

INTERNATIONAL DISTRIBUTION FESTIVAL LAUNCH SUPPORT

Supporting the festival launch of UK films in order to enhance their promotion, reach and value internationally.

Objective: to support UK sales agents or UK producers to maximise the festival selection of a UK film through supporting enhanced publicity and/or marketing activity, as well as assisting with the technical and logistical costs involved with a high profile festival launch.

UK sales agents or UK producers can apply for up to £15,000 for a single eligible film.

Funding in the form of non-recoupable grants towards:

- Subtitling costs and/or production costs of subtitled prints or digital cinema packages (DCP) for use at the Eligible Festival
- DCP transport costs
- Contribution to reasonable travel and accommodation costs to the Eligible Festival for key talent essential to the promotion of the Eligible Film (lead cast, director, lead UK producer etc).
- Public Relations activities at the Eligible Festival (including press kits, the appointment of an international or local publicist and associated PR costs)
- Marketing and promotional items specific to the Eligible Film's inclusion at the Eligible Festival, including posters, brochures, flyers, screeners, trade advertisements and digital campaigns

ELIGIBILITY:

- A production budget of £12,500,000 or less
- A new feature length (minimum 60 minutes running time) live action or animation, fiction or documentary film
- Qualifies or is wholly capable of qualifying for certification as a British film under one of the following:
 - the cultural test for British Films
 - one of the UK's official bilateral co-production treaties
 - the European Convention on Cinematographic Co-production
- Not fully financed by a studio, mini major or streaming platform
- Intended for theatrical release
- Invited to have its World, International, North American or European premiere in an official category/competition at an Eligible Festival ([see full guidelines](#))

Applications for this strand are currently open and will be assessed on a rolling basis