



GUIDELINES 2021

ROGERS TELEFUND

a fund for interim financing support for Canadian independent producers

Objectives

Rogers Telefund, established in 1980 by Rogers Communications, provides financial assistance for the production of quality Canadian television programming.

Rogers Telefund operates primarily as an interim or bridge lender, advancing funds against secured commitments to eligible, independent Canadian producers in order for production to be completed before all production financing payments are advanced. Secured commitments usually take the form of Canadian broadcast license agreements and funding agencies' equity investment agreements, commitments from the Canada Media Fund (CMF) and tax credits. The Telefund's interim loans fulfill a critical need in the financing of independent Canadian productions by providing funds when they are most needed -- at the production stage.

The Telefund, valued at approximately \$32 million, is a revolving fund: As monies are repaid, they become available to fund other projects. Rogers is proud to be associated with some of Canada's most talented production companies, helping to support programming that appeals to audiences both at home and abroad. Many of the shows that the Telefund has assisted have won numerous awards and continue to sell around the world. Rogers Telefund encourages projects from all regions in Canada and traditionally a significant portion of its' commitments are made to projects produced outside Toronto and Montreal.

Eligibility Criteria

While Rogers Telefund will consider many categories of programming including drama, children's programs and documentaries, it is fundamental to the evaluation and selection process that the projects be outstanding in both quality and Canadian theme. The Telefund has a strong preference for television projects and requires that a Canadian broadcaster be in place before a project will be considered for interim financing. Rogers Telefund has been successfully involved in the past with several award-winning feature films and will continue to consider feature film projects. As the Telefund's mandate is to provide interim financing, all production financing must be contractually committed before funds are advanced.

Terms and Conditions of Telefund Loans

The size of a loan is dependent upon the nature of the project and the needs of the producer. The interest rate is lower than that charged by financial institutions or other leading agencies, and there is no placement or administration fee.

It is expected that the producer pay legal expenses incurred in connection with a loan.

As security for a loan, Rogers Telefund requires a security interest in the project, including an assignment of the producer's interest in the copyright in the project and in any underlying works and of license fees and other revenues generated by the project. The Telefund will require that there be a completion arrangement in place for the project. This usually takes the form of a producer holdback of fees and/or corporate overhead until the successful completion and delivery of the project. Rogers Communications Inc. must also be named as an additional insured under the insurance policies for the production, including the errors and omissions policy.

It is also required that Rogers Telefund receive a prominent credit on the production, as well as an acknowledgment of Rogers' contribution in all publicity material. Because all Telefund funds are continuously committed to new projects, Rogers stresses the timely repayment of its' loans and requires the producer to report to the Telefund on a quarterly basis on the status of the project while a loan is outstanding.

Documentation

As part of the evaluation process, Rogers Telefund reviews the following documentation:

1. project synopsis
2. project financing
3. detailed production budget
4. projected cash flow
5. schedule of anticipated repayment to Rogers Telefund
6. production, post production and delivery schedule
7. CVs of producer(s), director(s) and writer(s)

PLEASE NOTE THERE ARE NO APPLICATION DEADLINES FOR ROGERS TELEFUND. PRODUCERS MAY APPLY ANY TIME FOR FINANCING.

For more information, please contact:

www.rogersgroupoffunds.com