Kenya Film Commission, 2nd Floor Jumuia Place II, Lenana Road, P.O. Box 76417-00508 Nairobi, Kenya

Tel +254 20 2714073/4, Mobile +254 729 407497; +254 733 650068; Fax +254 20 2714075

Email: [filmempowerment@filmingkenya.com](mailto:filmempowerment@filmingkenya.com); Website: www.kenyafilmcommission.go.ke

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ref. No | | Date of Receipt | | |
|  |  |  |  |  |
|  |  |  |  |  |

**FILM FUND: APPLICATION FOR MARKETING AND DISTRIBUTION**

**Mandatory Requirements**

* Completed Application Form. Must be Signed and stamped
* A letter of motivation
* Financial plan with letters of intent from other financiers
* Detailed Marketing and Distribution schedule
* Market overview
* Company Profile
* Company’s Certificate of Incorporation/Registration Certificate
* A copy of the applicant’s Kenyan identity document
* CV of the Applicant
* Tax clearance certificate for the production company
* Copyright
* An Itemized Budget

**PLEASE NOTE:**

* Submissions are received online through [fep3@filmingkenya.com](mailto:fep3@filmingkenya.com)
* Attach information on other confirmed sources of finance if available
* Grants will be released once the recipient shows evidence of progress in securing further funding, broadcasting deal etc.;
* Successful applicants will receive letters of intent. In order to secure the grant the recipient will be required to sign an agreement with KFC.
* KFC has previously experienced problems with contacting applicants at addresses and contact numbers provided. Should the applicant or recipient not be contactable for 2 months at the give address or contact number from the date of receipt or grant the application or the grant will be cancelled, should there be a change of contacts the onus is on the applicant to notify KFC
* KFC will provide written acknowledgement of applications within 6 weeks of receipt
* No applications shall be returned to the applicant
* Should the applicant become the recipient, she/he will be the signatory of the contract on behalf of the Project and company
* Proposals that do not adhere to the above criteria will be disqualified.
* Please ensure that you complete the information as requested in the access and equity section below.

1. **ELIGIBILITY**

**Funding will be offered to:**

* Filmmakers and distributors to promote their product at film markets and festivals effectively.
* Innovative marketing and distribution strategies will be supported.

1. **TITLE OF PROJECT \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **WHERE APPLICANT IS AN INDIVIDUAL/S**:

Name of Applicant:

ID Number

Physical and Postal Address

Home Telephone:

Company name and work telephone:

Cell phone:

Facsimile:

E-mail:

1. **OR WHERE APPLICANT IS A COMPANY**:

Company Name:

Registration Company Number:

Physical Business Address:

Postal Address:

Contact Name:

Home Telephone:

Work Telephone:

Cell phone

Facsimile:

E-mail

|  |  |
| --- | --- |
| 1. **CATEGORY** | **TICK AS APPROPRIATE** |
| Feature |  |
| Documentary |  |
| T V series (Pilot) |  |
| Short film |  |
| Other specify |  |

1. **FILM DISTRIBUTION CHANNELS**
2. **Film Markets And Festivals Application**

Name of Festival(s) or market(s) 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(Maximum 3) 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of the festival(s) or market(s) 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Magnitude of the festivals Local International

|  |
| --- |
|  |
|  |
|  |

|  |
| --- |
|  |
|  |
|  |

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please submit the following with the Markets and Festivals application form**

* A letter of motivation, showing the benefit for the filmmakers attending the Market or Festival.
* A one page motivation on how the attendance at the Festival(s) or market(s) will fit into the Kenya Film Commission aims and objectives and Markets and Festivals Plan.
* Letter(s) of invitation from the Festival(s) or market(s).
* The profile of the Project at the Festival(s) or market(s).
* The profile of the Festival(s) or market(s).
* The profile of the Project in past Festival(s) or market(s).
* A one paragraph synopsis of the film project;
* curriculum vitae of applicant;
* The applicant’s plans for financing the project and evidence of the existing level of the market place interest in the project.
* An itinerary with confirmed meetings will be required prior to travel.
* An itemized budget

1. **Other Distribution Channels Of The Project**

**Type of Distribution (Tick as appropriate)**

|  |  |
| --- | --- |
| Film Premiere |  |
| Theatrical Distribution |  |
| County Screenings |  |
| Online Outlets |  |
| Broadcaster |  |

