



**New Zealand**  
FILM COMMISSION



Te Tumu Whakaata Taonga

# **New Zealand Film Commission** **Te Tumu Whakaata Taonga**

## **Film Distribution Grants** **Guidelines for Applicants**

August 2020

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You are encouraged to read these guidelines carefully as they are intended to help you deliver the strongest application possible.

If you have any questions regarding these guidelines and your application, please email [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz).

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## **Introduction.**

The Film Distribution Grants are designed to elevate the theatrical release of feature films in New Zealand that have received New Zealand Film Commission (NZFC) discretionary funding. The NZFC want as many people as possible to see the great New Zealand films that have been made with the NZFC's support.

## **Who can apply.**

This fund is only open to applications from established distributors attached to films that have received NZFC Production Financing, Post-Production Funding or the Feature Film Finishing Grant.

## **Distribution Grant overview.**

The NZFC offers four grants to assist with the theatrical release of NZFC-funded films in New Zealand. To be considered a theatrical release, a film must be programmed to screen in at least five cinemas across two main centers, with at least one paid session a day for seven consecutive days and recognise the industry standard theatrical window.

The four Distribution Grants are:

### **Print & Advertising (P&A) Grant**

Up to NZ\$50,000 to cover up to 25% of print and/or advertising spend for the theatrical release of an NZFC-funded film in New Zealand.

### **Audience+ Grant**

The Audience+ Grant supports campaigns designed to target audiences who are not regular cinemagoers and/or those who are regular cinemagoers but not for New Zealand films. Up to NZ\$15,000 is available to cover up to 50% of the total spend on promotions or advertising to reach these audiences.

### **Regional Grant**

The Regional Grant supports regional/country cinemas releasing NZFC funded films to embrace local marketing aspects of the main release campaign. Up to NZ\$10,000 is available to cover up to 70% of the total spend on promotions or advertising in regional areas. This fund could be used:

- For the creation of marketing assets by the distributor, for regional/country New Zealand cinemas to use in the local promotion of a NZFC funded film; or
- For cinemas in regional areas to design and create activities that will engage their local community and create word-of-mouth about the film.





## Premiere Grant

The Premiere Grant offers a flat NZ\$5,000 toward the cost of an NZFC-funded film's New Zealand premiere.

## How to apply.

Email your application to [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz).

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

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

The size of the grant will be considered in relation to your distribution plans and prospects for the film. It is expected that the grant amount will be commensurate with the anticipated New Zealand box office.

Decisions are final. The criteria applied may change from time to time, but all decisions will be consistent with the New Zealand Film Commission Act 1978.

It is recommended you discuss your application with the 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.

## 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 (a template outlining costs the grant can cover is part of the application form);
- the marketing/publicity strategy;
- a breakdown of any advertising spend;
- the 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 the NZFC receives your application, it will be assessed to see if it is eligible for the grant. If it is ineligible, you will be notified via email.

If it is eligible, you will be advised of a decision within **three weeks** from the date you submitted your application.

Please note the NZFC may request further information from you to assess your application and this may extend the decision timeframe

Decisions will be made by the NZFC's Head of Marketing in conjunction with the NZFC Chief Operating Officer (COO).

## What you cannot apply for.

NZFC Distribution Grants are for the distribution of NZFC funded feature films in New Zealand cinemas. This means you cannot apply for costs incurred overseas, except for the freighting to and from Australia of master material associated with preparing release materials. These costs are capped at NZ\$500 and must be included in the budget supplied when applying for the P&A Grant.

Costs that cannot be included in your release budget (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.

Retroactive applications will not be accepted; 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. If the New Zealand cinematic release results in a deficit, the NZFC will, on a case-by-case basis allow cross-collateralisation with Australia.





## Next steps.

If your application is successful, grants are payable as follows:

### **P&A Grant, Audience+ Grant and Regional Grant**

50% of the grant amounts will be paid on approval of your application. The rest of the payment will be subject to receiving an actual vs budgeted report on the cost of the release and a royalty report for the period the film was on release.

- 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 **three months** of the completion of the film's New Zealand theatrical release.

Should these reports not be received in a timely fashion, subsequent applications for distribution support will **not be accepted**. We recognise that multiple releases may take place within a short period and will take this into account.

### **Premiere Grant**

The \$5,000 offered in premiere support will be paid in full on approval of your application. The Distributor will provide an agreed number of complimentary tickets to the premiere to the NZFC.

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

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**Change Log:** These guidelines were updated August 2020 from the Guidelines dated 2018.

