



Business Skills Development

For Yukon Media Production Industry Professionals

- to attend –

**VIFF Industry Conference
September 29-October 3, 2014
Vancouver, British Columbia**

Guidelines and Application

**Application Deadline
4:00 PM Friday, July 24, 2015**

Contact:

Yukon Film & Sound Commission
Suite 401 – 309 Strickland Street
Whitehorse, Yukon Y1A 2J9
Phone: 867-667-8285
Fax: 867-393-6944
www.reelyukon.com

Purpose

- To provide an opportunity to develop business skills and networking opportunities for media production professionals through conference participation and the facilitation of business connections.

Objective

- To provide professional development opportunities to Yukon media production professionals to ensure long-term sustainability of the Yukon media production industry.
- To provide networking opportunities for Yukon media production professionals.
- To provide access for Yukon media production professionals to buyers, funders and decision-makers from across North America.

Project Scope:

- Participants will be required to attend pre-VIFF Industry Conference meetings for the conference, including session/sessions on market preparedness.
- Participants will fully partake in VIFF Industry Conference from September 29 to October 3, 2015. YFSC will work with participants to maximize value of attendance at the conference.
- Participants will debrief with YFSC after the conference (to be completed by October 31, 2015) and discuss next business steps.

Financial Participation

- Under the Enterprise Trade Fund (Film & Sound Industries), successful participants will receive financial assistance to help offset the cost of registration, travel, per diems, accommodations and if applicable, development and printing of marketing materials specific to event attendance.
- The total cost of website updates or development and printing of marketing materials may not exceed \$1,000.00. The design and printing of business cards is not an eligible expense under this program.
- Enterprise Trade Fund contributions will cover up to 75% of the total actual eligible expenses to a maximum of \$2,500.
- Participants must make a minimum cash contribution equal to 25% of the total eligible expenses for the project.
- Eligible non-profits may contribute up to 15% of the total budget in in kind services.

Applicant Information

- Applicant must be a registered Yukon business in good standing with Yukon Corporate Affairs.
- This opportunity is targeted to Yukon Media Production Industry Professionals that meet the policy and guidelines of the Enterprise Trade Fund.
- Preference will be given to Applicants that have a digital media project in development and appropriate qualifications to successfully derive benefit from attendance at VIFF Industry Conference under this specific initiative
- Applicants must demonstrate a commitment to a career and/or business in the media production industry by providing applicable history, a business plan, and professional promotional materials.
- Applicants must be Canadian citizens or landed immigrants doing business in Yukon.
- Students (secondary and/or post-secondary) are ineligible to apply.

Note:

- Participants will be responsible for registering for the summit, making all travel and accommodation arrangements and preparing any materials for the event.
- Participants are required to register with Corporate Affairs (if not already registered) prior to the issuing of a contribution agreement.
- Participants will be issued a contribution agreement outlining additional reporting requirements and deliverables associated with this opportunity.
- Participants may be found in default if they do not satisfactorily meet their reporting requirements, do not carry out the project as proposed, or breach a material condition of the contribution agreement.
- **Costs incurred before the project is approved will not be considered eligible expenses.**

Application Requirements

Applicants should fully review the ETF guidelines for Film and Sound Industries before completing their application package.

Within your application, please include the following:

1. Completed Yukon Enterprise Trade Fund Application (attached – page 4).
2. Completed Budget Projection Form (attached – page 5). Note: The cost and scope of the project must have a reasonable relationship to the business and to the potential return on investment.
3. Business plan and description of digital media projects you are currently developing or looking to finance.
4. Detailed description of the importance of participating in this event, identifying objectives and goals and how attending VIFF Industry Conference 2015 will significantly develop your business or organization and the Yukon media production industry. Outline how you will prepare for VIFF Industry Conference 2015 to ensure that you accomplish your goals.
5. What types of support would you expect from the mentor?
6. Identify how the success of this initiative will be measured.
7. Marketing plan for the applicant's project and a description of how attendance at VIFF Industry Conference 2015 will help meet these marketing objectives.
8. Detailed resume of the proposed participant.

