

APPLICATION GUIDELINES: Marketing and distribution support

PROCESSING OF APPLICATIONS FOR MARKETING AND DISTRIBUTION SUPPORT

*All Film Foundation support applications are submitted through an online application system:
<http://ses.fi/tukitoiminta/sahkoinen-hakujarjestelma>*

The Film Foundation will take into account the applicant's professional and financial qualifications for carrying out the project when assessing the support application.

Marketing and distribution support applications are processed on an ongoing basis. The application is directed to the Film Commissioner responsible for the film's Production support.

1.5 MARKETING AND DISTRIBUTION SUPPORT

Marketing and distribution support applications are processed in two stages: the application stage and the decision stage. Marketing and distribution support is available as one instalment or for different stages of the production and release: marketing during production, marketing and distribution for cinema release or marketing and distribution for both cinema and DVD/Blu-ray release. There is a separate support category intended for the release of just DVD/Blu-ray and other home-viewing formats called Marketing and distribution support for digital releases.

A signed distribution agreement is required when applying for marketing and distribution support even at the production stage. Only the same applicant can apply for marketing and distribution support both at the production stage and for the cinema release of the film.

THE APPLICATION STAGE:

Applications are processed in order of arrival. The presenter will respond to an application within about 4–8 weeks of receiving them. The presenter may wish to discuss the content and financing of the film with the applicant, request further amendments to the application annexes where necessary, or otherwise contact the applicant.

THE DECISION STAGE:

The decision stage begins after the application has been prepared at the application stage and the presenter has determined at which support meeting the proposal will be presented for decision. At the decision stage the presenter reviews the financial aspects of the application and prepares the proposal for decision.

The presenter will only present the proposal for decision after obtaining adequate information for doing so, and when all of the application annexes have been submitted to the online application system in accordance with the Support Guidelines and the Application Guidelines 35 days before the support meeting that decides on the proposal.

ANNEXES TO THE APPLICATION

The following annexes must be updated at least 35 days before the support meeting that decides on the proposal.

- *The application annexes specified in point 1.5.2 of the Application Guidelines*
- *Documents pertaining to a registered corporation in accordance with point 1.4.2 of the Application Guidelines*

The support meeting schedule can be found at the Finnish Film Foundation website at:
<http://ses.fi/en/funding/application-timetable/>

1.5.2 GRANTING OF SUPPORT

ANNEXES TO THE APPLICATION

Support applicants must include the following annexes in a support application to the Foundation:

- *Finnish Film Foundation's application form: marketing and distribution plan*
- *Finnish Film Foundation's application form: budget and financing plan*
- *Signed distribution agreements*
- *Contracts from co-operation partners*

Please note!

The type of application annex must be specified correctly in the "Liitteen tyyppi" (Attachment type) field to stop the system sending an automated missing annex message.

It is a condition of a support decision that the support applicant has submitted the following documents to the Foundation concerning its operations as a registered corporation:

- *the most recent financial statements approved by an auditor, comprising of a balance sheet book and the auditor's report*
- *a current extract from the Trade Register no more than 6 months old*
- *a certificate of outstanding tax liability or a tax account statement no more than 3 months old*
- *a certificate of payment of pension contributions no more than 3 months old*
- *an up-to-date list of shareholders (chapter 3 of the Limited Liability Companies Act)
(the list of shareholders is submitted only once and updated in the event of changes in ownership of the company)*

Duty to audit

Financial statements:

<https://www.finlex.fi/fi/laki/ajantasa/2007/20070459>

An English translation of the Auditing Act is available at:

<https://www.finlex.fi/fi/laki/kaannokset/2007/en20070459.pdf>

The Auditing Act also stipulates the conditions under which a registered corporation is not required to appoint an auditor.

Final report of support:

The account of costs provided in the final report of support must nevertheless always be authenticated by a Registered Auditor when the Foundation's support is EUR 20,000 or more.

Please note!

The production company documents are uploaded to the Applicant's attachments section.

1.5.3 SUPPORT AGREEMENT

The applicant must upload all of the following support agreement annexes to the application system before requesting a meeting to complete the marketing and distribution support agreement with Production controller Pirjo Koskelo: pirjo.koskelo@ses.fi

THE SUPPORT AGREEMENT ANNEXES

- Up to date marketing and distribution plan
- Up to date budget and financing plan
- Signed distribution agreements
- Contracts from co-operation partners
- An account of company's self-financing

Please note!

The agreement annexes should be uploaded as application annexes, designated by Annex type.

It is a condition of concluding a support agreement that the recipient has submitted the documents concerning its operations as a registered corporation listed in point 1.5.2 of the Application Guidelines.

Please note!

The production company documents are uploaded to the Applicant's attachments section.

1.5.5 REGULATORY CONTROL

Applications for extending the production support period of usage must be submitted in writing to Production Controller Pirjo Koskelo: pirjo.koskelo@ses.fi and submitted to the online application system as an application annex of the type "Loppuselvityksen lisäaikapyyntö" (Request for additional reporting time).

1.5.6 ARRANGEMENT OF SUPPORT RECIPIENT'S PROJET MONITORING

Instructions and recommendation from the Foundation concerning the principles governing production company bookkeeping, project accounting and project auditing may be found under "Ohjeet ja lomakkeet" (Instructions and forms) on the Foundation website: <http://ses.fi/tukitoiminta/ohjeet-ja-lomakkeet>

1.5.7 FINAL REPORT

A final report on marketing and distribution support for the cinema and DVD/Blu-ray releases may be submitted after all the expenses from said releases have occurred. The final support tranche is only paid after the Final report has been accepted.

A notice of uploading a final report as an application annex to the online application system should be e-mailed to pirjo.koskelo@ses.fi

Please note!

The "Loppuselvitys puuttuu" (Final report missing) automatic message will only disappear when the Foundation has approved the final report and the final tranche of the support has been paid.