



# 2025-26 GLOBAL MARKET DEVELOPMENT FUND GUIDELINES

For the Film & TV Industry

Deadline: May 6, 2025 by 5:00 PM ET

The Ontario Creates Global Market Development Fund – Film & TV documentation includes:

- Ontario Creates Global Market Development Fund – Film & TV Guidelines (this document)
- [Ontario Creates Program Policies](#)

Applicants must review ALL of the documents listed above prior to submitting an application.

---

## TABLE OF CONTENTS

1. Introduction / 1
2. Program Deadline / 2
3. Eligible Applicants / 2
4. Eligible Activities and Projects / 3
5. Eligible Expenditures / 4
6. Application Process / 5
7. Decision Criteria and Evaluation / 6
8. Successful Applicants / 7
9. More Information / 8

---

### 1. Introduction

The **Global Market Development Fund** provides eligible Ontario companies with funding to participate in international activities that support company growth and produce measurable business and market development results (sales, pre-sales, financing, licensing and/or publishing deals, audience awareness, media coverage, partnership development, etc.). The proposed global market development plan must support the company's content creation and exploitation activities. Primary activities supported include targeted sales trips and attendance at international market events.

The Global Market Development program will provide up to \$15,000 capped at 50% of a participating company's eligible expenses to engage in international business and market development activities between August 1, 2025 and August 31, 2026.

Ontario Creates is committed to:

- supporting diversity and gender parity;
- providing enhanced accessibility support to people with disabilities, people who are Deaf, and people who face barriers to accessing technology to complete an application; and
- fostering respectful workplaces in all the sectors and companies we support.

Please see [Program Policies](#) for important details.

## 2. Program Deadline

The deadline for complete submission is **May 6, 2025 at 5:00 PM ET**, through the Online Application Portal. Applications and documentation received after this deadline will not be considered.

Decisions will be communicated to applicants within three months of the deadline.

## 3. Eligible Applicants

**Applicant companies must identify themselves as either a Film or Television company. Identification is based on the stream of production that accounts for the majority of the company's revenue, as well as the primary focus of the projects in a company's slate.**

Companies must also meet the following requirements:

- be Ontario-based;
- be Canadian-owned;
- be in good standing with Ontario Creates at time of application submission.
- be incorporated for at least one year prior to application;
- have been in operation in Ontario for at least one year;
- be a private sector, for profit company;
- be primarily a film or television production company pursuing project pre-sales or co-financing opportunities for a slate of projects or concepts that are currently in development or ready for production. Applicant companies may also attend markets to seek distribution for their productions. Distribution companies seeking distribution for their clients' productions at international markets or via international sales trips are ineligible.

Ontario Creates will only accept one application per company or associated company per fiscal year.

Up to three representatives per company, per activity will be considered. At least one of the participating representatives at each activity must be a decision maker at the executive level within the applicant company. Companies are advised to choose the individual(s) best suited to take advantage of this opportunity. To be eligible, company representatives must:

- be a full time employee or owner of the applicant company (sales agents, external consultants, etc. are ineligible);
- be Canadian citizens or landed immigrants / permanent residents;
- be Ontario residents;
- meet the requisite experience level for the initiative, with basic comprehension of market and key industry players; and
- previous credits and/or current projects in development must demonstrate that they are able to benefit from the program and that the company is export-ready with their slate of projects.

#### **4. Eligible Activities and Projects**

Eligible activities include virtual and in-person participation in international markets and events, planned sales trips or media tours to key territories to meet with identified leads and participation in trade missions organized by industry associations and government agencies. Proposed activities must take place outside of Ontario. All activities, whether virtual or in-person must focus on international audience and business development opportunities.

This program will support participation in:

- [pre-approved GMD activities](#); and
- additional activities not included on this list (Ontario Creates permission required in advance/prior to the event)

provided the primary purpose for attending is business and/or audience development. Applicants are expected to include a list of ALL targeted activities (pre-approved and additional activities) as part of their application and demonstrate how these activities support their overall global market development plans.

Ontario Creates reserves the right to only relate to a portion of the business and market development plan submitted by the applicant company. Attendance at an event that is primarily for professional development, training, to participate as a speaker, receive an award, etc. will not be supported through this program.

