



Awarding funds from
The National Lottery®

Film Export Fund

Guidelines for applicants

The BFI reserve the right to amend these guidelines from time to time or to withdraw the Fund.

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Introduction

The BFI's Film Export Fund (the Fund) aims to enhance the export opportunities for British films where they have been selected to appear at important international film festivals.

Festivals can provide a powerful platform to launch international sales campaigns, but taking full advantage of these opportunities can present a level of financial risk for sales companies. This Fund aims to help sales agents to maximise a festival selection through enhanced publicity and/or marketing activity as well as assisting with technical and logistical costs involved with a high profile festival appearance.

Through supporting the export opportunities of individual British films that are selected for festivals the Fund aims to:

- Raise the profile of UK films in generally crowded festivals and international film markets;
- Increase opportunities for international sales and distribution of British films;
- Improve distribution advantages and the box office performance of British films in international markets;
- Promote UK film, talent, services and crews internationally.

A total of £200,000 has been allocated to the Film Export Fund.

Any queries about the Fund or the application should be directed to fef@bfi.org.uk.

Who can apply?

Applications can only be made for the promotion of an Eligible Film placed in an official category/competition at an Eligible Festival.

The current list of **Eligible Festivals** is set out in Appendix 1 to these Guidelines. Applications submitted in respect of any other festivals or for the general promotion of a film (e.g. at a market screening) will not be accepted. Applicants will be required to provide written confirmation from the Eligible Festival that the Eligible Film has been officially selected.

An **Eligible Film** is one that:

- Is wholly capable of qualifying for certification as a British film through:
 - Schedule 1 to the Films Act 1985 (The Cultural Test); or
 - one of the UK's official co-production treaties; or
 - the European Convention on Co-Production.
- has a production budget of £6,000,000 or less;
- has a minimum duration of 69 minutes; and
- is intended for theatrical release.

An Eligible Film can only receive a maximum of two awards from the Fund.

Applications can only be made by **sales agents/companies** representing the Eligible Film (a sales agent/company must be a legally registered company with a core business of selling films in the international market).

BFI, may in exceptional circumstances and at its sole discretion, accept applications from the producer of an Eligible Film if, at the point of application no sales agent/company has yet been appointed but the film has been accepted to an Eligible Festival. In such instances the producer should contact fef@bfi.org.uk before seeking to apply. Any subsequent offer of funding from the BFI would be made to the sales company (after its appointment) and not to the production company,

Applications from individuals will not be accepted.

Applicants may be required to provide written evidence in respect of all the above points.

Purpose of the award

Awards from the Fund can be used for one or more of the following:

- Production of subtitled prints and/or digital cinema packages for use at the Eligible Festival;
- Travel and accommodation costs to the Eligible Festival for the director or other key talent;
- The press campaign at the Eligible Festival (including electronic press kits and/or the appointment of an international public relations agency); or
- Marketing items for the Eligible Festival.

The applicant may receive financial support from the Eligible Festival or from other public agencies for some or all of the above items. For the avoidance of doubt, while BFI may co-fund alongside such support, requests to cover expenditure already being met/reimbursed by such co-funding (i.e. double dipping) will not be permitted and will result in any offer of funding being withdrawn by BFI.

Where the Eligible Film already has a local distributor attached in the territory of the Eligible Festival the award can only be used for items directly related to delivering a wider international promotional value such as:

- The appointment of an international public relations agency;
- Production of press packs for the international press; or
- Talent travel and accommodation costs.

How to apply

All applicants must complete the online application, available on the BFI website.

Please note that applicants wishing to apply will first be first asked to create an account which will allow applications to be saved and reviewed before submission. Once applicants have an account set up, future applications will be pre-populated with contact details. The applicant will also be able to access all previously submitted applications, including in-progress applications, at any point by logging into their account.

[Account Login](#)

The account enables the British Film Institute to confirm by email that the application has been received and, at this stage, a unique Application ID number will be assigned to the application for your records. We do, however, request that applicants additionally email fef@bfi.org.uk to make the team directly aware that your application has been submitted.

