



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](#).¹

The Film & TV Project Pitch Exchange operates with a rolling deadline. Interested parties are encouraged to connect with CION ahead of applying to the program.

General Information: info@cionorth.ca

Successful applicants will be informed by CION via email in the days following the successful receipt of the required program documents, at which point CION will distribute 'Project Asset Packages' to both the NOHFC and municipal representatives:

[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 – Determine your project's destination and explore the North.

¹ 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, productions 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 (ideally scheduled to begin production within 12 months of a given application). **Projects submitted to the program must display 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 Lead of Film Sector Development, Michael Naphan (mnaphan@cionorth.ca) with the subject line: PROJECT PITCH EXCHANGE – [PROJECT TITLE].

Required submission materials include:

- Producer Overview (available for download on [CION's website](#))
- Project Treatment
- Project Look Book and/or Script
- Production Timeline
- List of Priority Locations
- List of Production Needs (crew, infrastructure, vendors, etc.)
- Municipal-specific Questions to Inform Stage Two Meetings
- Project Top Sheet
- Confirmation of Project Funding or Financing Plan

If available, additional support 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 applicants during Stage One, unless otherwise stated, will be securely shared by CION with its program partners.²

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 (NOHFC), will review Project Asset Packages to determine priority candidates and develop project-specific pitches.

Stage Two: The Pitch

CION and its partners, informed by submitted 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) with:

- Cultural Industries Ontario North (CION)
 - Learn about [regional programs, services, and resources](#)
- Northern Ontario Heritage Fund Corporation (NOHFC)
 - Review the [‘Film and Television Stream Fund’](#)
- Municipal Representatives for Northern Ontario
 - Identify municipal incentives in [film-friendly cities across the region](#)

Each virtual meeting offers successful applicants the opportunity to learn why Northern Ontario is a strong fit for upcoming project development.

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

At the conclusion of the Stage Two meeting period, participants can apply for ‘Stage Three: Discovery’ by connecting with CION.

² 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 for more details.



Stage Three: The Discovery

Successful applicants that demonstrate strong interest in producing film or television projects in Northern Ontario, and who provide additional project documentation as requested by CION, may be eligible for funding support toward an in-person tour of the municipality of their choice. This stage of the Film & TV Project Pitch Exchange is supported by the Ontario Film Office.

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

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

Support provided by the Ontario Film Office is through the reimbursement (up to a maximum) of eligible expenses incurred by the production team and Location Scout during approved tours, which may include:

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

Additional details on eligible expenses and the reimbursement process will be provided by CION for 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.

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 or by phone at 705-885-9889.