



## BRAND BUILDING PROGRAM CHECKLIST

The documents listed must be uploaded in order for the application to be considered complete. Any documents submitted following the deadline will not be included in the project analysis which is presented to the Board of Directors for the funding decision.

| DOCUMENTS:  | REQUIRED? |
|---|-----------|
| 1. Producer letter that outlines why the Rocket Fund should invest in the content.  | Yes       |
| 2. Detailed Brand Building Content plan including: <ul style="list-style-type: none"> <li>a. Description of the Brand Building Content that is currently applying for funding;</li> <li>b. The overall brand strategy and how the Brand Building Content helps to support the original content (series, film, game, etc.);</li> <li>c. Information on the target audience, user experience (including user safety if applicable), interactivity and replayability (if applicable);</li> </ul> | Yes       |
| 3. Production schedule that includes high-level milestones and durations that support project feasibility.  | Yes       |
| 4. Document detailing how the production reflects Canadian diversity and inclusion authentically (story, key creative crew, actors, etc.). This can include: <ul style="list-style-type: none"> <li>a. A copy of your Community Engagement Plan (or Narrative Positioning Statement, etc.) submitted to another funder, broadcaster, or investor; or</li> <li>b. A brief document that outlines the plan for authenticity, diversity, and inclusion within the production.</li> </ul>         | Yes       |
| 5. Updates to the Audience Impact Plan or Success Strategy provided in the original content application to Rocket Fund  | Yes       |
| 6. Eligibility Requirements: <ul style="list-style-type: none"> <li>a. Evidence of Canadian legal identity (i.e. incorporation documents for production or parent company).</li> </ul>  | Yes       |
| 7. Proposed financial structure for the Brand Building Content.   | Yes       |
| 8. Evidence of financing secured to date for the Brand Building Content including: <ul style="list-style-type: none"> <li>a. Any commitments from broadcasters, platforms, or distributors</li> <li>b. Any commitments from other funders</li> <li>c. Provincial and federal tax credit calculations (if applicable)</li> <li>d. Any other financial commitments included in the financial structure.</li> </ul>  | Yes       |
| 9. Brand Building Content Budget (top sheet and detailed production budget) and related party transactions (i.e. what production costs are being paid to owners of the company, related parties). We accept any industry standard budget format.  | Yes       |

|   |                 |
|---|-----------------|
| <p>10. Key creative information:</p> <ul style="list-style-type: none"> <li>a. Bios or resumes for key creative personnel (i.e. Producer, Writer, Director (including Technical Director, Creative Director, Art Director and Interactive Director), Senior Programmer, Designer and Project Leader), etc.)</li> <li>b. Production company profile, including information on the Shareholders of the production company.</li> </ul> | <p>Yes</p>      |
| <p>11. Other documents that you may want to consider including:</p> <ul style="list-style-type: none"> <li>a. Sustainability plan or notes on how your production is considering sustainability within its budget and plan; and</li> <li>b. Accessibility plan or notes on how your production is considering accessibility within its budget and plan.</li> </ul>  | <p>Optional</p> |

*The Fund reserves the right to withhold evaluation of incomplete applications.*

SHAW ROCKET FUND RESERVES THE RIGHT TO REQUIRE ADDITIONAL INFORMATION UPON REQUEST