While companies are strongly encouraged to submit carefully considered, realistic and well researched activity plans for the period covered by the Global Market Development program, Ontario Creates is open to adjustments to a participating company's activities as required due to external pressures and unforeseen circumstances.

Successful recipients do not need to notify Ontario Creates regarding changes for pre-approved activities. All other changes (to a maximum of three) must be reasonable and will require notification and permission from Ontario Creates through the OAP prior to the change.

**5. Eligible Expenditures**

Companies should complete the [GMD Activity Calculator](#) to calculate the amount of their request based on eligible costs in the table below. Budgets are not required as part of the application. GMD requests are capped at 50% of estimated eligible expenses; the GMD Activity Calculator is a tool to help calculate these costs. It is the responsibility of the applicant to ensure that their request is accurate and reflects the planned activities and spending levels. Consistent underspends in the program may result in reduced contributions in subsequent years.

Event Costs	Registration and booth/exhibitor expenses. (Virtual and In-person)
Travel Costs	Ontario Creates has established benchmarks based on geographic region. These amounts are for round-trip travel for one person: <ul style="list-style-type: none"> <li>• North America, Central America, or the Caribbean - C\$1,000</li> <li>• Europe - C\$2,000</li> <li>• South America, Middle East, or Asia - C\$2,000</li> <li>• Australia or Oceania - \$2,500</li> <li>• Africa - C\$3,000</li> </ul> All travel must originate in Ontario, unless approved otherwise by Ontario Creates. (In-person)
Accommodation Costs	Hotel expenses are capped at \$600/night and should be at moderate rates that reflect the average per destination/activity. Ontario Creates will relate to accommodation expenses for a maximum of three days on either side of an event provided the purpose for extending the stay is to pursue business development activities. (In-person)
Per Diems	Capped at C\$100/day. Including daily meals and incidentals. Ontario Creates will relate to per diem expenses for a maximum of three days on either side of an event provided the purpose for extending the stay is to pursue business development activities. (In-person)
Marketing Materials	Design, production and shipping material specifically created for the proposed activities. Acceptable marketing materials include activity-specific printed catalogs, event program advertisements, postcards, flyers/one sheets, product samples and demos. Capped at 30% of the total costs. (Virtual and In-person)

For budgeting purposes Ontario Creates will cover arrival the day prior to and departure the day after an in-person event. Expenses for extended stays over weekends are not eligible.

While companies may incur additional expenses that do not correspond with the categories above, the amount of the Ontario Creates contribution will be based only on the eligible expenses listed above. Expenses that are considered ineligible for the purpose of this program include:

- staff and operations costs;
- hospitality and entertainment costs;
- core business costs such as design and printing of business cards and standard catalogs;
- communications costs such as mobile phone fees, long distance fees, etc.;
- costs associated with ineligible company representatives and additional representatives over and above the cap for this program
- individual travel insurance related to business travel;
- additional expenses incurred due to public health-related measures; and
- additional support – costs covered in full or in part by a third party such as a festival or market place (e.g., registration, accommodation, airfare). The balance of uncovered costs, if any, will be considered as an eligible expenditure.

In addition, applicant companies that are receiving support for a specific activity through another Ontario Creates program are not eligible to receive additional support through the GMD program for the same activity.

Companies are advised that if they are participating in activities that are supported by other government agencies, regional or municipal funding bodies or other third party organizations, expenses financed by those organization may not be eligible for support through the GMD program. If you are unsure of how your participation in such activities affects you, please contact the program consultant for clarification.

All eligible expenses must be reasonable and appropriate in the opinion of Ontario Creates. A cost report is required on conclusion of the program and Ontario Creates reserves the right to spot audit the cost report and review receipts. Participants must retain all necessary receipts for this purpose.

## **6. Application Process**

Applicants must submit their applications electronically through the Online Application Portal (OAP) at <https://apply.ontariocreates.ca/>. A list of required application materials is outlined in the application form on the OAP.

