

SLATE TRAVEL ASSISTANCE PROGRAM ASSESSMENT GRID

1. The demonstrated readiness of the applicant to attend and maximize the benefits of the event:	Potential Points
<ul style="list-style-type: none"> ▪ The applicant has contributed to production volumes in the province of Saskatchewan (average over three years) <div style="float: right; text-align: right;"> 0 - 5% = 0 6 - 10% = 1 11 - 15% = 2 15%+ = 3 </div> 	3 max.
<ul style="list-style-type: none"> ▪ The applicant has produced programming that is of a genre and scope relevant to the event <ul style="list-style-type: none"> ➤ In the case of national events, the applicant has produced projects that have accessed national license fees (within prior three years). <div style="float: right; text-align: right;"> Series = 2 One one-off project = 1 Two or more one-off projects = 2 </div> ➤ In the case of international events, the applicant has produced projects that have accessed international financing (within prior three years). <div style="float: right; text-align: right;"> One project = 1 Two or more projects = 2 </div> 	2 max.
<ul style="list-style-type: none"> ▪ In the case of past participation, the applicant has demonstrated tangible results achieved through past attendance which have resulted in co-production opportunities, securing financing for projects or sales driven by applicant has been secured. 	2
Total	7

2. The quality of the annual marketing plan:	Potential Points
<ul style="list-style-type: none"> ▪ The applicant presents a developed plan to promote the project(s) and/or production company at the events/meetings. 	2
<ul style="list-style-type: none"> ▪ The applicant demonstrates that research has been undertaken to meet with potential buyers or distributors that are relevant to the promoted project(s). 	2
<ul style="list-style-type: none"> ▪ Budget provided is accurate and contains all costs for the events/meetings. 	2
Total	6

3. The demonstrated likelihood that attendance at the markets, festivals and/or meetings will contribute to the marketing plan for the project(s) and/or production company:	Potential Points
<ul style="list-style-type: none"> ▪ The applicant has demonstrated that they have a slate of projects that are at an advanced stage of development and are relevant to the events/meetings. 	2
<ul style="list-style-type: none"> ▪ The applicant has distribution rights to a slate of programming that are completed and are relevant to the events/meetings. 	1

<ul style="list-style-type: none"> ▪ Application lists planned or scheduled meetings with prominent delegates also attending the events (markets/festivals). 	2
Total	5
Total Points Tally	18