



London Ontario Film Incentive

Overview

Film funding, delivered and managed by Film London and the London Economic Development Corporation (LEDC), is available to eligible production companies seeking to produce part or all of a film, television, commercial, corporate, or other eligible screen-media project in the London, Ontario area and invest in local resources. These funds are designed to support production companies that contribute to sustainability, employment, skills development, and growth in London and the surrounding area. Eligibility is based on the production's local economic benefits, not on an endorsement of any product, service, organization, or business featured in the finished project.

Funding

Funding is designed to help offset production costs by providing partial reimbursement of eligible local expenditures. Eligible applicants may receive reimbursement of 20% of eligible local expenditures, up to the maximum amount approved for the project and subject to the program's available funding. Reimbursement is issued by cheque after the applicant has completed the project requirements and submitted acceptable proof of eligible expenditures.

Eligible local expenditures may include, but are not limited to, hotel accommodation, local crew and talent, equipment rental, location fees, permitting, parking, rental vehicles, catering, security, studio rentals, and post-production services sourced from the London area. Only eligible expenditures incurred in London, Ontario, and supported by documentation, will be considered. Above-the-line costs and HST are not eligible for reimbursement.

Eligibility and Evaluation Criteria

To qualify for the incentive fund, productions must adhere to the following requirements:

1. The applicant must be the production company or production agency responsible for producing the project. The applicant must demonstrate that it has the legal authority to undertake the production. The commissioning client is not eligible to apply for funding.
2. The applicant must receive a producer or equivalent production credit on the project, where customary and applicable.
3. Use of London hotels is required, where applicable to the scale and nature of the production. Any exception must be approved by Film London/LEDC.
4. Projects must engage with at least one of London's post-secondary institutions to explore employment opportunities for current students and recent graduates, where feasible and appropriate to the project.
5. Principal photography or the primary production activity in London must begin no later than three months after approval has been issued. Failure to begin within this period may nullify the agreement, at the discretion of Film London/LEDC.
6. Expenses incurred outside London, Ontario, will not be eligible for reimbursement.
7. Above-the-line expenses are not eligible for reimbursement.
8. Reimbursement will be calculated on eligible expenses before HST.
9. No reimbursement will be issued before a complete record of eligible London expenses, including a London-spend summary, has been provided and accepted.
10. The complete record of London expenses must be provided no more than two months after filming or production activity in London has wrapped. Failure to provide proof of expenses within this period may nullify the agreement, at the discretion of Film London/LEDC.

Types of Eligible Projects

Eligible projects may include, but are not limited to:

- Theatrical, made-for-television, and streaming feature films
- Scripted television series
- Documentaries
- Music videos
- Web series
- Corporate, promotional, recruitment, and other commissioned videos that meet the program's economic-impact requirements

Types of Ineligible Projects

Projects that fall within the following categories are ineligible:

- Unscripted content, such as live sports, news, or improvisational comedy
- Award shows
- Pornography or adult entertainment
- Partisan political content and fundraising videos
- Industry videos not intended for broader consumption, except where specifically approved under the commercial or corporate production eligibility criteria
- Productions that encourage hatred, intolerance, violence, or criminal activity

Evaluation Criteria

Eligibility and funding decisions will be based on the project's adherence to program requirements and its demonstrated benefits to London, Ontario. Evaluation may consider:

- Projected eligible expenditures in London, Ontario
- Projected employment and local labour expenditures for local crew, talent, and other production positions
- Potential to create paid work, skills development, and opportunities for emerging production professionals
- Length of production activity in London
- Post-production services sourced from the London area
- Training or employment engagement with London post-secondary institutions
- The feasibility of the project, including budget, financing, scope, experience of key project leads, and a credible production plan
- For projects where relevant, the credibility of the marketing and distribution plan and the distributor's or broadcaster's capacity and commitment
- Subject matter, insofar as the project does not promote hateful or discriminatory messages
- Additional significant economic or industry-development benefits presented by the applicant

Commercial, corporate, and promotional productions must demonstrate a meaningful contribution to London's local production economy. Consideration may be given to local crew employment, local labour spending, eligible local expenditures, opportunities for emerging professionals, and whether the incentive is likely to attract or increase production activity in London. Eligibility does not constitute an endorsement of the product, service, organization, or business featured in the production. Film London/LEDC may establish additional requirements or minimum thresholds for these projects.

