

International Festival Sales Support

Guidelines 2009-10

The International Festival Sales Support Scheme (IFSS) aims to enhance the promotional opportunities of a selection of UK films at important international festivals and is intended to:

- support UK film internationally;
- support the successful distribution and box office performance of UK films in international and domestic markets;
- promote UK talent, services and crews internationally.

The scheme will run from 1 April 2009 to 31 March 2010 inclusive.

IFSS will be managed and run by the UK Film Council's Export Department.

This note sets out the guidelines for applying for International Festival Sales Support. The level of awards will be determined by the quality of the applicant's promotional campaign and the degree to which the level of support will clearly enhance the opportunities to exploit the film internationally.

Any queries about IFSS or the application process should be directed to Corinne Ranaraja:

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The Application Form and Financial Summary Form

All applications to IFSS must be made online, via the online application form available on the UK Film Council website and from here:

https://www.GrantRequest.com/SID_772?SA=SNA&FID=35007

Applicants are required to complete a Financial Summary Form and attach this to their application. The Financial Summary Form is available here:

http://www.ukfilmcouncil.org.uk/media/excel/o/s/IFSS_financial_summary_template.xls

The **application form** requests the following:

- details of the relevant festival and programme section it has been selected for;
- details of any costs the festival will meet;
- details of other UK or international public funding (i.e. European Film Promotion's Festival Sales Support Scheme) raised to support the exploitation of the film at the festival;
- details of the marketing and promotion plan for the film at the festival, clearly indicating how the schemes support will increase the films international marketing and promotional opportunities;
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The **Financial Summary Form** requests details of the budget for all participation and exploitation costs for the film at the Festival to include the amount requested from the UK Film Council.

Eligibility Criteria

Applicant

An applicant must be a company registered and centrally managed controlled in the UK or in another

state of the European Union/European Economic Area. Unfortunately we cannot accept applications from individuals.

Applications will be accepted from UK and European sales companies. Producers of eligible films may apply, but if the UK Film Council chooses to support the application the producer will be required to attach a sales company to represent the film and any offer of funding will be made to the sales company and not to the producer. Such a sales company will need to have been appointed prior to commencement of the relevant festival.

Eligible festivals, programme sections, premiere status and IFSS submission deadlines

Applications can only be made in respect of films that have been selected for the eligible sections of the festivals listed below. Applications must be made by the IFSS submission deadline set out below for the relevant festival. Please note that only films with a World, European, North American and Asian premiere at the festival for which funding is intended are eligible to apply to the scheme. The identity of the festival will determine which premiere is relevant to the application - full details appear below.

Festival: Cannes International Film Festival (13 – 24 May)

Eligible sections: Competition, Un Certain Regards, Semaine International de la Critique Cannes, La Quinzaine des Realisateurs, Out of Competition

IFSS submission deadline: 27 April 2009

Premiere status of film: World or European premiere

Festival: Karlovy Vary International Film Festival (3 – 11 July)

Eligible sections: Official Selection – Competition, Documentary Films in Competition

IFSS submission deadline: 12 June 2009

Premiere status of the film: world or European Premiere

Festival: Locarno International Film Festival (6 – 16 August)

Eligible sections: Piazza Grande, Competition

IFSS submission deadline: 9 July 2009

Premiere status of film: World or European premiere

Festival: Venice International Film Festival (2 Sept – 12 Sept)

Eligible sections: Venezia 61, Venezia Orizzonti, Venezia Mezzanotte, Venezia Digitale, Giornate Degli Autori

IFSS submission deadline: 05 August 2009

Premiere status of film: World or European premiere

Festival: Toronto International Film Festival (10 Sept – 19 Sept)

Eligible sections: Contemporary World Cinema, Discovery, Midnight Madness, Special Presentations, Visions, Masters, National Cinema, Real to Reel, Vicaom Galas, Wavelengths.

IFSS submission deadline: 17 August 2009

Premiere status of film: World or North American premiere

Festival: San Sebastian International Film Festival (17 – 26 Sept)

Eligible sections: Official selection, Zabaltegi

IFSS submission deadline: 20 August 2009

Premiere status of film: World or European premiere

Festival: Sundance Film Festival (21 Jan – 31 Jan 2010)

Eligible sections: All

IFSS submission deadline: 16 December 2009

Premiere status of film: World or North American premiere

Festival: Rotterdam International Film Festival (27 Jan – 7 Feb 2010)

Eligible Sections: All

IFSS Submission Deadline: 4 January 2010

Premiere status of film: World or European premiere

Festival: Berlin International Film Festival (11 Feb – 21 Feb 2010)