**Proposed distribution format (tick more than one if applicable)**

|  |  |
| --- | --- |
| 16 mm |  |
|
| 35 mm |  |
| Mp4 |  |
| DCP |  |
| MoV |  |
| Beta Cam |  |
| Others specify |  |

**Please submit the following**

• Business plan which shows expected returns on the marketing outlay

• Proven marketing and distribution track record of the applicant

• A marketing and distribution plan with a clear targeted audience, realistic audience and a projection

• Clear linkages to other distribution formats and pathways (Theatrical/video/pay/public TV)

• Marketing and test screening implementation plan with an audience feedback mechanism

• Innovative marketing approaches sensitive to the target market

• Detailed proposal indicating impact of the festival, target audience, host county, target population, dates, itemized budget and activities involved.

• A letter of theatrical exhibitor with a projected initial release date if applicable

• A list of booked or anticipated counties and locations for screenings and dates

• The applicant’s plans for financing the project(s) and evidence of the existing level of the market place interest in the project.

1. **NON KENYAN COMPONENT**

Please specify any non-Kenyan component of the project (e.g. locations, investors, principal creative team, artists).

**G. COPYRIGHT**

*The Applicant must be the originator of the script, treatment or outline concerned, or be the holder of copyright or have an option to the rights in any and all works on which the project is to be based.*

|  |  |  |
| --- | --- | --- |
|  | YES | NO |
| **Original Idea?**  If no, attach full details on a separate sheet. |  |  |
| **True Story / Real Life Characters?**  If yes, attach full details on a separate sheet. If partially based on or drawn from a true story or involving real life characters, attach full details on a separate sheet. |  |  |
| **Underlying work/third party content?**  If **yes**, attach full details on a separate sheet |  |  |
| **Are you aware of any claims against your control or ownership of the rights?** |  |  |

1. **PREVIOUS SUBMISSIONS**

|  |
| --- |
|  |
|  |
|  |
|  |

Has the project been submitted previously?

If yes, was the application successful?

Please list former titles of this project, if any

Was the project submitted for development or production?

1. **PLEASE BRIEFLY MENTION ANY OTHER (INCLUDING THIS ONE) PROJECT YOU ARE INVOLVED IN AND THE STATUS OF THE PROJECT**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**MARKETING AND DISTRIBUTION FUNDING BUDGET BREAKDOWN**

* **It is not necessary to complete all classifications, only those relevant to your specific request for support.**
* **Kenya Film Commission does not fund retrospectively.**
* **Kenya Film Commission reserves the right to negotiate amendments to this budget as a condition of the provision of funds.**
* **Please attach copy of proposal if funding is for festival sponsorship.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Applicant’s** | | **KFC’s Investment** | | **Other Funding** |
|  | **Contribution** | |  |  |  |
|  |  |  |  |  |  |
|  | **Cash** | **Deferred** | **Previous** | **Requested** | **Committed** |
| Accommodation |  |  |  |  |  |
| Travel |  |  |  |  |  |
| Subsistence Allowance |  |  |  |  |  |
| Visa Application |  |  |  |  |  |
| Market / Festival Registration |  |  |  |  |  |
| Fee. |  |  |  |  |  |
| Courier Costs |  |  |  |  |  |
| Reproduction of Tapes |  |  |  |  |  |
| Excess Baggage (Please |  |  |  |  |  |
| specify) |  |  |  |  |  |
| Reproduction of posters |  |  |  |  |  |
| Venue Hire |  |  |  |  |  |
| Make up of CD rom. |  |  |  |  |  |
| Marketing Materials |  |  |  |  |  |
| Travel Insurance. |  |  |  |  |  |
| Equipment Hire |  |  |  |  |  |
| Sponsorship – please specify |  |  |  |  |  |
| Other - please specify. |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Sub-Totals |  |  |  |  |  |
| **TOTAL MARKETING AND DISTRIBUTION** | **BUDGET REQUESTED:** | | | |  |

**I/We declare that the information provided herein and in the supporting documentation appended to this application is accurate.**

**NAME(S):** **SIGNATURE(S) DATE**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_**