To make an application and to create an Account Login, please proceed to the application form below:

<http://www.bfi.org.uk/about/funding/exportfund.html>

The information to be submitted will include:

- Details of the Eligible Film and Eligible Festival;
- The Eligible Film's duration and budget;
- Details of the expenditure on the Eligible Film at the Eligible Festival;
- Details of all anticipated subsidies and grants provided to the Eligible Film at the Eligible Festival including any costs to be met by the Eligible Festival.
- The amount requested from BFI; and
- Details of the proposed marketing and promotion plan for the Eligible Film at the Eligible Festival.

Applications should be submitted no later than 6 weeks before the official start date of the Eligible Festival. The BFI may, at its sole discretion, accept applications made no later than 4 weeks before the official start date of the Eligible Festival if the applicant only received confirmation of the film's selection after expiry of the 6 week deadline.

Incomplete applications will not be processed.

If you have problems completing or submitting an application please contact Vivien Muller-Rommel on 020 7255 1444 or email fef@bfi.org.uk

What happens next?

Applications submitted online will be acknowledged automatically.

Applications will be processed and assessed by the BFI's Distribution and Exhibition Department.

On receipt of the application BFI will assess the eligibility of the application (taking account of the requirements set out in 'Who Can Apply' above) and may request submission of further written material as evidence of eligibility. Where an application is ineligible the applicant will be notified in writing.

If the BFI, at its sole discretion, considers the application to be eligible it will then assess the application taking into account the following **criteria**:

- The quality of the marketing and promotion plan for Eligible Film at the Eligible Festival;

- The proposed budget/expenditure for the Eligible Film at the Eligible Festival and whether it represents value for money;
- The source and availability of other income to meet the budget; and
- The degree to which the above activity contributes to the aims of the Fund (see the Introduction).

The BFI's Distribution & Exhibition Department will make recommendations to the BFI's internal Lottery Finance Committee as to which applications it wishes to support. The BFI may undertake a due diligence assessment of the applicant.

The Lottery Finance Committee will decide whether to support the application. The decision of the BFI as to whether it wishes to support the application is final. Not all applications will be successful. All applicants will be informed in writing of the decision on their application.

Offer of funding

If an application is successful the applicant will be sent an Offer of Funding setting out the terms and conditions attaching to the award. This Offer of Funding must be counter-signed and returned to the BFI within 14 days of issue or it will automatically lapse.

The terms and conditions of funding will include the following:

Use of the award

The award can only be used as set out in Purpose of the Award above.

BFI requirements

The BFI will require:

- **Acknowledgement** of the Award: through display of the BFI and National Lottery logo (as supplied by BFI) on all promotional materials produced for the Eligible Film at the Eligible Festival;
- A high quality **still** from the Film cleared for use by BFI worldwide (in order for BFI to publicise its Lottery funding activities);
- A minimum of two **invitations** to the main official screening of the Eligible Film at the Eligible Festival and to associated receptions or other events or press conferences;
- Completion and submission of a **Post Participation Form** (see below); and
- A **DVD** copy of the Eligible Film (once available).

Payment of the award

75% of the award will be paid on the later of receipt by BFI of the counter-signed Offer of Funding, a draw-down request for the payment, and a copy of the film still referred to above.

The final 25% of the award will be paid on the later of receipt by BFI of a draw-down request for the payment and copy of the fully completed Post-Participation Form.

The award must be claimed in full no later than 10 months from the start date of the Eligible Festival. Any outstanding balance of the award after this date will be automatically withdrawn.

The Post Participation Form

This form must be completed no earlier than 6 months after the start date of the Eligible Festival and submitted to BFI no later than 9 months after that date. The information to be supplied to BFI will include:

Sales Data

- Name and contact details of all distributors purchasing the film in each international territory;
- Rights sold;
- Sales price.

The BFI requires this data to increase knowledge about performance of British films in the worldwide market place. This data will be used for statistical analysis and will only be published in an anonymised and aggregate form in order to preserve its confidential nature.

An analysis of expenditure against budget for the Eligible Festival

If expenditure is less than anticipated budget the BFI may proportionately reduce the amount of the award payable.

