



PictureNL Equity Investment Program

Program Overview

To support Newfoundland and Labrador-based productions, PictureNL will provide production assistance in the form of Equity Investment to eligible producers for the financing of productions. For the purposes of these guidelines, Equity Investment means a financial contribution by PictureNL that shall be repaid from earned revenue resulting from the production.

Financial Participation

The PictureNL Equity Investment Program is available for Newfoundland and Labrador production companies. The program may provide up to 20% towards a production's financial structure but normally the project's local spend is a key criterion, among other factors, in determining an investment amount. The schedule of payments will be based on the individual project needs and production schedule.

PictureNL's investment is recoupable. The Equity Investment Program may be combined with the NL Film and Video Industry Tax Credit program in a production company's financial structure.

All final decisions for equity investments are made by PictureNL's Board of Directors.

For further details, please review the Equity Investment Program guidelines available at <https://picturenl.ca/equity/>, or contact Suzanne Williams, Manager of Programs at Suzanne@picturenl.ca.

Eligibility

Only incorporated Newfoundland and Labrador film and video production companies may apply. Individuals, non-incorporated groups, or licensed broadcasters are not eligible. Corporations must demonstrate that their primary focus is on the development, production, and distribution of film and video products, and must be at least 51% owned by a resident of Newfoundland and Labrador as described for individuals. For the purposes of these guidelines, a Newfoundland and Labrador Resident is a person who has maintained a principle residence in Newfoundland and Labrador for at least 12 consecutive months immediately prior to the date of application.

How to Submit

Completed applications can be submitted:

- Electronically via email: suzanne@picturenl.ca
- In-person or via mail to:
PictureNL
70 Portugal Cove Road, Suite 201
St. John's, NL A1B 2M3

Email Submissions

- Please name files with the following format:
YOUR PRODUCTION COMPANY NAME – PROJECT NAME – FILE TYPE – DATE
Example: NL Films Co. – Stars – Budget – Jan 12-24
- The application form and all supporting documentation should be submitted as a single zipped folder attachment ([click here to learn how to zip folders](#))
- Please submit to suzanne@picturenl.ca with the subject line
“Equity Investment Application – Your Production Company Name – Project Name”

Mail & In-person Submissions

- Please include the application form and all supporting documentation in one large envelope.
- Do not staple or bind the application form or any supporting documentation.
- Include a cover page with the following title:
Equity Investment Application
Your Production Company Name
Project Name
Date

If you have any questions about the application guidelines, application form, or how to submit, please reach out to PictureNL's Manager of Programs, Suzanne Williams via email at suzanne@picturenl.ca, or via phone at (709)738-3456.

PictureNL Equity Investment Program Application Form

1. Date: _____

A) Company Information

2. Production Company name: _____

3. Contact Name: _____

4. Contact Suffix: _____

5. Contact Title: _____

6. Phone number: _____

7. Email: _____

8. Street Address: _____

9. City: _____

10. Province: _____

11. Country: _____

12. Postal Code: _____

13. Please provide the shareholder information as follows:

Shareholder Name	% of shares owned	Province of residence

14. Please attach a copy of the production company's Certificate of Incorporation.

15. Please attach a copy of the production company's most recent financial statements.

Voluntary Demographic Data Collection (Optional)

PictureNL is committed to fostering a more diverse creative industry in Newfoundland and Labrador. In order to evaluate the impacts of our efforts, we are collecting some demographic data about company ownership on a confidential and voluntary basis. This data will be used to help make our programs and services more responsive to everyone in the province. The information you provide below will not be used to assess your application. The information you provide is confidential and will never be connected publicly to your name or company.

16. What percentage of your company ownership self-identifies as a member of one or more of the following groups?

	Percentage
Women	
LGBTQ2SIA+	
Black	
Indigenous	
Racialized people (other than Black or Indigenous)	
Francophone	
Person with a disability	
Under 25 years old	
Between 26 and 50 years old	
51+ years old	

B) Production Details

17. Project Title: _____

18. Has this project had any other titles? If yes, please provide details:

19. Project genre and length: _____

20. Do you have a third-party investor for this project? If yes, please list the investor and investment amount:

**Note: it is highly recommended that all applications submitted have a third-party investor. This will strengthen your application significantly.*

21. Project Synopsis (maximum 500 words):

22. Please attach a copy of the final script.

23. Please attach a copy of the treatment, outline, screenplay or lookbook, if applicable.

24. Project Start Date: _____

25. Project Completion Date: _____

26. Proposed Shooting Dates: _____

27. Proposed shooting location(s):

28. Please attach a copy of your production and post-production complete schedules.

29. Please attach any marketing or distribution plans.

30. Please attach copies of any correspondence related to license and distribution agreements, if applicable.

31. Please attach copies of agreement(s) pertinent to writing of screenplay.

32. Project Chain of Title – please list a chronological Chain of Title summary, if applicable:

33. Project Chain of Title – please attach a complete chain of title documentation per the summary. Include executed agreements from all writers as well as evidence of all option extensions.

34. Percentage to be filmed in Newfoundland and Labrador: _____

35. How many residents of Newfoundland and Labrador will be employed during development:

36. Please list all principal cast and crew including citizenship, area of residence and their role in the production below:

#	Name	Citizenship	Area of Residence	Role
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

37. Please attach copies of resumes and background information for production staff.

38. Studios and Post-Production Facilities: _____

39. Please attach a document explaining how the following key components are applicable to this project:

- a) Track record of production company
- b) Experience of producer(s) and other production staff
- c) Experience of key creative personnel (i.e. writer, director, director of photography, production designer, etc.)
- d) Potential for recoupment and eventual profit
- e) Economic benefit and job creation potential within Newfoundland and Labrador
- f) Potential to contribute to development of local industry

40. Will this be a co-production? If yes, please fill out the chart below:

International Co-Production Partners						
Co-Producer Company Name	Individual Producer	Country	Participation %	Address	Phone Number	Email
Inter-Provincial Co-Production Partners						
Co-Producer Company Name	Individual Producer	Country	Participation %	Address	Phone Number	Email

41. For co-productions, please attach an executed co-production agreement.

C) Underlying Property

42. Is the script based on another work? _____

43. If yes, please provide the following:

- a) Title of Work: _____
- b) Author: _____
- c) Citizenship: _____
- d) Attach a copy of the original literary property
- e) Attach a literary property agreement.

D) Budget & Financing Details

44. Please complete the following Financial Program:

Program Financing	Projected	Committed**	Percentage
PictureNL			
Totals			100%
Total Budget			
Estimated NL Expenditure (of Total Budget)			

45. Please attach any letters of commitment for the financing of the project.

46. Please provide the following production budget figures:

Above the Line	
Production	
Post-Production	
Other	
Contingency	
TOTAL	

47. Estimated NL spend: _____

48. Please attach a detailed production budget that is dated and signed by the individual producer applicant. For co-productions, also provide a multi-column budget breakdown showing each jurisdiction’s budget).

49. Please attach a copy of the proposed recoupment schedule.

E) Supporting Documentation Checklist

Please ensure that the following supporting documentation has been included with your application:

1. Completed Application Form
2. Production company's Certificate of Incorporation.
3. Production company's most recent financial statements.
4. Project synopsis (maximum 500 words).
5. A copy of the final script.
6. A copy of the treatment, outline, screenplay, or look book if applicable.
7. A copy of your production and post production complete schedules.
8. Any marketing or distribution plans.
9. Copies of any correspondence related to license and distribution agreements, if applicable.
10. A copy of agreement(s) pertinent to writing of screenplay.
11. Chain of title documentation, if applicable.
12. Copies of resumes and background information for production staff.
13. For co-productions, an executed co-production agreement.
14. A copy of the literary property, if applicable.
15. A copy of the literary property agreement, if applicable.
16. Any letters of commitment for the financing of the project.
17. A detailed production budget that is dated and signed by the individual producer applicant. For co-productions, also provide a multi-column budget breakdown showing each jurisdiction's budget).
18. A copy of the proposed recoupment schedule.

F) The Declaration

The undersigned, on behalf of _____, hereby;

- a) Authorizes PictureNL:
 - i. To make any inquiries of such persons, firms, corporations, or other Government agencies as it deems necessary in order to reach a decision on this application and for such purposes, PictureNL shall be regarded as an agent for the applicant to such extent that any such inquiry shall be deemed to be made by the applicant hereunder;
 - ii. Access, at any reasonable time, to the site and premise of the facility described in the application.
- b) Confirms that all the information and representations submitted in connection with this application for funding are true and correct to the best of the knowledge and belief of the undersigned; and
- c) Confirms that neither the applicant nor its officers are involved in litigation, or any proceedings before any Government board, agency, or tribunal that have not been disclosed in writing as an attachment to this application.

Signature of authorized signing officer

Title

Date