



**New Zealand**  
FILM COMMISSION



Te Tumu Whakaata Taonga

# **New Zealand Film Commission Film Distribution Grants Guidelines for Applicants**

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We encourage you to read these guidelines carefully as they are intended to help you deliver the strongest application possible. Please also read the relevant information sheets on our website.

Please get in touch well before making a formal application for financing, as we can offer helpful advice and guidance.

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## Introduction

These grants are designed to assist with the cinematic release of New Zealand films in New Zealand. We want as many people as possible to see great New Zealand films.

Every film is different, and will have different audience appeal. If you have a clear understanding of who your film will appeal to, and a plan to reach the audience, then our Marketing Team may be able to help with a distribution grant.

## Who can apply

Ideally, applicants will be established distributors, but in exceptional circumstances we will consider applications for self-distribution which are strategic and relevant to the film's audience. Films funded independently of the NZFC without a recognised distributor attached may be funded to a maximum grant of **\$7,000**.

Applicants who wish to self-distribute their film will need to first enter into a distribution agreement with the entity that holds the film's rights to be eligible for any of the NZFC's film distribution grants. The NZFC will need to be a party to this distribution agreement.

## Distribution Grant overview

We offer four types of grant to help with the distribution of New Zealand films in New Zealand. Three of these are for films suitable for a general theatrical release in at least five commercial cinemas across two major cities. To be considered a general theatrical release, the film would be programmed for at least one session a day for seven consecutive days at any one cinema location. The exception is the Innovation Grant which allows for a more innovative and limited theatrical release.

### Publicity & Advertising (P&A) Grant

Up to NZ\$50,000 to cover up to 25 percent of publicity and/or advertising spend for the theatrical release of a New Zealand film in New Zealand. In exceptional circumstances we may provide a higher amount, as a loan. This is entirely at our discretion.

### Virtual Print Fees (VPF) Grant

In addition to the P&A Grant you may be able to get funding to cover virtual print fees payable to cinemas, at \$500 per screen. To be eligible, you must have agreements to screen your film in at least five cinemas across two major cities over a three-month period. We may not support VPF payments for every VPF screen you plan to release on, and we will discuss this with you.



## **Innovation Grant**

This grant is to support a strategy which aims to access new or non-traditional theatrical audiences through innovative and fresh approaches to releasing or promoting a film. We can provide a grant of up to 90 percent of the projected cost, to a maximum of \$25,000.

This may be in addition to a P&A Grant for a larger-scale film release.

If you intend to apply for both the Innovation Grant and the P&A Grant, but would like to apply for the Innovation Grant ahead of the P & A Grant, you must still provide us with information about the overall release strategy and budget and how your innovative elements fit within this.

## **Box Office Sales (BOS) Grant**

If you have received a P&A and/or an Innovation Grant for theatrical distribution, you can also apply for a BOS Grant of up to \$1000 per film. This is to cover the costs of reporting box office sales via a third party organisation such as Rentrak or Numero. You can apply for:

- up to \$250 for a release on fewer than ten screens;
- up to \$500 for a release on more than ten screens; and
- an additional \$500 if the theatrical run is longer than six weeks.

If you obtain a BOS Grant you must share reports of box office sales with us.

## **How to apply**

Applications need to be made at least 12 weeks before the film's planned release date.

As with all NZFC grants, our funding is discretionary – that is, the NZFC chooses where best to apply the limited funding available.

We'll consider the size of the grant in relation to your distribution plans and prospects for the film.

Our decisions are final. The criteria we apply may change from time to time, but our decisions will be consistent with the New Zealand Film Commission Act 1978.

We recommend you discuss your application with our Marketing Team as you put it together.

To contact us email [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz) or phone 0800 659 754.

There is no application form for a Feature Film Distribution Grant but there is a budget template attached to these guidelines, and please make sure you provide the information set out below.

If applying for more than one grant, your applications should be submitted at the same time. Send your application electronically to [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz).



## What to include in your application

- the release plan;
- an outline of your primary and secondary audience, and how you plan to engage with them;
- the proposed budget;
- the marketing/publicity strategy;
- a breakdown of any advertising spend
- a list of cinemas the film will screen in
- box office expectations; and
- comparative titles and their New Zealand box office figures.

