

OBJECTIVE

Astral Media The Harold Greenberg Fund (“The Fund”) is a national, non-profit organization that supports the development, production and promotion of Canadian projects which exhibit both superior screenwriting and the potential to generate critical acclaim and success with audiences through a theatrical release and on pay TV and on-demand platforms.

PROJECT ELIGIBILITY

The project must meet the following criteria:

- Dramatic, feature-length film (at least 75 minutes long) intended for theatrical release and/or pay TV.
- If the project has an optioned underlying property (novel, short story, play, etc.), the option period(s) must total a minimum of 48 months.
- Project must be certified by CAVCO as an 8 out of 10 Canadian production or receive CRTC Canadian Program recognition (must also be at least 8 out of 10 on the Canadian Content point system).
- Originally produced in English.
- The copyright of the film is owned by a Canadian corporation or Canadian citizen.

The Fund will **not** consider the following types of projects for review:

- Television movies (MOWs), documentary features or short films.
- A script or treatment which goes beyond an “R” rating.

APPLICANT ELIGIBILITY

The producer must be a Canadian citizen. Producers can apply with a **maximum of two projects per deadline** as long as different screenwriters are attached to each project.

The screenwriter must be a Canadian citizen. Once supported, a screenwriter applicant may not make any subsequent applications to The Fund until all existing obligations to The Fund have been fully discharged. Screenwriters can apply with a **maximum of one project per deadline**.

Story editors must be independent and arm’s length from the applicant.

Each phase of the Script Development Program has its own criteria regarding applicant eligibility. Projects involving two co-applicants (must be co-owners of the property) are permitted, as long as at least one satisfies the minimum credit requirements. Please see a detailed explanation regarding applicant eligibility for each phase below:

Story Optioning – First Option: up to full amount of two years of option fees plus up to \$2,500 allowable administrative costs

- Applicant is a Canadian producer with a minimum of two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years.
- The underlying work being optioned must be written by a Canadian author and it also needs to have been published (screenplays are not eligible underlying works for the Story Optioning phases of the Script Development Program).

Story Optioning – Option Renewal: up to full amount of two years of option fees plus up to \$2,500 allowable administrative costs

- Applicant holds the rights to the project and is a Canadian producer with a minimum of two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years.
- The underlying work being optioned must be written by a Canadian author and it also needs to have been published (screenplays are not eligible underlying works for the Story Optioning phases of the Script Development Program).

Treatment to First Draft: up to \$18,000

- Applicant holds the rights to the project and is a Canadian producer with a minimum of two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years.

OR

- Applicant holds the rights to the project and is a Canadian screenwriter with a minimum of two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years. Screenwriter applicants must **also** have a letter of interest from a Canadian producer with two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years.

First Draft to Second Draft: up to \$12,000

- Applicant holds the rights to the project and is a Canadian producer with a minimum of two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years.

OR

- Applicant holds the rights to the project and is a Canadian screenwriter with a minimum of two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years. Screenwriter applicants must **also** have a letter of interest from a Canadian producer with two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years.

Second Draft to Final Draft: up to \$10,000

- Applicant holds the rights to the project and is a Canadian producer with a minimum of two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years.

Polish & Packaging: up to \$25,000

- Applicant holds the rights to the project and is a Canadian producer with a minimum of two long-form credits. At least one of these long-form credits must have been theatrically-released or broadcast on conventional or pay TV within the last 7 years.
- Applicant has a signed deal memo and marketing plan from an established Canadian distributor.

What qualifies as a long-form credit?

- Theatrically-released dramatic feature film
- Television movie
- Made for pay TV movie
- Mini series
- One of the two long-form credits can be a theatrically-released, feature-length documentary

EVALUATION PROCESS

A Committee of The Fund's Board of Directors is responsible for all funding decisions. This Committee meets three times a year to review applications and will consider an application only once at each development phase. **All decisions of the Committee are final.** The Fund will not provide creative feedback or written reports for projects that have not received funding.

Evaluations of scripts are conducted by independent, professional script readers who provide The Fund with written assessments. All submissions are reviewed for the quality of the treatment or script (concept and content), production viability, the target audience and suitability for theatrical distribution and eventual broadcast on pay TV. For the Story Optioning phases, projects are also reviewed for story adaptability (both concept and cinematic potential).

The Fund's decision on each application is issued in writing within 10 weeks of the application deadline. If an application is approved, The Fund issues an approval letter, followed by an offer to provide funding. The offer is revoked if The Fund's Development Loan Agreement is not signed within six (6) weeks of The Fund's offer. If an application is not approved, The Fund mails a notification letter.

For Story Optioning – First Option, a screenwriter does not need to be attached in order for a first time option to be eligible for funding.

For Story Optioning – Option Renewal, The Fund expects that as a minimum, after holding the option for one year, a writer will have been attached; and, after two years, a treatment will have been produced. Project progression will factor in the consideration of renewal applications.

Please be aware that if you are applying for both option funding and script development funding at the same deadline, you need to submit two separate applications.

FINANCIAL TERMS

Funds are advanced to the successful applicant in the form of a loan. The loan is interest-free and is repayable in full to The Fund upon the date of commencement of principal photography of a production based on that script. The Fund is also entitled to a pro rata share of the net profits from the film.

If the terms of The Fund's Development Loan Agreement are not fulfilled by the applicant, the loan will be repayable in full to The Fund immediately upon The Fund's written notice to the applicant.

PAY TV TERMS

The Fund's Development Loan Agreement contains terms concerning the availability of any film based upon the treatment or script for eventual broadcast on pay TV. The Movie Network has the right of first refusal and last negotiation for Eastern Canada pay TV rights within the regular order of exhibition windows. The successful applicant will make final draft scripts available to The Movie Network for pre-licensing considerations.

HOW TO SUBMIT AN APPLICATION

Please courier, mail or personally deliver a completed application form and checklist with all required documentation to:

Courier: Astral Media The Harold Greenberg Fund
Brookfield Place, 181 Bay Street, Parking Level 1, Courier Office, Toronto, ON, M5J 2T3

Mail: Astral Media The Harold Greenberg Fund
Brookfield Place, 181 Bay Street, P.O. Box 787, Suite 100, Toronto, ON, M5J 2T3

Personal Delivery: Astral Media The Harold Greenberg Fund
36 Yonge Street, 1st Floor (reception)

CONTACT US

Telephone: 416-956-5431
Fax: 416-363-9005
E-mail: hgfund@tv.astral.com
Website: www.astralmedia.com/TheFund

THE SCRIPT DEVELOPMENT PROGRAM IS PROUDLY SUPPORTED BY:

