

# Marketing

# SQ Content Marketing

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## What is Marketing funding?

Screen Queensland Marketing funding supports producers, game developers and (where appropriate) other key creatives to market and sell high quality screen projects and games capable of engaging local and international audiences, winning critical acclaim and achieving commercial success. Funding is to support producers, game developers and projects as the foundation of a successful and sustainable industry, and is predominantly focused on supporting travel to key content markets.

Screen Development Investment aims to increase diversity on screen and within the creative teams funded by Screen Queensland, in the process unearthing new voices and new stories that reflect and resonate with who we are as Australians.

Funding is targeted at the following events and markets:

- American Film Market (AFM)
- Asian Animation Summit
- Asian Film Market Busan
- Asian Side of the Doc
- Ausfilm (London, LA events)
- Beijing International Film Festival Market
- Casual Connect (Asia, USA)
- Cannes Film Festival and Market
- Content London
- European Film Market – Berlinale - (EFM)
- Game Connect Asia Pacific (GCAP) / PAX Australia
- Game Developers Conference (GDC)
- Gamescom
- KidScreen
- MIPCOM & MIPTV
- Shanghai International Film Festival Market
- SXSW
- Sundance Film Festival
- Sunny Side of the Doc
- Toronto International Film Festival (International Financing Forum)
- World Congress of Science and Factual Producers

International and domestic travel funding is for flights, accommodation, ground travel and registration and is in the form of a grant.

**Domestic** travel and marketing grants are available to early career producers, game developers, and key creatives only. Funding is to support project-based career development and is targeted at prestigious Australian markets, events and workshops.

**International** travel and marketing grants may be used by experienced producers and game developers to access international markets and build strong professional relationships with potential sales agents, distributors, broadcasters and co-production partners.

Screen Queensland will not support, unless exceptional circumstances can be demonstrated, business travel not associated with a key market.

## What funding is available?

Market Region	Individual	Team of two or more
Domestic	\$1000	\$1500
Asia-Pacific	\$3500	\$5000
All territories beyond Asia-Pacific (includes Europe and North America)	\$5000	\$7500

An experienced individual or team may receive travel and marketing support up to three times in a single financial year.

*Travel and marketing funding is limited, competitive and subject to assessment.*

## Who can apply?

Travel grants will only be offered where:

- a project is being introduced to the market;
- a project is ready to close; or
- where the showcase of a completed project can be converted to interest in new projects.

Eligible applicants for **international** travel and marketing funding are:

- Australian citizens or permanent residents living in Queensland
- Experienced producers/game developers (and key creatives travelling with a producer/game developer as part of a team);
- Representing a slate of (at least three) market-ready screen projects **or** one PC/mobile/console game that are; and
- The demonstrated owner of the rights to all projects listed as part of the application

An 'experienced producer/game developer' is defined as someone who can demonstrate a successful track record as a screen producer/game developer. Preference will be given to those producers/game developers who have generated a minimum of \$1.5m QPE (or equivalent) in the past three years.

In exceptional circumstances, Screen Queensland may consider applications from less experienced producers/game developers (and key creatives) where it can be demonstrated that funding will significantly support talent and professional development.

Eligible applicants for **domestic** travel and marketing funding are:

- Australian citizens or permanent residents living in Queensland;
- Early career producers/game developers, writers and directors;

- Invited to attend a prestigious domestic market, event or workshop.

Eligible early career applicants may receive travel and marketing support only once in a single financial year; travel is capped at one domestic travel grant per project.

Applications with team members in default with Screen Queensland are **not eligible** to apply until all previous funding has been acquitted. If you are not sure whether you are in default, contact Screen Queensland (07) 3248 0500 / [content@screenqld.com.au](mailto:content@screenqld.com.au).

### When do I need to apply?

Applications for travel and marketing funding, including all required supporting materials and documents, must be submitted at least six (6) weeks prior to travel.

Successful applicants will be notified within approximately four (4) weeks.

### How do I apply?

Applications are made using the travel and marketing application form located at <https://screenqueensland.smartygrants.com.au>

An automated application email will be sent to you within 30 minutes as confirmation that Screen Queensland has received your application. **It is the applicant's responsibility to contact Screen Queensland** if you do not receive an application receipt email.

### What documents do I need to provide?

Please review the check-list at the end of the application form. Incomplete applications will not be assessed.

For all applications we require:

- CVs and bios of people travelling
- List of proposed meetings
- Budget for travel
- One-pagers for all projects being taken to market
- Any demonstrated market place interest in proposed projects
- Producer/game developer's statement for all projects:
  - expectations of market/meetings
  - benefits to projects and professional development
- Additional statement substantially demonstrating why it is essential that the team travel together to the same event (where applicable)

Screen Queensland will inform you in writing of any missing materials and you will have two (2) business days to supply the missing documents, after which the application will be deemed to have been withdrawn. Assessment will only commence once all documents have been satisfactorily provided.

### How will my application be assessed?

Screen Queensland will assess each application, taking into consideration:

- the track record of the applicant (and key creative team)
- the quality of the slate (whether projects are creatively compelling, market ready, have a demonstrable audience/commercial appeal and key creative and/or market attachments)
- the quality of the market or event (whether attendance will be of benefit to the slate)
- the strategy for financing/selling slated projects (whether the applicant will be able to realise the ambitions underpinning the travel and marketing)
- the benefit to the Queensland screen industry

Travel grants will only be offered where:

- a project is being introduced to the market;
- a project is ready to close; or
- where the showcase of a completed project can be converted to interest in new projects.

In addition to meeting the requirements of this funding program, all applicants must adhere to the Screen Queensland Terms of Trade available at [www.screenqld.com.au](http://www.screenqld.com.au)

### What happens when my application has been assessed?

Applicants will be informed in writing whether their application has or has not been successful within approximately four (4) weeks of submission (please note: applications must be submitted at least six weeks prior to travel date).

Unsuccessful applicants may request feedback on the outcome of their application and this will be provided.

### What happens when my application is successful?

Successful applicants will enter into a contractual agreement with Screen Queensland.

Any reporting and acquittal requirements, timelines for their delivery and a drawdown schedule for payments will be agreed.

Funding payments cannot be made without a fully executed contract and on receipt of a valid tax invoice.

### What do I do if I've read this and want to talk it through?

Email Screen Queensland at [content@screenqld.com.au](mailto:content@screenqld.com.au) outlining your query and giving your full name and contact details. One of the team will be in touch.