Promotion Data

- A list of international press coverage achieved through the Eligible Film's participation at the Eligible Festival; and
- A list of the promotional tools produced to support the Eligible Film's participation at the Eligible Festival.

Other conditions

The Offer of Funding may be terminated and any funding already advanced may be required to be repaid in the event that any of the requirements set out in these guidelines are breached.

Appendix 1: Eligible Festivals

Eligible Festival	Premiere Status	Country
Sundance (19-29 January 2012)	World/ North American/ national	USA
Rotterdam (25 January – 5 February 2012)	World/European	Netherlands
Berlin (9-19 February 2012)	World/ European	Germany
South by Southwest (9-17 March 2012)	World/ North American/ national	USA
Hong Kong International Film Festival (21 March – 5 April 2012)	World/ Asian	China
Tribeca Film Festival (18-29 April 2012)	World/ North American/ national	USA
Cannes International Film Festival (16-27 May 2012)	World/ European	France
Anney Animation Festival (4-9 June 2012)	World/ European	France
Karlovy Vary (29 June-7 July 2012)	World/ European	Czech Rep
Locarno (1-11 August 2012)	World/European	Switzerland
Venice (La Biennale) (29 August – 8 September 2012)	World/European	Italy
Telluride Film Festival (31 August – 3 September 2012)	World/ North American/ national	USA
Toronto (7-17 September 2012 tbc)	World/ North American/ national	Canada
San Sebastian (15-23 September 2012 tbc)	World/ European	Spain
Fantastic Fest (21-28 September 2012 tbc)	World/ North American/ national	USA
Sitges International Festival of Fantastic Film (5-15 October 2012 tbc)	World/European	Spain
Pusan International Film Festival (5-13 October 2012 tbc)	World/Asian	S. Korea
Tokyo International Film Festival (21-29 October 2012 tbc)	World/Asian	Japan
Rome Film Festival (26 October-3 November 2012 tbc)	World/European	Italy

Important information

1. The information in these guidelines can change. The law and Government regulations on distributing National Lottery funds may also change. The BFI therefore reserves the right to review this programme and/or change its policies, procedures and assessment criteria.
2. The application form does not necessarily cover all the information the British Film Institute uses to decide which applications to fund. The BFI can ask applicants for extra information.
3. All applications are made at the applicant's own risk. The BFI will not be liable for loss, damage or costs arising directly or indirectly from:
 - the application process;
 - the BFI's decision not to provide an award to an applicant; or
 - dealing with the application.
4. The BFI's decisions on applications are final.
5. The BFI will not pay the award until it has received a fully executed copy of the Offer of Funding.
6. The BFI will publicise information on the number of applications it receives and the awards made.
7. The Freedom of Information Act 2000 gives members of the public the right to request certain information held by the BFI. This includes information held in relation to applications to the BFI's Lottery funding programmes or schemes. Therefore if you choose to apply to the BFI you should be aware that the information you supply, either in whole or in part, may be disclosed under the Freedom of Information Act.
8. Sometimes the BFI's Governors or members of staff may be involved in some way with applicants. This interest has to be declared in applications from such applicants. The relevant Governor or staff member will not be involved in assessing the application or the decision to make an award. Applicants are advised not to try to influence the success of their application by approaching a Governor or staff member.
9. It is important that applicants carefully check the information given in the application form. The BFI's standard terms and conditions entitle it to withhold or reclaim an award in the following circumstances:
 - If the application was filled in dishonestly or with incorrect or misleading information about the organisation or the project whether deliberately or accidentally; and
 - If during the term of the agreement the awardee acts dishonestly or negligently to the disadvantage of the project.The British Film Institute will follow up cases of suspected fraud and will pass information to the police.
10. **Complaints and appeals:** The BFI's decision is final. Inevitably, applicants will have to be turned down and may be disappointed by this result. Formal appeals against the final decision will not be considered unless the applicant has good cause to believe that the procedures for processing the applications were not adhered to, or applied in such a way as to prejudice the outcome of the application. A copy of the BFI's Complaints procedure can be downloaded from the website or obtained on request from the BFI's Communications department.