## 7. Decision Criteria and Evaluation

Ontario Creates applies a lens of diversity, equity, and inclusion to the evaluation criteria for this program, and directs jury members to do the same. Applicants proposing projects/activities that support diversity and gender parity in Ontario are expected to tangibly demonstrate a genuine and sustained commitment to these equity-deserving communities. Ontario Creates may identify particular underrepresented communities within a sector. The provincial definition of diversity includes, but is not limited to: ancestry, culture, ethnicity, gender identity, gender expression, language, physical and intellectual ability, race, religion (creed), sex, sexual orientation and socio-economic status.

Applications will be assessed according to the following criteria:

Criteria	Weighting	Considerations may include
Track Record	30%	<ul style="list-style-type: none"><li>• global market readiness</li><li>• prior results and success in international markets</li><li>• previous performance in Ontario Creates programs</li><li>• diversity among senior leadership, staff or contract employees</li><li>• evidence of company policies and/or initiatives that support diversity, equity and inclusion</li></ul>
Business and Market Development Plan	30%	<ul style="list-style-type: none"><li>• clarity of company global market development plan</li><li>• suitability of activities for projects</li><li>• suitability of activities for the program</li><li>• suitability of plans for activities</li></ul>
Economic Benefit	20%	<ul style="list-style-type: none"><li>• anticipated impact of activities on revenues, project success and company growth</li><li>• defined, achievable and measurable business and market development result projections (through sales, financing, licensing and/or publishing deals, audience awareness, media coverage, partnership development, etc.)</li></ul>
Project Strengths	20%	<ul style="list-style-type: none"><li>• suitability of projects for global market</li><li>• readiness of projects for activities</li><li>• the extent to which the projects support and reflect diversity</li></ul>

Applications will be reviewed and evaluated by Ontario Creates staff. This is a competitive process and only those applications that best meet the requirements of the program will be accepted. Funding allocations will be proportional to the number of applications received. Applicants may receive less than requested to ensure that all companies have an opportunity to receive support through this program. Failure to achieve targeted

results in previously funded cycles may be taken into account in funding decisions. Previous successful applications to the GMD program do not guarantee continued funding. Consistent underspends in previous cycles of the program may result in applicants receiving an amount lower than their request.

## **8. Successful Applicants**

Successful applicants will receive funding during the course of their activities, triggered by pre-determined deliverables as follows:

- 60% on execution of the Ontario Creates agreement;
- 40% on delivery of a satisfactory final report and all deliverables outlined in the agreement

Applicants will be required to provide a cost report summarizing total spending as part of their final report. The amount of Ontario Creates' contribution is based on the actual spend and the final payment may be adjusted accordingly. Participating companies are responsible for making all arrangements for travel, registration and accommodation as required.

- **Payments** - The payment schedule will be determined by a company's schedule of activities. Payments will be tied to reporting requirements which include delivery of an interim report at approximately the halfway point and a final report on conclusion of the program.
- **Reporting** - Interim, final and follow-up reports must include an assessment of business and market development results to date and a comparison of actual results with those proposed in the participating company's application. Further report criteria is outlined in the Ontario Creates agreement. A follow-up report may be required six months to one year after the conclusion of the program that summarizes results of your company's international business and market development activities. This report is not tied to a payment but failure to respond to requests for this report may have an impact on a company's eligibility to receive further support from Ontario Creates programs.
- **Strategic Support** - In appropriate situations Ontario Creates may provide strategic support related to key industry events to supplement the funding provided through this program. Strategic support may take the form of access to an industry consultant to provide targeted advice to participating companies, pre-event briefing sessions, networking opportunities during an event, etc. The decision to provide strategic support will be made by Ontario Creates and will be based on the number of Ontario companies attending an event, the assessed need for strategic support and the level of interest in these activities.
- **Accessibility** - Successful applicants with disabilities, or who are Deaf may be eligible for supplementary funds for accessibility expenses required to complete their project deliverables.

## 9. More Information

Amrit Randhawa

Program Coordinator, Industry Development (Film & Television)

Phone: 416-642-6654

Email: [arandhawa@ontariocreates.ca](mailto:arandhawa@ontariocreates.ca)

---

Ontario Creates is an agency of the Government of Ontario that facilitates economic development, investment and collaboration in Ontario's creative industries including the music, book, magazine, film, television and interactive digital media sectors.

**ontariocreates.ca**