## What happens to your application

Once all relevant information is provided and we have confirmed that your application is eligible, you will be advised of our decision within six weeks.


Decisions will be made by our Marketing Team with the Chief Financial Officer (CFO).

## What you cannot apply for

NZ Film Distribution Grants are for distribution of New Zealand feature films in New Zealand. This means you cannot apply for costs to be incurred overseas. The only exception is the freighting to and from Australia of master material associated with preparing release materials. These costs are capped at \$NZ500 and must be included in the budget supplied when applying for either the P&A Grant or the Innovation Grant.

Costs that cannot be included in your release budget may be (but not limited to) :

- sub-distributor and/or theatrical Booker fees;
- DCP creation
- company overhead costs including in-house publicists, advertising-bookers or social media strategists;
- items that would be considered part of a standard delivery schedule e.g. press kits, stills photography
- advertising placement fees;
- speakers' fees;



We will not consider retrospective applications; that is, you cannot apply for funding to cover costs you have already incurred.

Please note, a requirement of this grant is that the territories of Australia and New Zealand are not cross collateralised.

## Next steps

Grants are payable as follows:

### **P&A Grant**

We will pay 50% of the grant amount on approval of your application. The rest of the payment will be subject to receiving your final report of actual spend, usually in the form of a royalty report. You should note that:

- if your actual spend is less than the proposed spend, this will be reflected in the final payment amount;
- if your actual spend is more than your proposed spend, the final payment amount will reflect your proposed spend; and
- in the unlikely event that your actual spend is below 50% of the proposed spend, we may require you to refund part or all of the first payment.
- to receive the final 50%, we must receive all reports within 12 months of the completion of the film's New Zealand theatrical release.

### **VPF Grant**

We will negotiate pre-approved numbers of screens with you in advance. At the end of the film's release, you should invoice us, providing a schedule of screens together with a royalty report. We will pay out the grant on receipt of these two documents.

### **Innovation Grant**

We will pay 80% of the grant amount on approval of your application.

Once you provide us with a final report detailing actual spend, success, and learning outcomes from the film's release, we will pay the remaining 20%.

### **BOS Grant**

You must supply copies of all box office sales reports to us as they become available throughout the release period. We will pay out this grant once the distribution period has ended and you have provided us with details of all costs incurred and the BOS report received.

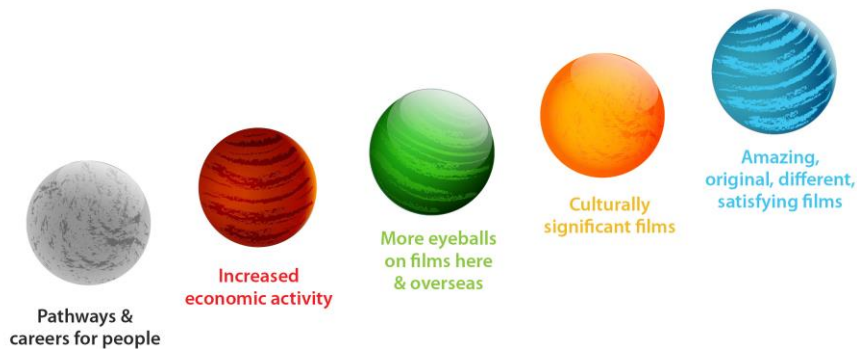


## What we are looking for

Your application should make the best case for your project. We will be looking for evidence that you understand your audience and how to reach them, and that you have a plan for using the grant.

When the NZFC considers any funding application, we think about how it fits into the bigger picture of our vision of a successful New Zealand film industry. To describe what a successful film industry would look like, we use the metaphor of 'lining up the planets' (see image below). Each planet represents an essential aspect of our vision; when the planets are aligned, we're getting it right.

The planets are not 'tick-boxes' – you don't have to reference every one of them in your application, but it's helpful for you to be aware of where we're coming from.



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A final reminder that if you have any questions please contact our Marketing Team by email [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz) or phone 0800 659 754.

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