Applicants must provide substantiation of project financing and/or the commissioning arrangement, with terms and conditions satisfactory to Film London, at the time of application.

For projects that rely on a distributor or broadcaster, applicants must present a plan satisfactory to Film London to feasibly pursue or confirm an appropriate distribution or broadcast arrangement. This requirement may be adapted for commissioned commercial and corporate projects, for which a client or commissioning agreement may serve as relevant evidence of the project's intended use.

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 calendar period:

Round 1: January 1 – June 30

Round 2: July 1 – December 31

Funds are limited and will be allocated to eligible applicants on a first-come, first-served basis, subject to the program's evaluation requirements and available funding. 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, subject to verification of eligible expenditures and compliance with program requirements. Applicants must respond within 14 days of receiving the Approval Letter to indicate acceptance and provide any documentation requested. Unsuccessful applicants will be notified in writing. Applicants may reapply during the next intake round, even if principal photography or production activity has already begun.

Principal Photography and Production

Once an applicant has received an Approval Letter, principal photography or the primary production activity in London must begin no later than three months after the date of issuance of the Approval Letter.

A complete record of eligible London expenses must be provided no more than two months after filming or production activity in London has wrapped. Failure to provide proof of expenses within this period may nullify the agreement, at the discretion of Film London/LEDC.

Expense Summary and Supporting Documentation

Recipients must submit a completed [London Film Incentive Local Spend Summary](#) using the program's standard spreadsheet template, or another format approved in advance by Film London. The summary must clearly itemize eligible expenditures incurred in London, Ontario, before HST, and provide a total local spend figure calculated as the sum of the listed expenditure categories.

At minimum, the summary must report total spending in the following categories: local crew payments; talent payments; hotel accommodation; permits; location fees; and other eligible local expenditures. Where applicable, recipients should separately identify equipment rental, catering, transportation and rental vehicles, security, studio rental, and local post-production services. Any "Other" expenses must be described and itemized.

Recipients must also provide supporting documentation for the expenditures claimed, including payment slips, invoices marked paid, receipts, payroll records, remittance records, bank or other payment confirmations, or equivalent proof of payment. Documentation must be sufficient to verify the payee, expense description, date, amount paid, and connection to the production. Film London/LEDC may request additional documentation or clarification where required.

The summary and supporting documents must reconcile. Each expense listed in the summary must be traceable to supporting proof of payment, and expenses that are not supported, are incurred outside London, Ontario, or are otherwise ineligible under the program will be excluded from the reimbursement calculation. HST must be excluded from the claimed expenditure amounts.

The completed summary and supporting documentation must be submitted within two months after filming or production activity in London has wrapped. Reimbursement will not be issued until the submission is complete and has been reviewed to the satisfaction of Film London/LEDC.

Examples of acceptable supporting documentation include:

- Crew and talent: payroll reports, payment records, invoices, or signed payment acknowledgements
- Hotels, permits, locations, rentals, catering, and other vendors: itemized invoices or receipts plus proof of payment
- Electronic payments: transaction confirmations or statements showing the payee and amount, with unrelated account information redacted where appropriate

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 explaining why the change was made. Failure to inform the program within this timeframe may result in revocation of the Approval Letter or funding authorization.

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 or public launch, where applicable. LEDC may use such material only with the recipient's prior approval in each instance.

Recipients will use reasonable commercial efforts to mention or tag Film London in social media posts prepared and published on the recipient's social media accounts regarding production activity in London, subject to client, rights-holder, and platform restrictions.

Recognition Requirements

Subject to client, network, distributor, and other applicable approvals, recipients will provide the following credits where appropriate to the format and customary practices of the project:

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

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

Where the production is a series, these credits are required for each episode that features London, subject to applicable approvals and customary credit practices. For advertisements and corporate productions, recognition may be adapted to a format appropriate to the project, subject to client approval.

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

— Film London