



MARKETING MATERIALS GRANT APPLICATION GUIDELINES as at September 2025

If you have any accessibility requirements or require this information in a different format, please contact: marketing@nzfilm.co.nz

Te Tumu Whakaata Taonga The New Zealand Film Commission (**NZFC**) provides additional support to NZFC- funded New Zealand feature films by providing support for the creation of core marketing assets that enhance the visibility and impact of New Zealand feature films.

The Marketing Materials Grant funding is available for high-quality trailers, posters and other key materials that form the foundation of a film's marketing campaign (that have been approved by the NZFC) (**Fund/Funding**).

These guidelines are intended to help you deliver the strongest application possible. The Marketing team is available to discuss your eligibility before making an application. You may contact marketing@nzfilm.co.nz if you have any questions.

WHO CAN APPLY

You are eligible to apply for this Fund if you are a:

- production company, provided that the company is:
 - incorporated in New Zealand;
 - trading in New Zealand; and
 - has its central management and control in New Zealand, or
- distributor, provided you have the production company's express permission (written confirmation from the production company must be included in your application), AND
- with an NZFC supported feature film that:
 - has secured New Zealand distribution (in which case, that distribution agreement must be in place at the time you apply); or
 - has received a confirmed invitation or formal expression of interest from a recognised local or international film festival.

Please note applications must be submitted by a single entity. Joint applications are not accepted. Only one application may be submitted in respect of a film, so the production company and the distributor will need to coordinate and agree on who will apply.

WHAT THIS FUND CAN SUPPORT

The NZFC offers a discretionary grant of up to \$40,000 to support the design and production of core marketing assets, including:

- A theatrical trailer
- Poster design
- Title treatment design

The NZFC may, on a case-by-case basis, offer additional support where justified.

Retrospective applications will not be considered; that is, you cannot apply for Funding to cover costs you have already incurred.

Please note costs related to the following are **not** eligible for Funding and should not be included in vendor quotes:

- costs already incurred;
- music licensing, A/V ratings, or other licensing costs (unless pre-approved);
- subtitling, international versioning, or localisation of existing assets;
- talent shoots, promotional photography, or behind-the-scenes content; or

- in-house design or editing teams (independent contractors are not considered “in-house” provided they are not employed by the distributor or the producer).

For the avoidance of doubt, any costs exceeding the amount of Funding must be paid by the applicant and/or the distributor (if applicable).

Please note that the Marketing Materials Grant is separate from Distribution Grants. This grant supports the creation of foundational marketing assets (e.g. trailers and posters), while the Distribution Grants support broader release activities such as advertising, publicity, and audience outreach. If you're seeking support for New Zealand release activities, contact marketing@nzfilm.co.nz.

MATERIALS YOU MUST SUBMIT

To apply you'll need to provide us with the following attached to your email:

- a vendor quote (or quotes) with a clear breakdown of costs by asset type; and
- any available visual references or early creative concepts.

If you are a distributor, you'll also need to include written permission from the production company to apply.

If you are applying on the basis the film has received a confirmed invitation or formal expression of interest from a recognised local or international film festival, you will need to include evidence of this with your application.

By submitting an application for Funding, you agree to these Guidelines (except to the extent varied or waived by us) and our [Code of Conduct](#).

HOW TO APPLY

Apply by email to marketing@nzfilm.co.nz, please make the subject line “Application [Your name] – Marketing Materials Grant”. You can submit an application for Funding at any time throughout the year.

Be sure to allow sufficient time to complete your application ahead of when you will require Funding.

It's important you provide as much information as you can to help us make a full and fair assessment. Incomplete applications will not be considered.

ASSESSMENT CRITERIA

Applications are reviewed case-by-case, with a focus on whether the proposed materials (e.g. poster, trailer) are appropriate for the film and its marketing release strategy.

ASSESSMENT PROCESS

- Each Funding application is assessed by our Marketing Team.
- We will notify you in writing of the outcome of your application. Applicants will be contacted as soon as possible after a decision is made. NZFC may request revisions or additional information before confirming approval.
- Funding is discretionary and competitive. The assessment criteria we apply to your application may change from time to time in the NZFC's sole discretion, but all decisions will be consistent with the New Zealand Film Commission Act 1978. Our decision is final.

WHAT HAPPENS IF YOU ARE A SUCCESSFUL APPLICANT

If your application is successful, in order to receive the Funding, you will be required to enter into a grant agreement with the NZFC, setting out the terms on which you will receive the Funding. The payment of the Funding will be structured as follows, unless agreed otherwise:

- 50% of the total Funding will be paid on execution of the grant agreement and the NZFC's receipt of an invoice from you; and
- 50% will be paid upon final delivery of assets and the NZFC's receipt of the final invoice from you.

Please note that if you are successful in receiving Funding:

- proof of onward payment of the Funding to vendors may be requested from you;
- the NZFC, production company, and the distributor (where applicable) must work collaboratively and in good faith to agree on the development, review and final approval of the proposed assets and, in the event that the parties cannot agree on the final version of the assets, the distributor will have final say in respect of the final assets;
- to the extent costs for the creation of the assets are supported by the Funding, such costs cannot be recouped by the distributor as marketing expenses under the terms of the distribution agreement and/or a recoupment schedule; and
- you will be required to comply with the NZFC's [Style and Acknowledgement Guidelines](#) as part of your film's release.

CONFIDENTIALITY

We will use reasonable efforts to keep the information you provide confidential. Please note that any information you give to us can be requested under the Official Information Act 1982. If we get such a request, we can talk to you before responding.

If you have any further questions, please email us at marketing@nzfilm.co.nz