

London Ontario Film Incentive

Overview

Film funding, delivered and managed by Film London and the London Economic Development Corporation (LEDC), is available to production companies that are looking to produce part or all of a multi-media project in the London, Ontario area and invest in London resources. These funds are designed to support production companies that are looking to create sustainability, jobs, and growth in London and the surrounding area.

Funding

Funding is designed to subsidize production costs by providing partial reimbursement of local expenditures. Eligible applicants can receive a reimbursement of 20% of local expenditures, or a pre-determined maximum amount, in the form of a cash cheque. Local expenditures include, but are not limited to, hotelling, crew, talent, equipment rental, location fees, permitting, parking, rental vehicles, catering, security, studio rentals, post-production work.

Eligibility and Evaluation Criteria

To qualify for the incentive fund, productions must adhere to the criteria listed below:

1. The applicant must own all or a majority of the rights necessary to exploit and produce the production or have a CAVCO certified (or equivalent) distribution deal in place.
2. Applicants must receive a producer credit on the project.
3. Use of London hotels is required.
4. Projects must engage with at least one of London's post-secondary institutions to explore employment opportunities for current students and recent graduates.
5. Principal photography in London must begin no later than three months after approval has been issued. Failure to begin principal photography within a three-month window may nullify the agreement, at the discretion of Film London/LEDC.
6. Expenses incurred outside of London will not be eligible for reimbursement.
7. Above-the-Line expenses are not eligible for reimbursement.
8. Reimbursement will be issued for pre-HST expenses only.
9. No reimbursement will be delivered before a complete record of London expenses, including a London-spend summary, has been provided.
10. The complete record of London expenses must be provided no more than two months after filming in London has wrapped. Failure to provide proof of expenses within a two-month window may nullify the agreement, at the discretion of Film London/LEDC.

Types of eligible projects include:

- Theatrical/made-for-television/streaming feature films
- Scripted television series
- Documentaries
- Music Videos
- Web Series

Types of ineligible projects include, but are not limited to:

- Unscripted content, such as live sports, news, or improvisational comedy
- Corporate or promotional videos
- Award shows
- Pornography/adult entertainment
- Advertisements, partisan content, fundraising videos, or industry videos not meant for broader consumption
- Productions that encourage hatred, intolerance, violence, or criminal activity.

Eligibility will be based on how the project adheres to the following criteria:

- Projected expenditures in London, Ontario
- Projected employment for local crew, talent, and various positions
- Length of production in London
- Post-production sourced from the London area
- Training with London post-secondary institutions
- The feasibility of the project with respect to budget, financing, scope, experience of key project leads, and distribution plan
- The credibility of the marketing plan and the distributor's capacity and commitment to the project and ability to track record of success
- Subject matter insofar that it does not promote hateful or discriminatory messages.
- Other significant benefits as presented

Applicants must provide substantiation of all other project financing with terms and conditions satisfactory to Film London, at the time of application.

Applicants must present their intention and plan, satisfactory to Film London, to feasibly pursue a qualified and experienced distributor or broadcaster at the time of application.

Applications will be reviewed by Film London staff for completeness and eligibility. Film London and the London Economic Development Corporation maintain final adjudication authority.

Funds are limited. Not all projects meeting the criteria will necessarily receive funding.

Application Process

Film London will hold two application intake rounds during a 365-day period:

Round 1: January 1 -June 30

Round 2: July 1 – December 31

Funds are limited and will be allocated to those eligible on a first come, first serve basis. Once all funds have been allocated, no other submissions will be accepted during that intake round.

Notification and Approval Letters

Successful applicants will receive an Approval Letter advising them of the reimbursement they are eligible to receive. Applicants must respond within 14 days of receiving the Approval Letter to indicate their acceptance and to provide any documentation requested. Unsuccessful applicants will be notified in writing. Applicants are permitted to reapply during the next intake round, even if they have already begun principal photography on the production.

Principal Photography and Production

Once an applicant has received an Approval Letter, they must begin principal photography on the production no later than three months after the date of issuance of the Approval Letter.

A complete record of London expenses must be provided no more than two months after filming in London has wrapped. Failure to provide proof of expenses within a two-month window may nullify the agreement, at the discretion of Film London/LEDC.

Changes to the Production Schedule

Recipients must notify the program of changes to their production plan within 30 days of the change occurring, including details on why the change was made. Failure to inform the program in the allotted timeframe may result in the revocation of the Authorization Letter.

Promotional and Behind-the-Scenes Material

Recipients will use reasonable commercial efforts to share authorized advertising, publicity, behind-the-scenes, and promotional materials from the project with LEDC near the time of the project's release. LEDC will be allowed to use the material subject to prior approval of the recipient in each instance.

Recipient will use reasonable commercial efforts to mention/tag Film London in all social media posts prepared by and uploaded on the Recipient's social media accounts/handles, regarding production in London.

Recognition Requirements

Subject to network/distributor approval, Recipient will provide the following credits:

- "Produced with the assistance of Film London and Tourism London."
- "Filmed on location in London, Canada."

The credits will appear either alone or in combination with other agencies or institutions that provided financial support and be in a position, size, and prominence that is proportionate to the financial contribution to the production. Where possible, a Film London logo should be included (which LEDC will provide).

Where the production is a series, these credits are required for each episode that feature London.

We look forward to receiving your application. Best of Luck.

-Film London