



# International Marketing Support: Festivals and Awards: Guidelines

Issued 17 November 2017

Updated 8 February 2021

For the promotion of Australian content and talent at the key international festivals and awards events, enabling the enhancement of international marketing strategies in conjunction with other partners.

Limited funding to acknowledge the importance of global strategies for new titles, restricted to their world or international premiere and planned related sales and marketing activities at significant industry events.

Screen Australia funding may contribute towards the marketing budget for:

- Publicist fees
- Subtitling
- Attendance by the director or producer (supported by a clear plan to be implemented at the event)
- Attendance by high profile Australian cast on the red carpet at gala festival screenings, e.g. films in competition or significant programs (an associated publicity schedule will be required)
- Mandatory materials required by the festivals
- Attendance by the writer may be considered where there are clear benefits.

Whilst there are hundreds of international film festivals, this program can only support titles invited to the most prestigious industry acknowledged events.

## WHAT

Screen Australia will contribute to the promotional budget for eligible events generally up to \$20,000 for feature films and television series and \$10,000 for short films.

The level of funding will be determined by a film's individual international marketing strategy as evidenced by a comprehensive plan and budget, produced by either the sales agent or producer. Festival screenings must be the title's world or international premiere.

Note: current recipients of funding through Screen Australia's Enterprise programs may be precluded from requesting funds to support travel. Contact Screen Australia's Manager, Enterprise & Industry, if this applies to you.

Projects may receive only one grant through this program strand, unless the second relates to nomination for an eligible award i.e. Academy Awards®, British Academy of Film and Television Arts (BAFTA) Awards®, Emmy Awards®.

## WHO

All applicants and projects must meet the general criteria in our [Terms of Trade](#). In addition:

- Proof of selection for an eligible festival or award must be provided. Note: the invitation to a festival or awards event does not guarantee support. Approval is subject to the soundness of the marketing strategy and its plan for implementation, availability of funds and the strength of the application.
- For festivals, the screening must be at least the title's international premiere outside its home territory.

### Eligible festivals

- Berlin International Film Festival
- Busan International Film Festival
- Cannes International Film Festival
- Clermont-Ferrand Short Film Festival
- Critics Week, Cannes
- Directors' Fortnight, Cannes
- Hot Docs International Documentary Festival, Toronto
- IDFA, Amsterdam
- Sitges International Fantastic Film Festival
- Sundance Film Festival
- SxSW, Austin
- Toronto International Film Festival
- Venice International Film Festival.

### Eligible awards

- Academy Awards®
- British Academy of Film and Television Arts (BAFTA) Awards
- Emmy Awards®

Eligible events have been chosen to ensure that Screen Australia's support is as strategic as possible and the best use is made of available funds.

On exceptional occasions, at the discretion of Screen Australia, an event not on the current list may be considered if it has grown in significance and/or offers unique commercial opportunities.

Please speak to Manager, Festivals and Industry Partnerships prior to your submission to determine eligibility ([industry@screenaustralia.gov.au](mailto:industry@screenaustralia.gov.au)).

### HOW

Applications must be submitted six weeks in advance of the festivals or awards event to allow time for processing and providing feedback before implementation of your marketing strategy.

Applications can be made through the [Application Portal](#) with the following items:

- Proof of festival invitation or award nomination.
- A comprehensive marketing plan, setting out the objectives for the festival or event, what activities are planned including publicity, promotions and marketing collateral, and how the event will enhance the title's market potential.
- An associated publicity plan if the request includes expenses for Australian cast on the red carpet.
- A full marketing budget for the event showing all proposed expenditure, with substantiating documentation including supplier quotations on letterhead. All sources of income should be shown including contributions from the sales agent, state bodies, the producers and investors.
- The festival's mandatory delivery list.

The turnaround for decisions is approximately three weeks.

Funding decisions will be made against the following equally weighted criteria:

- The strength of the title's international marketing strategy and the role the event will play in the sales or release plan.
- The status of the section/forum into which a project or person has been invited.
- The viability of the marketing budget, including contributions from other sources.

Other factors, including availability of funds and the gender and cultural diversity of the team, may also influence Screen Australia's decisions.

Applications are assessed by Screen Australia executives and/or industry specialists as required. Screen Australia will advise applicants in writing of the success or otherwise of

their application. Decisions on applications are final.

### **Terms of funding**

Funding through this program is provided as a grant.

Recipients are required to provide a written report detailing the outcomes of the funding. Aspects of these may be published on the Screen Australia website following consultation with the applicant.

**IMPORTANT:** Applications cannot be made retrospectively.

See our full list of [Festival](#), [Market](#) & [Pitching Forum](#) profiles for information on domestic and international event dates.

For any enquiries, please contact the Screen Australia Program Operations team on 1800 507 901, or [industry@screenaustralia.gov.au](mailto:industry@screenaustralia.gov.au)

### **Change Log**

8 Feb 2021

- Applications must be made six weeks prior to start of festival or award event and applicants are advised to speak with Manager, Festivals and Industry Partnerships to determine eligibility.

20 Oct 2019

- Separated Festivals and Awards from Talent Labs guidelines