Eligible sections: Competition, Panorama; Kinderfilmfest; Forum; Berlinale Special

IFSS Submission Deadline: 18 January 2010

Premiere status of film: World or European premiere

Festival: Hong Kong International Film Festival (March 2010)

Eligible sections: All

IFSS Submission Deadline: 17 February 2010

Premiere status of film: World or Asian premiere

Applications can only be made in respect of a film that:

- has been selected for screening in one of the sections, at one of the festivals listed above;
- will receive its World, European, North American or Asian premiere as specified above;
- has not received funding from the IFSS before - individual titles can only receive funding once (for one festival);
- has had its official festival selection confirmed in writing by the festival concerned (please provide evidence of this as part of the application);
- has a minimum running time of 70 minutes (unless the film has been made specifically for children in which case it must have a minimum running time of 63 minutes);
- has a production budget of under £6,000,000 (applicants may be requested to provide documents evidencing this);
- is factual (eg documentaries) or fiction;
- is intended for theatrical release;
- is in receipt of a British Film Certificate issued under one of the following:
 - Schedule 1 of the Films Act 1985 (amended by the 2006 Finance Act)
 - one of the UK's bilateral film co-production agreements or
 - the European Convention on Cinematographic Co-Production
- Any co-productions making an application must be certified as a UK majority 35% co-production.
- In some circumstances, films that can prove they are substantially British (over 35% of the budget and elements) but not in possession of a British Film Certificate, may be considered.

The Applicant must:

- commit, or be planning to commit, an appropriate investment to the film's participation at the festival, relevant to the film and its perceived market potential and the festival concerned;
- submit a completed application form, to include all of the following:
 - details of the relevant festival and programme section it has been selected for;
 - details of any costs the festival will meet;
 - details of other UK or international public funding (i.e. European Film Promotion's Festival Sales Support Scheme) raised to support the exploitation of the film at the festival;
 - details of the marketing and promotion plan for the film at the festival, clearly indicating how the schemes support will increase the film's international marketing and promotional opportunities;
 - a budget for all participation and exploitation costs for the film at the Festival to include the amount requested from the UK Film Council.

- submit documentary evidence of the appointment to handle international sales for the film (e.g. sales agency agreement or deal memo).

To go to a page to download an application form, please follow this link [International Festival Sales Support Application](#).

Funding Support:

Support can be provided by the UK Film Council for one or more of the following items:-

- production of subtitled prints;
- travel and accommodation costs for the director and key stars;
- press campaign (including appointment of an international Public Relations Agency);
- marketing items (eg advertising and print items).

The UK Film Council will not be able to fund any item in the above list which is already supported by the relevant festival or other UK/European public agency.

Where a film has a distributor within the territory of the festival, support will only be available for items directly related to delivering wider international promotional value such as:

- advertising in international trade publications;
- appointment of an international Public Relations agency;
- production of press packs for the international press.

Offer of funding

The UK Film Council will offer eligible films a minimum grant of £1,500 to the company appointed to handle international sales for the film.

If a grant is offered by the UK Film Council, the recipient will be required to

- **sign two copies of the Funding Agreement and return these to UK Film Council no later than two weeks after they are sent;**
- **complete the UK Film Council Post Festival Participation Form within six months of the Festival's end date.**

The Post Participation Form will ask the recipient to provide:

Sales Data

- name and contact details of the distribution company that purchases the film in each international territory;
- sales price (via value range tick boxes eg less than \$10,000; \$10,001 - \$25,000 etc) achieved for sold territories;
- box office performance of the film in each territory.

The UK Film Council want to capture this information to increase knowledge over time about the performance of UK films in the worldwide market place and will only use this data for statistical purposes at an aggregate level in order to maintain the confidentiality of the information.

Actual Budget:

- Should the actual promotional expenditure be less than the estimated expenditure budgeted for in the application form, UK Film Council reserves the right to reduce the Festival Sales Support Grant proportionally.

Promotion Data

- list of international press coverage achieved through the film's participation at the Festival;
- list detailing the promotional tools produced to support the film's participation at the Festival.

In addition the recipient will be required to:

- Acknowledge UK Film Council's grant award: The UK Film Council logo should be included on all promotional materials produced for the festival post confirmation of UK Film Council IFSS grant (please note however that no logo or other credit will be required on any film print screened at the Festival).
- Supply invitations: 4 invitations to UK Film Council's International Department to the main official Festival screening, associated receptions/other social events and/or press conferences at the Festival.

Payment of Grant

The grant will be paid in accordance with a cashflow schedule set out within the agreement.

Please note the UK Film Council reserves the right to alter the IFSS guidelines at its discretion.