



## Film & TV Project Pitch Exchange Program Summary & Guidelines

The Film & TV Project Pitch Exchange is a three-stage production support and development program designed to introduce film and television producers to the locations, amenities, and incentives conducive to project development in Northern Ontario.

[Cultural Industries Ontario North](#) (CION) will connect successful applicants (i.e. producers) with municipal representatives and the [Northern Ontario Heritage Fund Corporation](#) (NOHFC) by scheduling virtual meeting sessions where project-specific needs are identified and solutions are crafted.

In some instances, successful applicants may be approved for an in-person Locations Tour of the Northern Ontario municipality of their choice, with select costs supported by [Ontario Creates](#).<sup>1</sup>

The Film & TV Project Pitch Exchange has four (4) application intake rounds:

- February 1 - April 30
- May 1 - July 31
- August 1 - October 31
- November 1 - January 31

Successful applicants will be informed by CION via email in the days following the deadline of a given intake round and provided with an itinerary for upcoming virtual meetings with Northern Ontario's leading film and television production centres:

[Greater Sudbury](#) | [North Bay](#) | [Parry Sound](#) | [Sault Ste. Marie](#) | [Thunder Bay](#) | [Timmins](#)

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

**Stage One: The Package** – Submit your 'Project Asset Package' to CION.

**Stage Two: The Pitch** – Meet virtually with CION, the NOHFC, and Municipal Reps.

**Stage Three: The Discovery** – Select your project's destination and explore the North.

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<sup>1</sup> See Page 4 for breakdown of eligible costs and additional program details.



## Program Eligibility

The Film & TV Project Pitch Exchange program is open to producers, production companies, or above-the-line talent associated with an upcoming film or television project, who want to learn how they can tap into Northern Ontario's growing industry.

Applicants must represent and/or own a majority of the rights for a film or television project in development (scheduled to begin production within 24 months of a given application) that displays a sound financing plan and proof of concept.

Approval decisions are based on the materials presented by the applicant during Stage One: The Package.

## Stage One: The Package

'Project Asset Packages' can be submitted via email to CION's Communications and Development Officer, Samuel Boucher ([sboucher@cionorth.ca](mailto:sboucher@cionorth.ca)).

- Producer Overview (template available for download on [CION's website](#))
- Project Treatment
- Project Look Book and/or Script
- List of Priority Locations

If available, additional supporting materials that will be considered in application assessments can include:

- Project Budget
- Talent Attached to Project
- Broadcaster/Distributor Attached to Project

All materials submitted by a successful applicant during Stage One, unless otherwise stated, will be securely shared by CION with its program partners.<sup>2</sup>

Film Officers, Economic Development Officers, and Northern Development Advisors representing Greater Sudbury, North Bay, Parry Sound, Sault Ste. Marie, Thunder Bay, Timmins, and the Northern Ontario Heritage Fund Corporation, will review 'Project Asset Packages' to determine priority candidates and develop project-specific pitches.

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<sup>2</sup> CION's confidentiality protocols ensure that no materials will be distributed to non-program related entities, organizations, or individuals, and/or be used for purposes outside the scope of the Film & TV Project Pitch Exchange program. Please contact [info@cionorth.ca](mailto:info@cionorth.ca) for more details.



## Stage Two: The Pitch

CION and its partners, informed by successful applicants' 'Project Asset Packages', will determine meeting schedules for Stage Two: The Pitch. In general, the meeting period takes place over the course of 2-4 weeks (contingent on availability).

Successful applicants will be provided with a 'Stage Two Itinerary' that details the dates and times for virtual meetings with:

- Cultural Industries Ontario North (CION)
  - connect with staff on [regional programs, services, and resources](#)
- Northern Ontario Heritage Fund Corporation (NOHFC)
  - connect with advisors on the '[Film and Television Stream Fund](#)'
- Municipal Representatives for Northern Ontario
  - connect with Film Officers, Economic Development Officers, and/or those overseeing [municipal film industry portfolios](#)

Each virtual meeting offers successful applicants the opportunity to learn why Northern Ontario is a strong fit for upcoming project development as a result of its built-in and growing funding mechanisms, incentives, resources, workforce, and locations.

During meetings with Municipal Representatives, script-specific location packages will be identified and shared with your creative team, along with local resources (vendors, services, and more) that fit your project's needs.

At the conclusion of Stage Two, successful applicants must complete the 'Film & TV Project Pitch Exchange – Post Survey' to formally apply for 'Stage Three: The Discovery'.



## Stage Three: The Discovery

Successful applicants that demonstrate strong interest in producing film or television projects in Northern Ontario and provide additional project documentation may be invited to an in-person tour of the municipality of their choice as part of Stage Three. This stage of the Film & TV Project Pitch Exchange is supported by Ontario Creates.

Applications for Stage Three are assessed based on the following criteria:

- Completion of 'Film & TV Project Pitch Exchange – Post Survey'
- Commitment to producing in Northern Ontario
- Projected production expenditures in Northern Ontario
- Proof of production financing (planned and/or secured)
- Proof of production green-light status (letter(s) of support)

Successful applicants who meet the above criteria will be contacted by CION in the weeks following their submission to the 'Film & TV Project Pitch Exchange – Post Survey'. CION and Ontario Creates may request additional information at this time before approving an in-person locations tour of Northern Ontario.

Supports provided by CION and its municipal partners to successful applicants during this stage include:

- Location Scout Recruitment
- Location Packages
- Preferred Rates at Select Hotels

Supports provided by Ontario Creates are in the form of reimbursements for eligible expenses incurred by the production team and location scout (up to a maximum) during approved tours.

- Location Scout Fees
- Vehicle Rental
- Vehicle Rental Fuel
- Personal Vehicle Use
- Accommodations
- Meals

Additional details on eligible expenses and reimbursements will be provided by CION to successful applicants of Stage Three: The Discovery.



## Obligations

If a candidate is approved for Stage Two and/or Stage Three of the Film & TV Project Pitch Exchange, and the project with which they applied to the program is filmed in Northern Ontario, they must recognize Cultural Industries Ontario North (CION) and the Film & TV Project Pitch Exchange in the credits of the completed project.

For logo requirements and additional details, please contact [sboucher@cionorth.ca](mailto:sboucher@cionorth.ca).

## 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 Film & TV Project Pitch Exchange.

All risks associated with the transportation of any data, information, or documentation submitted by applicants as part of the 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](mailto:info@cionorth.ca) or by phone at 705-885-9889.