



CONTENT CREATION 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. One-page synopsis	Yes
<p>3. Creative Materials:</p> <p>For unscripted series:</p> <ul style="list-style-type: none"> a. Episode treatments or summaries b. Series bible c. Any additional creative materials available – beat sheets, episode structures, etc. d. Demo or samples of previous work (to be linked on application form) <p>For scripted series:</p> <ul style="list-style-type: none"> a. Scripts for at least 2 episodes b. If this is a resubmission, please provide a summary of changes to the script from the previous draft. If you are actively rewriting the submitted version of the script, please provide a summary of proposed changes. c. Series bible d. Any additional creative materials available – future episode outlines, series arc, etc. e. Demo or samples of previous work (to be linked on application form) <p>For series renewals:</p> <ul style="list-style-type: none"> a. Scripts or treatments for at least 2 episodes of the new season (if available) b. If no scripts are available, episode ideas and an understanding of the story arc planned for the new season. c. At least 3 episodes of the previous season (to be linked on application form) <p>For one-offs:</p> <ul style="list-style-type: none"> a. Script, if long form, or treatments and summaries b. Any additional creative materials available. c. Demo or samples of previous work (to be linked on application form) <p>For interactive content:</p> <ul style="list-style-type: none"> a. A pitch document for the interactive content, including any creative materials (scripts, character designs, etc.) b. Technical specifications (if applicable) c. Information on safety protocols to ensure the safety of the audience and users 	Yes

<p>4. Document detailing how the production reflects Canadian diversity and inclusion authentically (story, key creative crew, actors, etc.). This can include:</p> <ul style="list-style-type: none"> a. A copy of your Community Engagement Plan (or Narrative Positioning Statement, etc.) submitted to another funder, broadcaster, or investor; or b. A brief document that outlines the plan for authenticity, diversity, and inclusion within the production. 	Yes
<p>5. Audience Impact plan – who is your audience and how do you plan to reach them in a meaningful way? This overall plan should include:</p> <ul style="list-style-type: none"> a. A preliminary Audience Development Plan that focuses on who your audience is in Canada and what your current strategy is to reach them within 2 years of production being completed. b. Brand strategy - how you plan to build your brand or universe. This can include any complementary content (e.g. website, games, apps, additional video content, podcasts, curriculums, etc.), audience and discoverability efforts (e.g. social media, live tours, community screenings, etc.), and other ancillary plans (e.g. licencing and merchandising – toys, books, etc.). If a series renewal, an updated plan based on the new season is required. c. A distribution strategy that discusses if you have a singular distribution source or multi-platform strategy, commitments from broadcasters, online platforms, or distributors, , as well as other unique strategies for reaching your target audience. 	Yes
<p>6. Success Strategy – define what success means for this production (i.e. is your goal to reach the largest audience in Canada or globally, a niche audience, are you hoping to gain recognition and win awards, are you looking to monetize your production and brand). This overall success strategy should include how you plan to reach your success goal and how you will measure your success.</p>	Yes
<p>7. Eligibility Requirements:</p> <ul style="list-style-type: none"> a. Evidence of Canadian legal identity (i.e. incorporation documents for production or parent company) b. Evidence of 6/10 Canadian content certification points – a signed letter from producer detailing anticipated points for each key cast & crew, such letter confirming that a minimum 6/10 points will be obtained. Not applicable for Treaty Co-Productions. 	Yes
<p>8. Proposed financial structure.</p>	Yes
<p>9. Evidence of financing secured to date including:</p> <ul style="list-style-type: none"> a. Any commitments from broadcasters, platforms, or distributors b. Any commitments from other funders c. Provincial and federal tax credit calculations (if applicable) d. Any other financial commitments included in the financial structure. 	Yes
<p>10. 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.</p>	Yes
<p>11. Key creative information:</p> <ul style="list-style-type: none"> a. Bios or resumes for key creative personnel (i.e. Producer, Writer, Director, etc.) b. Cast and Crew List (only including personnel committed at the time of application) c. Cast wish-list (if applicable) d. Production company profile, including information on the Shareholders of the production company. 	Yes

<p>12. For Treaty Co-Productions, please include:</p> <ul style="list-style-type: none"> a. Co-production agreement(s) or short form(s) that outline the terms of the agreement. 	Optional
<p>13. Other documents that you may want to consider including:</p> <ul style="list-style-type: none"> a. Sustainability plan or notes on how your production is considering sustainability within its budget and plan; and b. Accessibility plan or notes on how your production is considering accessibility within its budget and plan. 	Optional

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

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