40,000 (100% of request) and a non-interest bearing advance.
- We don't ask for RPT's (related party transactions) at the application stage, but will ask for it if successful



# If I'm successful...what to expect

- If I receive the funding, what deliverables will the CMF expect? The CMF expects that successful applicants will have roughly one year from when they sign the contract with the CMF to produce deliverables based on the outlined project.
- If I receive the funding, do I have to pay it back at some point? Yes, the ESD funds are an advance that allows the writer to develop the project. The funds are repayable to the CMF if/when the project goes into production **or** the writer transfers the copyright to a production company. If the project does not go into production, the funds do not need to be repaid.



# IMPORTANT NOTES

- If you do not have the 10 hours, or 5 credits in the case of Diversity of Voices, we will not make an exception.
- If your credits are for non-Canadian Broadcasters or digital platforms such as YouTube, Netflix, Amazon etc, they will *NOT* be counted.
- For English applicants, if you have not received at least one producer-level credit (for live action productions) or one story-editor credit (for animated productions), you will not be considered eligible. An Associate Producer will not count as a producer-level credit.
- Can I count two hours if my project was aired twice? No, you cannot.
- What if I received CMF development money years ago and never went into production? Can I apply? No, we do not consider that a new project and we already paid for those costs.
- Can a writing team of two submit a project together? If the majority of their credits are as a team, we will consider it. They will apply under one incorporated company.
- Diversity of Voices applicants do not need a Producer credit and the 2017 guideline requirement does not apply.
- Can Editor credits be considered? No.

## DOCUMENT CHECKLIST



### CONVERGENT STREAM EARLY-STAGE DEVELOPMENT PROGRAM LIST OF REQUIRED DOCUMENTS 2021-2022

#### CREATIVE MATERIAL

- **PITCH DOCUMENTS** (max 2,500 words). Projects in this Program shall compete for funding according to a selective process. Please DO NOT put your company name/applicant information on the Pitch documents. To make its funding decisions, an independent jury will use the criteria noted in section 2.4 of the program guidelines to evaluate the required pitch document submitted by Applicants.

#### BUDGET

- **SIGNED CMF EARLY-STAGE DEVELOPMENT PROGRAM BUDGET** (form available). In this Program, only Canadian costs are Eligible Costs. Costs incurred before the 2021-2022 CMF fiscal year will not be considered Eligible Costs. Funding received through this Program should focus primarily on the creation of early-stage creative materials.

#### UNDERLYING RIGHTS

- **SUPPORTING DOCUMENTATION** demonstrating the Applicant owns all rights and options necessary for the development, production and its distribution in Canada and abroad. Provide signed copy of the document.

**NEW – DIRECTORS AND SHAREHOLDERS FORM – GENERAL CMF PROGRAMS** you must use the *new* form available on the CMF website (make sure to use the form from the current fiscal year). Submit a form for the applicant and, if applicable, for the co-applicant, your parent companies or any other shareholder that is a company. If you are applying on behalf of a company that is not yet incorporated, submit a list of the future directors and shareholders. A Directors and Shareholders Form is required in each application for 2021-2022.



# CONTINUED

**CORPORATE INFORMATION** documents under this section to be submitted under the Records menu, under My Organizations; select company; select Manage Documents button on top right; click on Add and then Submit. Only required if there have been changes to the corporate information since the last application

- **COMPLETE INCORPORATION DOCUMENTS** articles of Incorporation and By-laws for Applicants, Co-Applicants and Parent Companies, as applicable.
- **CORPORATE PROFILE** including company mandate for all Applicants, Co-Applicants and Parent Companies, if available.
- **ELIGIBLE APPLICANT FORM** eligible Applicants may apply to the Program with a maximum of one Eligible Project. Applicants that received funding from the Early-Stage Development Program in 2020-2021 are ineligible for the Program in 2021-2022.

**NOMENCLATURE OF DOCUMENTS** please review the *Guide to Complete Application* in Dialogue for examples on how to properly identify each document.

*The CMF reserves the right to require other documentation from applicants for the completion of the assessment of the project.*

Now that you have the list of required documents, you are ready to prepare and submit your Application. CMF programs are administered via Dialogue. New to Dialogue? You may find the Dialogue User Guide helpful: **USER GUIDE: HOW TO NAVIGATE DIALOGUE** - you can find it here <https://telefilm.ca/en/log-in> under Tools and resources - CMF. Use this guide to learn the basic step-by-step instructions to help you navigate the Dialogue platform.



# CONTINUED

Once you are all set-up with your Dialogue account, you will be able to submit your Application. The above-listed required documents must be uploaded to your Dialogue Application Form. To submit a complete Application, please follow the **GUIDE TO COMPLETE APPLICATION** linked to the Dialogue Application Form, as seen below:

### Complete Application

Summary

Program \_\_\_\_\_

Application Year 2021-2022

[Guide to Complete Application](#)

Applicant

Select Applicant Company

Productions Inc.

Correspondence Language

--Select--

If this information is incorrect, please contact the Telefilm Helpdesk  
enr@telefilm.ca

Are you applying on behalf of a company to be incorporated?

--Select--

# Miscellaneous

CMF Program Administrator:  
Telefilm Canada 1-800-567-0890  
[cmf.fmc.coordination@telefilm.ca](mailto:cmf.fmc.coordination@telefilm.ca)

Submit through Dialogue

Website: [cmf-fmc.ca](http://cmf-fmc.ca)

Industry & Market Trends: [trends.cmf-fmc.ca](http://trends.cmf-fmc.ca)