

NEW ZEALAND SCREEN INCENTIVES

Promotional Materials Schedule

The New Zealand Government, through its New Zealand Screen Production Rebate (NZSPR), is proud to partner with domestic and international screen businesses working in New Zealand.

New Zealand promotes itself as a screen production destination through association with productions being made here, and studios and production companies commonly provide New Zealand screen agencies with publicity materials to do this.

These materials are used internationally in a variety of ways from tradeshow displays to advertisements to make New Zealand's role in these productions visible. But they may also be used domestically as they enable New Zealanders to have a sense of pride in the screen productions occurring in New Zealand and the value of these productions to our communities.

Currently access to these materials has been done on a production by production basis. In order to maximise its investment and also simplify administration for all parties, the process has been formalised as outlined below.

The following applies to all applicants for the NZSPR, including the PDV Rebate. We recognise that applicants for the PDV Rebate may not always be in a position to provide the below materials or some of these materials won't be relevant if only PDV work is undertaken in New Zealand. In these cases the New Zealand Government would like to access any publicity material that the supplier itself is entitled to use for the production e.g., key art, examples of work for show reels.

Where available, all applicants should provide the following to the NZFC:

(a) Before and during production

Prior to commencing production in New Zealand, the applicant will provide:

- a key marketing contact to whom enquiries regarding promotional materials can be directed; and
- media releases and promotional materials as they are released (for example first release images which are released to the media during production).

(b) After completion of the production

High Resolution Publicity Stills: At least twelve (12) high resolution (e.g. at least 300 DPI) Tiff, jpeg (or similar) files of publicity stills, in colour.

Of these stills, half will depict behind-the-scenes production activity (of which several will include the director) to emphasise New Zealand's role in the production and half will be major scenes from the completed film (including the main cast or characters).

Stills will include captions that name the events, action, character, actor, or crew member depicted in the shot and any legal lines required by the production.

One sheet artwork/posters

Trailers: when available

Press Kit: The full Press Kit for the film in MS Word format (if one is produced).

Electronic Press Kit (EPK): An EPK containing key cast and crew interviews, behind-the-scenes footage, 3-5 scene clips, and the theatrical trailer (if one is produced). NB: items not cleared for New Zealand promotional use may be removed.

Schedule of Restrictions: A schedule of any contractual, or other such restrictions, on the use of the above materials.

(c) Additional materials for productions seeking to access the 5% Uplift

For productions that are seeking to access the 5% Uplift, the applicant should contact the NZFC to enter into a further dialogue regarding other ways that the production and the New Zealand Government can work together to market and promote both the film and New Zealand.

Use of materials

Standard uses of materials are likely to include: tradeshow displays, advertising, online/web content, speeches and business to business communications. This is often on-going, long term use.

Subject to the schedule of restrictions, the materials supplied may be used by the NZFC and other New Zealand government departments or agencies. The materials will be used to promote the New Zealand screen production industry and New Zealand as a home of screen production.