

# PictureNL Script Development Loan Program

## Program Overview

PictureNL may provide a loan to qualified applicants to support the essential process of development that takes an idea through the stages of research, writing, market analysis, and costing. Support for the development of a project does not, in any way, guarantee funding by PictureNL in later stages of the project.

## Financial Participation

PictureNL's Script Development program can invest up to 33% towards an eligible project's development budget financing. Eligible development projects may include script writing/treatments, associated costs and demo reels. Production companies can apply for up to three phases of development for one single project to a maximum of \$35,000 in total over all phases or for larger projects, the full \$35,000 can be accessed in one phase. Development projects cannot apply for a tax credit. Development projects require a third-party investment commitment. PictureNL will disburse 95% of its financial commitment once all other sources of financing have been confirmed in writing with the remaining 5% disbursed after development has been completed and all required documentation has been submitted. PictureNL has implemented a policy regarding 5% holdbacks. If, after three years from original date of investment, the 5% holdback for a project has not been drawn upon the outstanding amount will be reinvested back into the program.

The Development Loan Program is considered "an advance on equity" and once the Script Development Agreement has been executed, the Producer agrees to repay the Corporation the total Advance amounts owing on the earlier of:

- (a) the first day of principal photography of the Film or of any cinematographic, video or audio-visual work based on whole or in part upon the Screenplay or any other use of the Screenplay;
- (b) the sale, transfer, assignment or other disposition of the Screenplay.

All final decisions for the Development Loan Program are made by PictureNL's Board of Directors.

For further details, please review the Development Loan Program guidelines available at <https://picturenl.ca/development/>, or contact Suzanne Williams, Manager of Programs at [Suzanne@picturenl.ca](mailto: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](mailto: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](mailto:suzanne@picturenl.ca) with the subject line  
“Script Development 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:  
Script Development 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](mailto:suzanne@picturenl.ca), or via phone at (709)738-3456.

## PictureNL Script Development Loan 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 treatment outline, screenplay, or lookbook, if applicable.

23. What is the deliverable for this phase of funding? (*i.e. first draft script, demo reel, etc.*):

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24. Project intentions: please provide a detailed description of what will be accomplished during development:

25. Project Start Date: \_\_\_\_\_

26. Project Completion Date: \_\_\_\_\_

27. Please provide a detailed schedule for the development of this project:

28. Project location during development: \_\_\_\_\_

29. Please attach any marketing or distribution plans, if applicable.

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 complete chain of title documentation per the summary. Include executed agreements from all writers as well as evidence of all option extensions.

34. How many residents of Newfoundland and Labrador will be employed during development? Please list all employees and their role below:

#	Name	Role
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

35. Please attach copies of resumes and background information including area of residence for development staff.

36. Proposed shooting dates: \_\_\_\_\_

37. Proposed shooting location(s): \_\_\_\_\_

38. Percentage to be filmed in Newfoundland and Labrador: \_\_\_\_\_

39. 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

40. Please attach a document providing explanation of how the following key components are applicable to this project:

- a) Track record of production company
- b) Experience of producer(s) and other development 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

### C) Underlying Property

41. Is the script based on another work? \_\_\_\_\_

42. 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 copy of the literary property agreement.

**D) Budget & Financing Details**

43. Please complete the following Financial Program:

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

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

45. Please provide the following development budget figures:

Scenario	
Development	
General	
Overhead	
Contingency	
<b>TOTAL</b>	
Estimated production budget	
NL expenditure (percentage of production budget)	

46. Estimated NL Labour expenditure: \_\_\_\_\_

47. Please attach a detailed development 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).



## 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 treatment outline, screenplay, or lookbook if applicable.
6.  A detailed schedule for development of this project
7.  Any marketing or distribution plans, if applicable.
8.  Copies of any correspondence related to license and distribution agreements, if applicable.
9.  A copy of agreement(s) pertinent to writing of screenplay
10.  Chain of title documentation, if applicable.
11.  Copies of resumes and background information including area of residence for production staff.
12.  A copy of the original literary property, if applicable
13.  A copy of the literary property agreement, if applicable.
14.  Any letters of commitment for the financing of the project.
15.  A detailed development budget that is dated and signed by the individual producer applicant.

**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**