



# **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 maximise a festival selection through enhanced publicity and/or marketing activity as well as assisting with the technical and logistical costs involved with a high profile festival appearance.

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

- Increase opportunities for international sales and distribution of British films;
- Promote UK film and talent internationally.

Any queries about the Fund or the application should be directed to [fef@bfi.org.uk](mailto: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 may 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:
  - 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 £7,000,000 or less;
- be feature-length with a running time exceeding 70 minutes; and
- is intended for theatrical release.

Applications must be for either the International, North American or European premiere.

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

Applications can only be made by the **sales agent** representing the Eligible Film, who must also be in attendance at the Eligible Festival, promoting this film (a sales agent must be a legally registered company with a core business of selling films in the international market).

On a trial basis, from February 2015, we will also consider applications that are made by the film's producer provided that they have attached a formal sales representation to their film who must also be in attendance at the Eligible Festival. The sales representative must have a demonstrable and

established track record in selling relevant film sales rights and must be contractually attached to the film (we will require a copy of that contract to verify that the application for funding is eligible). The sales representative must, at a minimum, be selling the North American rights to the film. We will review this extension to the eligibility criteria for this Fund within 9 months.

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

## **Purpose of the award & Eligible Costs**

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

- Subtitling costs and/or production costs of subtitled prints or digital cinema packages for use at the Eligible Festival;
- Print transport costs;
- A contribution to reasonable travel and accommodation costs to the Eligible Festival for essential key talent (eg. lead cast, director);
- Public relations activities at the Eligible Festival (including press kits, the appointment of an international or local publicist and associated PR costs);
- Marketing and promotional items specific to the Eligible Film's inclusion at the Eligible Festival (including festival specific posters, brochures, flyers, screeners, trade advertisements and digital campaigns).

Costs relating to sales agent's own attendance at the Eligible Festival (or in the case of an application being submitted by the film's producer – the producer and the sales representative's attendances at the Eligible Festival) are not eligible.

Examples of ineligible costs include, but are not limited to: per diems, any producer-associated costs, events (drinks / dinners etc.), trailers and /or general company promotional materials.

Where talent is representing more than one film at the Eligible Festival we will determine how much to contribute towards their travel and accommodation, taking into account potential other sources of funding (e.g. another sales agent), and may request further information in relation to this.

The applicant may receive financial support from the Eligible Festival, a local distributor 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.*

## Available financial support

Film Export Fund support may not exceed 50% of the total of the anticipated Eligible Costs to be incurred by directly the sales agent i.e. 50% of those costs not being covered by third party *funding sources* (eg. by the Eligible Festival, the local distributor, other public funding etc.) The maximum award per Eligible Film is £15,000.

*For example:*

*Total eligible costs are £10,000*

*Contributions from the festival and EFP towards travel and marketing cover £4000*

*Remaining eligible costs £6,000*

*Film Export Award up to £3,000 (= up to 50% of remaining eligible costs incurred by sales agent)*

After assessing the application we will confirm the amount of funding to be provided.

## 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 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 BFI 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.

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

<http://www.bfi.org.uk/film-industry/film-export-fund>

The information to be submitted will include:

- Details of the Eligible Film and Eligible Festival;
- The Eligible Film's duration and production budget;
- Details of the eligible expenditure on the Eligible Film at the Eligible Festival;
- Details of all anticipated subsidies, grants or other funding provided to the Eligible Film at the Eligible Festival including any costs to be met by the Eligible Festival; and
- Details of the proposed marketing and promotion plan for the Eligible Film at the Eligible Festival

- A copy of the sales representative 's agreement in relation to the Eligible Film if no sales agent attached and the application is being submitted by the Eligible Film's producer.

Applications should be submitted no later than 4 weeks before the official start date of the Eligible Festival. The BFI may, at its sole discretion, accept applications made later than that only if the applicant received confirmation of the film's selection after expiry of the 4 week deadline or where the attachment of a sales agent to an Eligible Film occurred after expiry of the deadline. In such a situation, please contact us as soon as possible for us to review your eligibility.

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](mailto:fef@bfi.org.uk)

## What happens next?

Applications submitted online will be acknowledged automatically.

Applications will be processed and assessed by the BFI's Film Fund.

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 sales strategy for the Eligible Film at the Eligible Festival, demonstrating how participation in the Festival will generate sales;
- The proposed expenditure for the Eligible Film at the Eligible Festival; whether this represents value for money and is commensurate to the benefits to be derived by participation of the Eligible Film in the Eligible Festival;
- The source, availability and extent of other income to meet the budget;
- Sales to date; and
- The degree to which the above activity contributes to the aims of the Fund (see the Introduction).

The BFI's Film Fund 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 certain 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;
- An early **sales report**
- 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 receipt by BFI of a draw-down request for the payment together with a copy of the fully completed Post-Participation Form (no earlier than 3 months after the start date of the Eligible Festival). We may also require evidence (by way of copy receipts/invoices) of expenditure.

The award must be claimed in full no later than 7 months from the start date of the Eligible Festival. Any outstanding balance of the award after this date will be automatically withdrawn.

### Early Sales Reporting

An initial sales update within a month of the start date of the Eligible Festival should be submitted to the BFI by email.

### The Post Participation Form

This form must be completed no earlier than 3 months after the start date of the Eligible Festival and

submitted to BFI no later than 6 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.
- Examples of all marketing and advertising materials to which Film Export Funding contributed eg. copies of trade advertising, festival-specific posters

#### 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 2015**

<b>SUNDANCE (22 Jan – 1 Feb)</b> Application deadline: 22 Dec 2014	<b>LOCARNO (5 – 15 August)</b> Application deadline: 5 July 2015
<b>ROTTERDAM (21 Jan – 1 Feb)</b> Application deadline: 21 Dec 2014	<b>VENICE (2 – 12 Sept)</b> Application deadline: 2 Aug 2015
<b>BERLIN (5 – 15 Feb)</b> Application deadline: 5 Jan 2015	<b>TELLURIDE (4 - 7 Sept)</b> Application deadline: 4 Aug 2015
<b>SOUTH BY SOUTHWEST (13 - 21 March)</b> Application deadline: 13 Feb 2015	<b>TORONTO (10 – 20 Sept)</b> Application deadline: 10 Aug 2015
<b>HONG KONG (17 March – 2 April)</b> Application deadline: 17 Feb 2015	<b>SAN SEBASTIAN (18 – 26 Sept)</b> Application deadline: 18 Aug 2015
<b>TRIBECA FILM FESTIVAL (15 – 26 April)</b> Application deadline: 15 March 2015	<b>FANTASTIC FEST (24 Sept – 1 Oct)</b> Application deadline: 24 Aug 2015
<b>BEIJING FILM FESTIVAL (17 – 20 April)</b> Application deadline: 17 March 2015	<b>SITGES INTERNATIONAL (9 – 18 Oct)</b> Application deadline: 3 Sept 2015
<b>CANNES (13 – 24 May)</b> Application deadline: 13 April 2015	<b>BUSAN INTL FILM FESTIVAL (1 – 10 Oct)</b> Application deadline: 4 Sept 2015
<b>ANNECY ANIMATION (15 – 20 June)</b> Application deadline: 15 May 2015	<b>TOKYO FILM FESTIVAL (22 – 31 Oct)</b> Application deadline: 17 Sept 2015
<b>KARLOVY VARY (4 – 12 July)</b> Application deadline: 27 <sup>th</sup> May 2015	<b>ROME FILM FESTIVAL (14 – 18 Nov) tbc</b> Application deadline: 14 Oct 2015

### **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.