Selection Criteria

The applications will be evaluated on the following criteria:

1. The stage of development that applicants digital media projects are at.
2. The demonstrated readiness of the applicant to take advantage of this business development opportunity per the information provided in the application documents, including a business plan and a marketing plan for the project.
3. The applicant's demonstrated commitment to:
 - building a career and/or business in the media production industry
 - skill development
 - career enhancement
 - the growth of the Yukon media production industry through participation in professional and corporate development programs
 - membership and involvement in industry organizations
4. Projects that provide economic benefits to the broader Yukon media industry.
5. Preference will be given to applicants with DM projects that are market ready.

All application approvals will be based on merit.

Selection of participants will be based on the number and quality of applications received and will be at the sole discretion of the Yukon Film and Sound Commission

A maximum of six applicants will be selected to attend.

Application Deadline

Applications and all supporting materials must be received by the Yukon Film & Sound Commission **by 4:00 PM Friday, July 24, 2015**

You may submit your complete application package to:

By email: kevin.hannam@gov.yk.ca

Please note: Emailed applications should be delivered via one single email containing the entire application package using attachments in either Word or PDF format. Please include your last name and "VIFF Industry Conference 2015" in the subject line. Signed originals must be delivered to YFSC prior to the execution of the contribution agreement.

In person:

*Suite 401-309 Strickland Street
Whitehorse, Yukon*

By mail:

*Yukon Economic Development
Film & Sound Commission
P.O. Box 2703 (F-3)
Whitehorse, Yukon Y1A 2C6*

It is the responsibility of the applicant to ensure that their application is delivered on time. Applicants can verify receipt of their application by calling 867-667-8285.

**MEDIA PRODUCTION INDUSTRY
YUKON ENTERPRISE TRADE FUND APPLICATION
VIFF Industry Conference 2015**

Company Name: _____

Address: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

Contact Name: _____ Website: _____

Amount Requested for Funding: \$ _____

Project Name: Attendance at VIFF Industry Conference 2015

Project Start Date: August 1, 2015 Project End Date: October 31, 2015

I am submitting this application for the purpose of obtaining financial assistance from the Yukon Government. The statements herein, including all further submissions in regard to this application are, to the best of our knowledge, true and correct.

I submit that, to the best of my knowledge, all aspects of this project will be in compliance with existing municipal, territorial and federal codes, guidelines and laws and I declare that my business/organization is in good standing with Yukon Corporate Affairs and that any debts owed the Yukon Government are in good standing.

I agree to allow representatives of the Yukon Government access to the site and premises of the project described in this application, to inspect the bookkeeping and records, to make inquiries and credit checks and to obtain all other pertinent information necessary to evaluate this application.

We understand that all or part of this application may be made available to the public in accordance with the ***Access to Information and Protection of Privacy Act***.

Signature: _____ Date: _____

Print Name: _____ Title: _____

**Attendance at VIFF Industry Conference 2015
September 29-October 3, 2015**

Budget Projection Form

Applicant Name: _____

Departure Date: _____ Return Date: _____

Expenses

Per Diem (7 days max)	Up to \$75.00 per day x _____ days	\$ _____
Hotel (Van.) (6 days max)	\$_____/night x _____ nights	\$ _____
Registration		\$ _____
Air Transportation		\$ _____
Ground Transportation		\$ _____
Marketing Materials	<i>Please include quotes from graphic designers/printers. Total may not exceed \$1,000.00 or include cost of business cards</i>	\$ _____
Travel costs to and from Whitehorse	<i>If from the communities</i>	
		<hr/>
Total Eligible Expenses		\$ _____

Sources of Funding:

Enterprise Trade Fund (not to exceed 75% of Total Eligible Expenses above)	\$ _____
Participant Contribution:	\$ _____
In Kind Contributions: (if applicable)	\$ _____
Other Sources of Financing: (if applicable)	\$ _____