



Northern Ontario Film & TV Project Pitch Exchange Program Summary

The Northern Ontario Film & TV Project Pitch Exchange is a three-staged motion picture production support and development program. Through the Project Pitch Exchange, Cultural Industries Ontario North (CION) will provide virtual and, in some cases, in-person location tours for producers interested in bringing their film and television productions to Northern Ontario.

The program contains four intake rounds (February, May, August, and November) and is designed to introduce film and television producers to the locations, amenities, and production support services in one or more of the following municipalities: Greater Sudbury, North Bay, Parry Sound, Sault Ste. Marie, Thunder Bay, and Timmins.

The three stages of the Northern Ontario Film & TV Project Pitch Exchange are as follows:

- **Stage One: The Package** – producers submit a Project Asset Package to CION, who will distribute eligible project packages to regional stakeholders (Film Officers, Economic Development Officers, and government funding partners) representing Northern Ontario’s six major film and television production centres.
- **Stage Two: The Pitch** – CION schedules and facilitates virtual location tours and consultations between eligible producers and municipal stakeholders, who will pitch to producers, based on specific project needs, the locations, amenities, and support services available in Northern Ontario.
- **Stage Three: The Discovery** – selected producers will be given an opportunity to join in-person locations tours of the Northern Ontario municipality of their choice, with some accommodations and locations scouting costs supported by CION and its partners.



Stage One: The Package

- Producers representing project-ready films or television series that are scheduled to begin production within 24 months of a respective intake round deadline are invited to put forward to CION a completed Project Asset Package, including:
 - Producer Overview (template available for download on CION's website)
 - Project Treatment
 - 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
- Project Asset Packages can be submitted to CION's Director of Industry Development and Production Services, Devin Mahesh (dmahesh@cionorth.ca).

Stage Two: The Pitch

- Eligible producers can receive one-on-one virtual stakeholder-led presentations that outline project-specific location fits and municipal incentives within Northern Ontario.
- Eligible producers will also meet virtually with additional industry stakeholders to address project needs and solidify plans for their film or television productions.

Stage Three: The Discovery

- In some cases, CION and municipal partners will invite producers to an in-person tour of the municipality of their choice, with some accommodations and locations scout costs supported by CION and its partners.
- Projects must exhibit a sound financing structure that provides verification of confirmed funding to be considered for Stage Three. CION will prioritize projects that display a significant commitment to filming in Northern Ontario and engaging regional crew and service providers.

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.