

Annexure D

Procedure for financial assistance for promotion of Indian films selected for competition in Film Festivals and Indian Films which reach final stage of selection of Oscars – Academy Awards.

Introduction

India is the largest producer of films in the world. Although a number of aesthetically rich and technically excellent films are made in the country, due to lack of promotion, these films fail to draw attention and fail to make a mark. The existing components in the Plan Scheme only envisages participating in film festivals by making entries of films selected under Indian Panorama or by supporting travel of a film maker whose film is selected. These existing measures are inadequate to promote promising Indian films in a proactive manner which includes supporting the promotion campaigns of these films in international arena.

2. In addition, selection of Indian film festival in international festival or being India's nominee to the Academy Awards is a matter of national prestige and also is an indication of the film's cinematic quality and talent of the film maker which are crucial in the development of growth of film industry from domestic and global perspective. The impact of participation of Indian films in international film festivals and events like Oscars is immense to the Indian film industry.

3. Keeping the above in view, it is proposed to work out a scheme to help film makers monetarily to promote their films once they are selected at International Film Festivals or events like Oscars.

Terms of Funding – Festivals

4. A list of various important international festivals and different categories of competition under each of these festivals is at **Annexure D-1**. The list also includes the Academy Awards. Depending on the importance of the festival and the profile of the category of award in the festival, the maximum amount of financial assistance has been worked out.

5. Applications can only be made for the promotion of a film selected in an official category /competition at an eligible festival, Academy Awards as identified in **Annexure D 1**. Either the Director or the Producer of such film, both being included in the description of a filmmaker, may make the application. Application should be submitted along with detailed synopsis of the film, in addition to other relevant details as sought in the application

form. Applicants should also be ready to screen the film for a Panel of Experts who would be recommending giving financial assistance to a film.

6. General applications submitted in respect of any other festivals or for the promotion of a film at an international market (e.g. at a market screening) or for the filmmakers to attend a particular international market will not be accepted.

7. Documents giving proof of official selection at the eligible festival or nomination to Academy Awards must be submitted and such screening must be a World/European/North American or an Asian premiere.

8. The strength of the film's international marketing strategy and how the event (i.e. the selection) will enhance the film's publicity, promotions and the sales or the release plan will be evaluated before making a decision.

9. It will also be mandatory for the filmmaker to disclose and indicate the amount of funds being brought in by the filmmakers for the specific purpose of promoting the film in the festival or for the general purpose of promoting the film internationally, including its utilization.

Process of recommendation for financial assistance

10. While films selected for competition in any sections of the festivals as mentioned at Annexure D-1 as well as nominated as India's entry for Academy Awards are eligible to apply seeking financial assistance, the decision for providing financial assistance would be based on the recommendation of a panel of experts which will be constituted by the Government. The Panel would examine various information provided by the film maker and also view the film prior to making their recommendations. Financial assistance to a film under this scheme would be subject to recommendation of Panel of Experts.

When should the Application be made?

11. To ensure timely processing of requests for funding, applications should be submitted no later than one week from the date of official announcement of selection by the eligible Festival. The applicant should furnish details of funding from sources, other than Government, either received or being received along with the application if already received or within 10 days of such receipt. No requests shall be entertained for post-facto reimbursements of marketing spends at the eligible Festivals. The applications should be submitted to the following address:

Directorate of Film Festivals
Sirifort Auditorium Complex,
August Kranti Marg,

New Delhi- 110049.

Fax : 91 11 26497214

Tel : 91 11 26499371

Website : www.dff.nic.in

Modus Operandi of the Application

12. Each of the festivals mentioned herein have various sections. The Fund will be disbursed to the filmmaker that holds a selection letter from only those sections/categories of the recommended and identified list of festivals/awards as are specified in **Annexure D 1**. The outlay will be disbursed as per the grades defined in the same Annexure for the specific category. If an application is successful, the applicant will be sent an Offer of Funding setting out the terms and conditions attaching to the award.

