

# Distributor & Sales Agent – information sheet

## Distribution deal requirements

Your Audience Engagement Plan may include details of an agreement with an established distributor.

### This can be either:

- a letter of offer; or
- a deal memo for distribution in New Zealand or New Zealand and Australia.

### Offers or deal memos should:

- set out the key commercial terms of the deal;
- endorse the producer's audience breakdown; and
- include a detailed distribution plan.

It is your responsibility to arrange any New Zealand distribution deal. However, any deal is subject to our approval as investor. We do not recommend a signed deal at application stage, an offer is preferable. If we invest in your film, we will need to be party to the contract with the New Zealand or Australasian distributor. We strongly recommend talking with us at an early stage of distribution negotiations to check the terms are acceptable.

## Film distribution grants

To help maximise the New Zealand domestic theatrical audience, we offer financial assistance for the domestic distribution of New Zealand feature films in New Zealand. These grants are normally applied for by the film's distributor when the film is completed. Find out more on our website: [www.nzfilm.co.nz/distribution/new-zealand/film-distribution-grants](http://www.nzfilm.co.nz/distribution/new-zealand/film-distribution-grants).

## Sales agent

We prefer projects to have a recognised, reputable, international feature film sales agent attached.

It is up to you to choose your sales agent, but the NZFC requires, as a condition of our financing, that we approve the terms, and are party to the sales agency agreement. The sales agent should demonstrate genuine market confidence in the project and have terms



which are acceptable to investors. We will engage with you and the chosen sales agent to negotiate terms that are appropriate and acceptable for the particular project.

We strongly recommend you discuss potential sales agents who might be a good fit for your film with our Marketing Manager.

Please refer to the *Terms of Trade* document for more information on sales agents.

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For further information about distribution deals, film distribution grants and sales agents, contact our Marketing Manager. Email [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz).

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