

## MARKET 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"> <li>▪ 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> </li> </ul>	3 max.
<ul style="list-style-type: none"> <li>▪ The applicant has produced programming that is of a genre and scope relevant to the event               <ul style="list-style-type: none"> <li>➤ 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> </li> <li>➤ 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> </li> </ul> </li> </ul>	2 max.
<ul style="list-style-type: none"> <li>▪ 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.</li> </ul>	2
<b>Total</b>	<b>7</b>

2. The demonstrated readiness of the projects represented at the event:	Potential Points
<ul style="list-style-type: none"> <li>▪ The applicant has demonstrated that they have a slate of projects that are at an advanced stage of development and are relevant to the event.</li> </ul>	1
<ul style="list-style-type: none"> <li>▪ The applicant has distribution rights to a slate of programming that are completed and are relevant to the event.</li> </ul>	1
<b>Total</b>	<b>2</b>

3. The extent to which the applicant will be provided exposure at the event:	Potential Points
<ul style="list-style-type: none"> <li>▪ The applicant will be taking part in a Canadian pavilion sponsored by the International Initiatives Advisory Committee.</li> </ul>	1
<ul style="list-style-type: none"> <li>▪ The applicant will be taking part in formal Canadian networking initiatives.</li> </ul>	1
<b>Total</b>	<b>2</b>

<b>4. The extent to which the event will contribute to the professional development of the applicant:</b>	<b>Potential Points</b>
▪ The applicant will be taking part in a SaskFilm approved professional development program.	2
<b>Total</b>	<b>2</b>

<b>5. The quality of the marketing plan:</b>	<b>Potential Points</b>
▪ The applicant presents a developed plan to promote the project(s) and/or production company at the event.	2
▪ The applicant demonstrates that research has been undertaken to meet with potential buyers or distributors that are relevant to the promoted project(s).	2
<b>Total</b>	<b>4</b>

<b>6. Attendance at the event will contribute to the marketing plan for the project(s) and/or production company:</b>	<b>Potential Points</b>
▪ Application lists planned or scheduled meetings with prominent delegates also attending the event.	2
<b>Total</b>	<b>2</b>
<b>Total Points Tally</b>	<b>19</b>