

Nordic Film Marketing Support Scheme (NFMSS)

Nordisk Film & TV Fond provides a funding support to help distributors hire and develop marketing specialists whose task would be to work exclusively on the theatrical, VOD or DVD (or a combination thereof) release of 1 to 3 Nordic films up to a one year period, preferably with focus on social media and younger audiences.

Support may be applied for by Nordic distributors releasing non-national Nordic films within their territory theatrically, on VOD or DVD (or a combination thereof) between March 2014 and March 2015.

1. CONDITIONS FOR GRANTING OF SUPPORT

Following requirements shall apply:

- The film(s) should be non-national Nordic film(s) and preferably be marketed through social media towards a younger audience.
- The film(s) must have been well received by its respective national audience, and must have an audience potential in the Nordic territory where it's going to be distributed.
- The titles in question must be released between March 2014 and March 2015. It is possible to apply even though not all titles are finalized, but at least one title must be confirmed when the application is submitted.
- Support may be granted independently of whether the films in matter have previously been granted production support from the Fund
- Support is provided as a cash contribution and is thus not subject to reimbursement.

2. ELIGIBLE COSTS AND SUPPORT AMOUNT

Costs are towards the hiring of a marketing candidate to work on between 1 to 3 films for a period of no less than 4 months (for 1 film) and up to 12 months (for 3 films). Such timing, objectives of work and completion of such work is the responsibility of the applying distributor.

Support amounts can be applied for and granted as follows:

- 1st film up to NOK 85,000 (minimum time spent 4 months)
- 2nd film up to NOK 42,000 (if same person)
- 3rd film up to NOK 17,000 (if same person)

3. APPLICATION

Applications can be submitted throughout the year.

The following items shall be submitted to the Fund via the NFMSS application form available on our web page:

- Company profile
- Name of Candidate (Marketing specialist) and one page cv of candidate
- Why the distributor wishes to hire the candidate.
- The number and titles of films the candidate is likely to work on.
- Presentation of the film(s)

- The general objectives/goals the distributors has set for the candidate – i.e. a specific brief the candidate will work on for each film (if different).
- Timeline chart of the marketing process (see the NFMSS timeline chart template available on our web page)
- Total NFMSS budget
- Total NFMSS financing plan
- NB! Amounts shall be given in national and Norwegian currency, and shall include conversion rate
- Application sum in NOK

4. DEADLINE

Applications can be delivered on an on-going basis during the support period between March 2014 and March 2015.

5. COMMITMENT

The Applicant will receive a Letter of Commitment from the Fund.

6. OBLIGATION TO INFORM

After the support has been granted, the applicant may not make substantial changes to information given in the application unless these have been presented in writing to and been accepted by the Fund.

7. CONTRACT

The Fund will draw up a Contract when the following has been submitted to the Fund:

- Signed contract between candidate and distributor
- Updated budget i.a.
- Updated financing plan i.a.

8. PAYMENT OF SUPPORT

The support will normally be paid in 2 or 3 instalments.

Before payment of the support the following items shall be submitted to the Fund:

First instalment:

- Signed contract
- Invoice

Second instalment: (only if support is provided for 2 or 3 titles)

- Interim report
- Invoice

Third and last instalment:

- Final confidential report from distributor
- Final report from the candidate
- Accounts showing actual spent costs compared to approved budget
- Invoice

8. BREACH OF CONTRACT

If circumstances on which the Contract is based are significantly changed, or if the applicant does not significantly fulfil its obligations as stipulated by the Guidelines or by the Contract, the Fund has the right to terminate the Contract with immediate effect. In such cases, the Fund has the right to demand reimbursement of any instalments paid and / or to reduce the support accordingly.

9. CREDITS From the advertising material it shall be evident that the film(s) has been distributed with the support of Nordisk Film & TV Fond. Crediting shall be approved by the Fund. Logo for download available here: www.nordiskfilmogtvfond.com

10. ACCOUNTS The Fund is, upon request, entitled to documentation of all receipts and costs connected with the distribution of the film and have the right to audit the distributor's accounts as part of the control. Cost savings compared to the approved budget might lead to a deduction of support. If the total support has been paid, the deduction of the support may be required repaid.