Major Costs Incurred

13. The reimbursable expenses under this scheme shall largely comprise all or any of the following –

- i. Subtitling costs and/or production costs of subtitled prints or digital cinema packages for use at the festival.
- ii. Print transport costs and other allied logistical costs to facilitate the screening of the film in the festival.
- iii. Reasonable travel and accommodation costs to the festival for key talent as identified by the Director/Producer and are essential for publicity including red carpet/gala events.
- iv. Mandatory materials as specified by festival and marketing/promotional collaterals recommended by the Publicist or by the Sales Agent/Distributor.
- v. Publicist's fees and expenses relating to various publicity/promotional activities as recommended by the Publicist such as campaign in trade magazines, for co-ordinating screenings for academy members, to help tie up with top line newspapers for joint screenings and Q&A sessions with the Director, etc.

Reporting Requirements

Fund Utilization Report

14. Recipients are required to provide a written report audited and certified by a Chartered Accountant detailing the utilization of the funds received for the purpose of promoting the said film giving outlays made towards the various heads/items mentioned above including those that may have been necessitated due to a specific marketing/publicity/sales/distribution requirement.

Outcome Report

15.1 The applicant/ producer should periodically submit feedback on various activities from selection for competition to award ceremony through email to Directorate of Film Festivals.

15.2 It will also be necessary to report in detail the outcome of the funding, which will include the strategies adopted/executed to promote the film at the selected festival or at the Oscars, international press coverage generated by the Publicist, showcase the marketing materials actually produced and the revenues generated from various territories including the contact details of all distributors purchasing the film in each international territory, Rights sold and Sales price. This data will substantially increase knowledge about the performance potential of Indian films internationally, and help to further fine-tune marketing and promotion strategies for Indian cinema.

Other Requirements

16. Credit to the Ministry of I&B, as it is the sanctioning authority of the fund, must be acknowledged in the Opening titles of the film as “Supported by the Ministry of I&B, Govt. of India”.

17. The logo of the Ministry of Information and Broadcasting, Government of India must be displayed on the feature, trailer, poster and on other promotional materials produced for the Festival.

18. Ministry of I&B/DFP may use stills and footages from the funded film for publicizing the efficacy of the said Fund and may also need access to talent including the Director/Producer/Lead Actor/Writer for such purposes for a period of one year.

The Academy Awards (Oscars)

19. The Academy Awards or the Oscars is an annual Award ceremony constituted and hosted by Academy of Motion Picture Arts and Sciences (AMPAS), USA. The films made in foreign languages are considered under the category “Best Foreign Language Film”. The AMPAS invites film industries of various countries to submit their best film for the Academy Award for the Best Foreign Language Film. The eligibility condition is that the Motion Picture must be commercially released in theatre in the country submitting the film. The Film Federation of India is the official body to submit India’s nomination to the Academy. FFI sets up a Committee which recommends a film.

Voting for Foreign Language Films

Phase – 1

20. A Foreign Language Film Award Committee views the various submissions made and vote by secret ballot. The groups top six choices plus three additional selections voted by the Academy’s Foreign Language Film Award Executive Committee will constitute the short list of nine films.

Phase - 2

21. The Foreign Language Film Award Committee will screen the nine short list films in New York, Los Angeles and London. A vote by secret ballot will determine the category’s five nominees. Final voting for the Foreign Language Film award shall be restricted to active and life Academy members who have viewed all five motion pictures nominated for the award.

Terms of Funding – Oscars

22. Application can only be made if a film is nominated as India’s official entry to Oscars under the Best Foreign Language Film category to enable the film maker to promote the film during the short listing of 9 films and subsequent to short listing of 5 films for final stages.

23. Documents giving proof of selection at the Oscars at Phase 2 must be submitted. General applications submitted in respect of any other award will not be accepted.

24. The strength of the film's marketing and publicity strategy at the Oscars will be evaluated before making a decision. In this regard, key consideration will be given to the fact whether the film has already been distributed in the USA or has a US distributor attached and such distributor should share the proposed distribution plan for the film.

25. It will also be mandatory for the filmmaker to disclose and indicate the amount of funds being brought in by the filmmakers for the specific purpose of promoting the film including its utilization. The applicant should furnish details of funding from sources, other than Government, either received or being received along with the application if already received or within 10 days of such receipt.

26. To ensure timely processing of requests for funding, applications should be submitted no later than one week from the date of nomination as India's official entry or short-listing in Phase 2.

27. The decision for providing financial assistance would be based on the recommendation of a panel of experts which will be constituted by the Government. The Panel would examine various information provided by the film makers and also view the film prior to making their recommendations. Financial assistance a film under this scheme would be subject to recommendation of Panel of Experts.

