

CMF / SHAW ROCKET FUND KIDS DIGITAL ANIMATED SERIES PROGRAM APPLICATION 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. One-page synopsis	Yes
2. Current script(s), at least 2 episodes should be submitted	Yes
3. Series bible	Yes
4. Document detailing how the production reflects Canadian diversity and inclusion (story, key creative crew, actors, etc.) This can include: <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
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: <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 12 months 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.). c. A distribution strategy that discusses if you have a singular distribution source or multiplatform strategy, commitments from broadcasters, online platforms, or distributors, as well as other unique strategies for reaching your target audience. 	Yes
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.	Yes
7. Evidence of Canadian legal identity (i.e. incorporation documents for production or parent company)	Yes
8. Directors and Shareholders Form (template can be found on SRF website)	Yes
9. Co-production agreement(s) or short form(s) that outline the terms of the agreement(s) (if applicable)	Yes, if applicable
10. Proposed financial structure	Yes

11. Letter(s) from an eligible platform indicating the intent to make the program or series available in a meaningful way to the intended audience in Canada within twelve months of project completion, if applicable	Yes
12. Evidence of financing secured to date	Yes
13. Provincial and federal tax credit calculations, based on the submitted budget	Yes, if applicable
14. Proposed recoupment schedule	Yes
15. Distribution agreement(s) including all licences and pre-sales that may or may not be part of your financing	No
16. Current budget top sheet and detailed production budget, dated and signed	Yes
17. Related party transactions (i.e. what production costs are being paid to owners of the company, related parties)	Yes
18. Current company profiles for Production Company, Co-Production Company and Parent Company(ies)	Yes
19. Key creative bios/resumes (i.e. Writer, Director, etc.), and Cast and Crew List (only including personnel committed at the time of application)	Yes
20. Production & Creative Teams List (template can be found on SRF website)	Yes

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

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