

# New and Emerging Talent Marketing support guidelines

## Purpose of the funding

This funding aims to provide support for new and emerging writers, directors and producers to attend the screening of their Northern Ireland Screen supported live action, animation, factual, or fiction short film at an international Oscar or BAFTA accredited film festival.

For the avoidance of doubt screenings at UK and Ireland Oscar or BAFTA accredited film festivals are NOT eligible.

## Application Deadline

You **must** apply as soon as your short film has been invited to screen at an international Oscar or BAFTA accredited international film festival.

## Publicity Support Application Requirements

Your film must be in receipt of Northern Ireland Screen production funding.

Your film must be in receipt of an invitation to screen at one of the international film festivals on the Oscar or Bafta accredited film festivals lists. For avoidance of doubt see lists here:

[Oscar accredited film festival list](#)

[BAFTA accredited film festival list](#)

Funding is only available to attend **ONE** international Oscar or BAFTA accredited international film festival where your film is screening.

The following items are required as part of a submission to all Publicity Support funding:

1. Letter of acceptance from the approved festival.
2. Outline of the publicity strategy and budget.
3. A brief (200 words max) plan of what you hope to achieve by attending the festival and how you intend to achieve it.

Applications must be at least 4 weeks prior to the festival start date to be approved for funding.

## Delivery Requirements

- A detailed report on the marketing activities at the festival focusing on what worked and what did not.
- Press clippings for all press achieved as a result of festival attendance.
- An Invoice from film producer to drawdown funding.

## Funding Drawdown

A maximum amount of £5,000 or 80% of the budget, whichever is the lower, will be awarded to eligible films

## Additional Information

- This funding is to support the creative team to travel to and from the invited short film festival.
- Filmmakers **must** supply the invitation from the accredited festival as part of their initial application.
- The funding is not provided for travel to festivals in UK and Ireland. It is to facilitate travel to and from international Oscar or BAFTA accredited film festivals only.

## Contact

Applications including all details should be emailed to Mary McVey, Head of Marketing and Communications: [mary@northernirelandscreen.co.uk](mailto:mary@northernirelandscreen.co.uk).