



## **FILM FESTIVAL SPONSORSHIP APPLICATION GUIDELINES**

### **Background**

The Trinidad and Tobago Film Company Limited (FilmTT) is the state agency established in 2006 to facilitate the growth and development of the film and audio-visual sector in Trinidad & Tobago.

Deemed a guiding pillar in the company's strategic plan for the industry, investment in indigenous film festivals can strengthen their ability to provide a platform for local films that can connect with diverse local audiences. There are cultural and social benefits to be derived from domestic audiences engaging with screen-based content that explores local culture. FilmTT aims to create an improved and more sufficient local film sector, and it is crucial that in conjunction with this effort, the local consumer base also expands to extend the economic potential of indigenous content being created.

It is important that a strategy to develop the local audience for T&T films is implemented alongside the development of the sector. The strategy aims to support the creation of local films that meet global exhibition standards and in doing so increase the audience appetite and consumption of home grown content.

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### **Objectives**

The following information summarizes the intent of any funding granted, who can apply and what the company priorities are in relation to eligibility. Persons are advised to read all the information provided carefully before applying.

- Boosting production by increasing funding and support to grow the number, quality and diversity of film and television productions from Trinidad and Tobago.
- Creating specialist business development provision for screen businesses, ensuring that advice and support is appropriate and easy to access.
- Improving employment opportunities in the sector through increased and coordinated opportunities for work-based learning, training and development.
- Improving and expanding the provision of film and moving image education in every context, increasing its reach, depth and inclusivity.
- Developing Trinidad and Tobago's reputation as a destination for domestic and international productions and co-productions and developing international markets.



- Growing and improving Trinidad and Tobago's screen infrastructure including studio facilities.
- Encouraging diversity of on-screen representations and of the filmmakers whose work is programmed.
- Working with cinemas and festivals to improve physical accessibility and provisions.
- Developing a curriculum to improve film education across primary and secondary schools. Such a curriculum can also serve to inform diverse communities about the artistic, cultural and employment opportunities offered by the sector.
- Long-term audience development should also be a focus in order to encourage appreciation of local cinema among young people, and instill life-long interest.
- Tracking the box office of local releases to give insight into market size and growth

### **What can I apply for?**

There are a range of project costs eligible for planning and executing a film festival, including:

- Research and development costs
- Programming costs (such as film hires, guest speakers, workshops/masterclasses)
- Staff costs linked to the project
- Online platform and delivery costs
- Training for online delivery
- Equipment/venue hire
- Marketing and publicity costs (including print, online, PR)
- Audience development, outreach and engagement activity
- Community engagement (i.e. Audience Engagement and outreach staff supporting attendance through a ticket/travel/childcare fund/bursary etc.)

### **Who can apply?**

This fund is open to new and existing film festivals based in Trinidad and Tobago presenting programming to audiences, and to other constituted groups based in Trinidad and Tobago, that meet the aims and criteria of this fund.



***If you are already in receipt of Film Festival Funding but would like additional support to develop online activity and digital engagement initiatives please contact FilmTT first. You can do this by emailing [info@filmtt.gov.tt](mailto:info@filmtt.gov.tt).***

### **When can I apply?**

Applications are accepted on a rolling basis and there are no deadlines. Applicants are encouraged to apply at least six (6) months before their festival is due to begin. If you apply less than eight weeks before your festival starts, your application will be deemed ineligible.

New film festivals are strongly encouraged to discuss their plans with a representative in advance of an application being made. Please contact a member of the FilmTT Team by emailing [info@filmtt.gov.tt](mailto:info@filmtt.gov.tt).

### **How long will it take to get a decision on my application?**

Decisions will take up to eight (8) weeks from the date of submission and we have all the relevant information required to make a full assessment. If you apply less than eight weeks before your festival starts, your application will be deemed ineligible. Applications are reviewed on a monthly basis.

Once we have reached a decision, you will be contacted via email about the outcome of your application. Should you be successful, we will issue a Funding Agreement – confirming the award being offered, as well as any specific conditions that have to be met. You must note and adhere to all the terms and conditions of the Sponsorship Agreement prior to signing and once all conditions have been met, funding will be released in tranches. If your application is unsuccessful, we will email to let you know why, and advise you of your next steps.

### **What are the key criteria for consideration when assessing an application for Film Festival Funding?**

Applicants must be able to demonstrate the following in their proposal:

- The project has high quality programming
- It will be well managed and delivered
- A clear target audience has been identified and
- It meets a clearly identified need, or gap in provision



- There are strong plans in place to maximize audience engagement
- It is accessible (in the widest context)
- It supports digital best practice in regards to data handling
- It is properly risk assessed and has the appropriate safe-guarding measures in place

### **What do I need to support my application?**

In addition to the completed application form, the following supporting materials are required:

A copy of founding legal documents (for example Certificate of Incorporation, Articles of Association, Trust Deeds, or written constitution).

#### An outline of the proposed programme, and/or examples of previous programme

- How will your festival be programmed?
- How many screenings and events will you offer?
- Is your film festival themed around certain issues, or styles of film?
- Does it raise the profile of particular films or stories?
- Does your programme include work by under-represented filmmakers?
- How will online activity reflect your festival aims and vision?
- What does it enable you to do in new ways?
- Who can you now reach that you haven't previously?

#### A Marketing Plan inclusive of target audiences, and demonstrating a commitment to access and inclusion:

- Does it reach audiences with limited cinema provision?
- What is your target number of admissions or engagements?
- Who do you hope will engage with your film festival?
- How will you reach them?
- How will you make sure that your event is accessible to as many people as possible?



- What need or demand is there for an event of this type?
- What evidence of interest do you have from potential audiences? (this is particularly, but not exclusively, relevant to new festivals).
- Will there be sales agents or distribution companies in attendance?

#### Project plan including timeline and risk assessment

- How will you ensure your project is well managed?
- How will you ensure your project is properly costed, and that budgets are well managed?
- What risks have you identified and how will you mitigate them?
- How will you safeguard the health and safety of audience, staff, volunteers and guests and meet COVID-19 restrictions?

#### A Volunteer Framework

- A Volunteer/Intern Framework.

#### A detailed budget and cashflow

- Please submit this as an excel document, showing income and detailed expenditure for the duration of the festival
- Cashflow is a required document for two year applications, but are also encouraged for one year applications.

#### Confirmation, or Letters of Intent, from other funders (cash or in-kind) and partners

- Letters should include all other sources of cash along with venues, programme partners and others

#### Monitoring and evaluation plans

- What are you hoping to achieve with your film festival?



- What are your key aims?
- What outcomes are you hoping will result in the longer term?
- How will you know if you have achieved your aims?
- How will you know who has attended your event, or if they enjoyed it?
- What have you learned from previous editions, or other events, that you will apply to the programming and management of this festival?
- How will you continue to develop and improve your event?

### **Further Support**

If you require support, further information or have any general enquiries about the fund and how to apply please contact our Team. Our officers will be able to advise you and are available via email, through our website or social media.

Email: [info@filmtt.gov.tt](mailto:info@filmtt.gov.tt)

Facebook: <https://www.facebook.com/DiscoverFilmTT>