



Northern Ontario Film & TV Project Pitch Exchange Program Guidelines

Submission and Program Guidelines

The Northern Ontario Film & TV Project Pitch Exchange is a production assistance program designed to inform film and television producers about the locations, amenities, financial incentives, and production support services available in Northern Ontario. Through the Project Pitch Exchange, Cultural Industries Ontario North (CION) aims to supplement existing regional film and television production attraction strategies, connect established and emerging producers with municipal stakeholders to identify solutions to project specific needs, and ultimately increase the annual number of multimedia projects created across Northern Ontario.

The Northern Ontario Film & TV Project Pitch Exchange is a three-staged program that includes:

Stage One: The Package

Stage Two: The Pitch

Stage Three: The Discovery

Stage One: The Package

Applicants representing film and television productions anticipated to enter principal photography within 24 months of a given application date will provide CION with a Project Asset Package including but not limited to: the Applicant Information Document, Project Look Book, and/or Script, List of Priority Locations, and List of Preferred Northern Ontario Municipalities.

CION will assess and, in most cases, distribute relevant project information to respective municipal Film Officers and Economic Development Officers who operate in: Greater Sudbury, North Bay, Parry Sound, Sault Ste. Marie, Thunder Bay, and Timmins. CION may also distribute project information to its government funding partners.



Stage Two: The Pitch

Film Officers and Economic Development Officers representing municipalities selected by successful applicants will reference project information submitted as part of Stage One to create a pitch to projects they are interested in bringing to their respective municipalities.

CION will schedule and facilitate virtual meetings between applicants and select regional stakeholders that outline project-specific location fits and municipal incentives within Northern Ontario. Virtual meetings will take place in the weeks following closure of the February, May, August, and November intake rounds.

Following the initial pitch, applicants will have the opportunity to ask municipal and regional specific questions, learn about available funding incentives, infrastructure, and service-based support, and schedule the next steps of their project development in Northern Ontario.

Stage Three: The Discovery

CION and municipal partners will determine, on a case-by-case basis, which applicants will be given an opportunity to join in-person locations tours of the Northern Ontario municipality of their choice (dates to be determined pending individual agendas and schedules).

Stage Three of the Project Pitch Exchange offers some accommodations and locations scouting costs supported or facilitated by CION and its partners. This is a competitive selection process. The successful candidates will be notified and will be provided with a full itinerary.



Eligibility Criteria

To be eligible for the Northern Ontario Film & TV Project Pitch Exchange, applying production companies/producers must meet the following set of criteria:

- Must exhibit a sound financing structure that provides verification of confirmed funding of production budget (supporting documentation will be required prior to Stage Three approval of in-person tours).
- Must have a preliminary production schedule in place.
- Must submit all required application documents/information to CION's Director of Industry Development and Production Services, Devin Mahesh (dmahesh@cionorth.ca):
 - Producer Overview (template available for download on CION's website)
 - Project Look Book and/or Script
 - List of Priority Locations
 - List of Preferred [Northern Ontario Municipalities](#)
 - If available, additional supporting materials that will be considered in application assessment can include: Project Budget, Talent Attached to Project, and Broadcaster/Distributor Attached to Project.
- Applications demonstrating that productions facilitated through the program promote subsequent film and television production development/investment in Northern Ontario will be prioritized.
- If approved and the project is filmed in Northern Ontario, must recognize CION and the Northern Ontario Film & TV Project Pitch Exchange in the credits of the completed production.



Program Restrictions

In most cases, producers will be eligible to participate in both Stage One and Two of the Northern Ontario Film & TV Project Pitch Exchange. Following an assessment of the applications, CION and program partners will then determine how many applicants will be invited to participate in Stage Three – a program component including in-person locations tours of the Northern Ontario municipality of their choice with some accommodations and locations scouting costs supported or facilitated by CION and its partners. Exceptions can be made for applicants who demonstrate the ability to absorb a significant amount or the total costs of in-person locations tours costs. Applicants interested in participating in Stage Three, regardless of eligibility for financial support offered by CION and partners, are encouraged to contact CION early in the application process.

Applications for the Northern Ontario Film & TV Project Pitch Exchange are open year-round, although dedicated quarterly intake rounds in February, May, August, and November will dictate the schedule of virtual meetings and presentations between producers and municipal stakeholders during Stage Two of the program.

Liability

Applicants release Cultural Industries Ontario North (CION), its sponsors, public sector funders or any of their respective parents, affiliates, or subsidiaries, and each of their respective parents, affiliates, subsidiaries, franchisees, advertising and promotional agencies and service providers, and each of their respective directors, officers, employees and agents, from and against any and all liability or legal action of any kind whatsoever concerning the Northern Ontario Film & TV Project Pitch Exchange.

All risks associated with the transportation of any data, information, or documentation submitted by applicants as part of the Northern Ontario Film & TV Project Pitch Exchange are assumed by the applicant. The applicant authorizes



CION to discuss and disclose all information submitted as part of a respective application with every entity connected (in CION's opinion) to the program.

Applicants will be reviewed on a case-by-case basis. For further information, please contact CION by email at info@cionorth.ca or by phone at 705-885-9889.