Reimbursable Expenses

28. The reimbursable expenses under this scheme shall largely comprise all or any of the following –

- (i) Engagement of Publicist
- (ii) Travel for Director and Producer
- (iii) Accommodation
- (iv) Administrative Expenses
- (v) Screenings
- (vi) Advertising in Magazines and Websites
- (vii) Networking Events
- (viii) Creation and Production of Marketing Materials (Posters, Trailers, Websites, Press Kits)
- (ix) Technical Materials – DCPs, Blu Ray Discs
- (x) Logistics – shipping, mailing etc

Reporting Requirements

Fund Utilization Report

29.1 The applicant/ producer should periodically submit feedback on various activities from selection for competition to award ceremony through email to Directorate of Film Festivals.

29.2 Recipients are required to provide a written report audited and certified by a Chartered Accountant detailing the utilization of the funds received for the purpose of promoting the said film giving outlays made towards the various heads/items mentioned above including those that may have been necessitated due to a specific marketing/publicity/sales/distribution requirement.

Outcome Report

30. It will also be necessary to report in detail the outcome of the funding, which will include the strategies adopted/executed to promote the film at the selected festival or at the Oscars, international press coverage generated by the Publicist, showcase the marketing materials actually produced and the revenues generated from various territories including the contact details of all distributors purchasing the film in each international territory, Rights sold and Sales price. This data will substantially increase knowledge about the performance potential of Indian films internationally, and help to further fine-tune marketing and promotion strategies for Indian cinema.

Other Requirements

31. Credit to the Ministry of I&B, as it is the sanctioning authority of the fund, must be acknowledged in the Opening titles of the film as “Supported by the Ministry of I&B, Govt. of India”.

32. The logo of the Ministry of Information and Broadcasting, Government of India must be displayed on the feature, trailer, poster and on other promotional materials produced for the Festival.

33. Ministry of I&B/DFF may use stills and footages from the funded film for publicizing the efficacy of the said Fund and may also need access to talent including the Director/Producer/Lead Actor/Writer for such purposes for a period of one year from the date of receipt of any award.

Processing of request for Financial Assistance

34. The film makers/ producers desirous of seeking financial assistance should apply in the format as prescribed at **Annexure D-2** along with financial commentary at **Annexure D-3**

35. Both in the cases of Film Festival and Oscars, request for financial assistance would be scrutinized by a Committee comprising officials from Ministry of Information and Broadcasting, DFF and two outside experts.

36. Any financial assistance would be subject to the recommendation of the Committee and subject to availability of funds.

Eligible Film Festival/Award & Corresponding Fund Value

A. Feature Films

No.	Feature Film Festival	Key Sections	Fund value (INR)
1.	Sundance Film Festival - January	World Cinema Dramatic competition	15,00,000
2.	Sundance Film Festival - January	Premieres	10,00,000
3.	Int. Film Festival of Rotterdam - January	Hivos Tiger Awards Competition	10,00,000
4.	Int. Film Festival of Rotterdam - January	Bright Future	7,50,000
5.	Int. Film Festival of Rotterdam - January	Spectrum	7,50,000
6.	Berlin International Film Festival - February	Competition	15,00,000
7.	Berlin International Film Festival - February	Panorama	10,00,000
8.	Berlin International Film Festival - February	Forum	10,00,000
9.	Berlin International Film Festival - February	Generation K-plus & Generation 14plus	10,00,000
10.	Festival de Cannes - May	In Competition	20,00,000
11.	Festival de Cannes - May	Un Certain Regard	15,00,000
12.	Directors' Fortnight- May	World Premiere	15,00,000
13.	International Critics' Week - May	World Premiere	10,00,000
14.	Venice International Film Festival - September	In Competition	15,00,000
15.	Venice International Film Festival - September	Orizzonti	10,00,000
16.	International Critics' Week - September	Official Selection	7,50,000
17.	Venice Days - September	Official Selection	7,50,000
18.	Toronto Int. Film Festival - September	Special Presentation	15,00,000
19.	Toronto Int. Film Festival - September	Discovery	10,00,000
20.	Busan Int. Film Festival - October	New Currents	10,00,000
21.	Busan Int. Film Festival - October	Window on Asian Cinema	7,50,000
22.	Locarno Int. Film Festival	Concorso Internazionale	7,50,000

