

INITIATIVE SUBSIDIES

This new subsidy exclusively concerns specific activities to promote the distribution of a short film court or a program of short films abroad. For example, theatrical distribution, an event presentation at a festival or a museum, exposure via a platform, or any other initiative susceptible to put the spotlight on the excellence of French production in terms of short films.

Note: Particular attention will be paid to innovative approaches to create links with new distribution platforms and foreign audiences.

A – BENEFICIARIES

Any French production company that is a member of UniFrance and/or any foreign distributor or broadcaster having signed a distribution contract or agreed a memorandum of understanding involving a reciprocal commitment to the operation for which the request is made.

B – ELIGIBILITY OF WORKS

Any French film (excluding school films) or French coproduction, including minority coproductions, that has a CNC certificate (“*visa d’exploitation*”).

C – SESSIONS & SUBMISSION OF REQUESTS

Two sessions are scheduled during the year:

1. Early July: Deadline for submissions, mid-June
2. Early December: Deadline for submissions, mid-November

D – COMPILING SUBMISSIONS

Subsidy applications must involve a strategy likely to give the film(s) the best chance of distribution. The originality of the project, the personal and artistic approach, and the wish of those behind the project to develop a foreign distribution network are all criteria taken into account when considering an application.

Documents required

1. A covering letter and description of those behind the project (foreign broadcaster and/or distributor and French producer)
2. Detailed budget and finance plan for the operation for which the request is being made
3. Distribution contract and/or memorandum of understanding between French company and foreign broadcaster and/or distributor for this operation
4. Optional documents: Marketing plan, elements for an advertising campaign, list of cinemas, etc.

E – CONSIDERATION OF SUBMISSIONS

Requests will be examined by seven members of UniFrance’s short film commission.

F – AMOUNTS & ATTRIBUTION OF SUBSIDIES

The beneficiary (French producer, foreign broadcaster and/or distributor) will be notified by UniFrance if they have obtained the subsidy, which is capped at €3,000. This can be readjusted when accounts are filed, with regard to actual expenditure of the various parties.

G – ELIGIBLE EXPENSES

Technical costs

1. Production, duplication, transport, and screening of digital demonstration copies requested by the distributor
2. Reformatting of a film
3. Putting a work online for viewing on digital platforms
4. Protection against piracy

Promotional costs

1. Translation, dubbing, or subtitling
2. Design, creation, and operating a dedicated website for international sales of a film or program of films
3. Design, production and distribution of promotional materials, including in electronic form, for a film or catalog of films
4. Viral marketing
5. Buying ad space, regardless of the mode of communication used, and producing promotional objects
6. Using a press attaché or interpreter
7. Office rental to prepare for an event
8. Organizing a screening: Production, transport and screening of a copy, hiring a theater
9. Foreign travel costs (transport and accommodation)

H – METHODS OF REIMBURSEMENT

Payments will be made in two stages: 50% on approval of the request, the remainder being paid **within three months** of the end of the operation.

Documents required for the initial payment

If the beneficiary is the French production company

1. Invoice to UniFrance Film International for 50% of the total amount of subsidy granted + 20% sales tax (TVA)
2. Bank details of the company (RIB)

If the beneficiary is the foreign distributor and/or broadcaster

1. Invoice to UniFrance Film International for 50% of the total amount of subsidy granted
2. Bank details (including IBAN)

Documents required for the final payment

If the beneficiary is the French production company

1. Invoice to UniFrance Film International for the remaining amount + 20% sales tax (TVA)
2. Bank details of the company (RIB)
3. Proof of expenses
4. A summary of expenses, each line corresponding to the proofs of expenditure supplied

If the beneficiary is the foreign distributor and/or broadcaster

1. Invoice to UniFrance Film International for the remaining amount
2. Bank details (including IBAN)
3. Proof of expenses
4. A summary of expenses, each line corresponding to the proofs of expenditure supplied