

## Durban Film Office Festivals and Markets Support Programme

### Programme overview

The Durban Film Office seeks to support the promotion of locally based films by, providing a suitable support programme with clear guidelines and eligibility criteria when applying for support for attendance at markets and festivals.

The Durban Film Office festival and market support programme will sponsor up to a maximum R25, 000.00 in associated costs per project annually.

### Applicants may apply for sponsorship of:

- (a) flights;
- (b) accommodation;
- (c) registration fees; and
- (d) marketing materials to be used for a festival or market as approved.

### Notes:

- Applicants may only receive sponsorship once a year.
- Only 1(one) application per applicant will be considered.
- An application does not guarantee sponsorship.
- Support is subject to budget availability.

### Eligibility Criteria

- Any applicant / company who has been officially invited to screen their film in a film festival or present a film project in development at an official co-production market, may apply to the Durban Film Office for financial support to attend the festival or market that they have been invited to attend.
- The applicant must be a Durban based production company.

### Submission Criteria

Applicant companies must provide:-

- (a) A completed application form;
- (b) Proof of address;
- (c) Official letter of invitation from the related festival or market;
- (d) Valid passport and visa where applicable;
- (e) Project package, including but not limited to synopsis, treatment, show reel (if available);
- (f) Motivation letter (minimum of 1 page);
- (g) Detailed itinerary of proposed and confirmed participation/meetings/screenings at the festival or market; and
- (h) Festival screener (festival application only).

### Notes:

- Durban based filmmakers whose film has been officially selected to screen in a festival or whose project in development has been officially selected to present or participate in a co-production market, must be aligned with any national, provincial or local government festival and market program, or sister city programme of the Ethekewini Municipality.
- Where a filmmaker's application falls outside the scope of these eligibility criteria and is primarily based on an exploration mission to promote their company, and in the absence of an official invite to present a specific project at a recognized festival or market, the applicant will be directed to the broader international marketing missions as coordinated by provincial and national bodies.

## Evaluation process

- Applications will be open throughout the year but must be submitted at least 3 months prior to the intended festival or market.
- Evaluation is based on compliance with eligibility and submission criteria.
- The applicant will receive an acknowledgement letter within 72 hours confirming that an application has been received.
- A letter will be sent to the applicant within five working days requesting any outstanding documents and the applicant will be permitted five days to submit any outstanding documents.
- An evaluation panel will meet monthly
- Six weeks after application date, the applicants will be notified of the outcomes of evaluation.
- Unsuccessful applicants may apply again within the same financial year.

## Financial / Contractual Arrangements

Should an application be approved:

- Sponsorship agreements will be drawn up between Ethekewini Municipality and successful applicants.
- Any terms and conditions will be stipulated in the agreement.
- Successful applicants will receive agreements for signature within 21 days of notification and successful application.

## Definitions and acronyms:

**“Durban Film Office”** means an office within Ethekewini Municipality’s economic development and investment promotion unit established in 2003 and responsible for the promotion and development of the film and television industry in the City Of Durban and **DFO** bears a corresponding meaning;

**“Markets”** means film finance or co-production market, an industry event attended by filmmakers to find financiers, funders, co-production partners, distributors and sales agents for completed films or films still in development;

**“Project In Development”** means early stages of the filmmaking process that includes acquiring the rights to a story idea, polishing the screenplay, finding the right talent (director, cast and crew) and sourcing and securing the production financing.