D. Oscars

No.	Award	Key Section	Fund value (INR)
1.	Oscars	Foreign Language Film	50,00,000 to 1,00,00,000

INTERNATIONAL FILM PROMOTION FUND

(Application Form)

FILM DETAILS

NAME OF FILM			
YEAR OF COMPLETION/ CENSOR			
PRODUCER		DIRECTOR	
GENRE		LANGUAGE	
CATEGORY	(DOCU/ FEATURE)		
RUNNING TIME (in min)			
AWARDS (IF ANY)			
PREMIERES (IF ANY)			
TOTAL PRODUCTION BUDGET			
FESTIVAL/AWARD FOR WHICH IFPF IS APPLIED FOR			
(Please attach invitation/ selection letter along with this form)			

DECLARATIONS

List of Territories sold	
Mention whether any territory sold in country of festival	
Talent representing film at festival	

APPLICANT DETAILS:

Sales Agent (if attached) Details :

Company Name			
Company Registration No.			
Address			
Town / City		Postcode	
Telephone		Mobile	
Website			
Applicant's Name			
Email id			
Sales agent representative at the festival			
Position at company			
Dates of attendance at the festival			

FESTIVAL/AWARD DETAILS:

NAME OF FESTIVAL/ AWARD (from list attached)	
PREMIERE STATUS (drop down - World / European / Asian / North American / others)	

FUNDING REQUIRED:

Total Amount required	
Other sources, if any	
Expense Heads	
Give an outline of the Marketing & Promotional plan for the film and the Festival to elucidate how the scheme's support will benefit the film's international marketing & promotional opportunities, step up its exploitation potential, positively affect its domestic release and eventually generate foreign sales.	

DECLARATION

By submitting this application I confirm that I have read, understood and accept the IFPF Terms & Conditions and its public statement of aims and objectives. I also declare that all the information given by me is correct to the best of my knowledge.

I agree to hand over to The International Film Promotion Fund the following on being selected for the fund :-

- i. The International Film Promotion Fund Agreement to be signed and turned in 2 weeks before the team leaves for the festival.
- ii. The International Film Promotion Fund to have perpetual worldwide rights of usage to the stills, festival teaser/trailer and other collaterals specially created for the festival.
- iii. In film credit to the International Film Promotion Fund (IFPF) of the Ministry of Information & Broadcasting, Government of India - Logo along with award logos if on a single slide / mention at start of sequence if each award has a separate slide.
- iv. Copy of final DVD with logos.

(Signature of Applicant)

ATTACHMENTS

The Financial Commentary, as given in a separate attachment, **Annexure D-4**, must be filled in and duly submitted along with the Application Form. This document gives an overview of the way the filmmakers intend to spend the monies and the returns expected monetarily OR in terms of positioning & brand enhancement. In addition, the script/ detailed synopsis is also required to be attached with the application.

INTERNATIONAL FILM PROMOTION FUND FINANCIAL COMMENTARY

Financial Summary

Producer/Director:	
Sales Agent/US Distributor Name:	
Production Company Name:	
Film Title:	
Festival/Award Applying for	

BUDGET BREAKDOWN

Production of subtitled prints/ digital copies (if applicable)	Cost (INR)	If applicable, funding from other source	Cost covered by other source (INR)	Confirmed? Yes/No
Total		Total		

Travel and accommodation costs for director/ producer/ key cast	Cost (INR)	If applicable, funding from other source	Cost covered by other source (INR)	Confirmed? Yes/No

Total		Total	

Press campaign/Public Relations/ Social Media	Cost (INR)	If applicable, funding from other source	Cost covered by other source (INR)	Confirmed? Yes/No
Total		Total		

Marketing collaterals (e.g. advertising and print items)	Cost (INR)	If applicable, funding from other source	Cost covered by other source (INR)	Confirmed? Yes/No
Total		Total		

Other (please provide breakdown)	Cost (INR)	If applicable, funding from other source	Cost covered by other source (INR)	Confirmed? Yes/No
Total		Total		

TOTAL COSTS	
FINANCE FROM OTHER SOURCE	

BALANCE COST	
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Notes on the Budget

