



APPLICATION AND PROJECT PLAN FOR FILM AND MEDIA SUPPORT

*Please note that all fields with an asterisk * are compulsory.*

Kindly read page 3, 4, 5, 6 and 19, 20, 21 before completing the application form.

APPLICATION DETAILS

1. PLEASE PROVIDE US WITH YOUR COMPANY INFORMATION:

*Company Name:

*Applicants Name and Surname:

*Applicants Address:

*Applicant ID Number:

*Contact Number:

*E-mail Address:

*Company Registration Number:

*Company Physical Address:

*Board Members:

*Profit or Not for Profit Company:

*City of Cape Town Vendor Number:
(Or reference number)

*Central Supplier Database Number:
(MAA number)

*Company's bank account information:

Name of Account Holder:	
Name of Bank:	
Type of Account:	
Account Number:	
Branch Code:	
Branch:	

2. *NATURE OF CITY SUPPORT REQUESTED:

☐ Non-Financial

☐ Letter of Support (draft included)

☐ Financial

☐ City Services

3. Where applicable Film Cape Town follows the same tier system as the National Film and Video Foundation. Please tick the applicable tier:

Tier 1	Experienced filmmakers who have a proven track record for developing and, or producing at least three successful and commercially viable feature films, series, TV films or documentaries.	☐
Tier 2	Filmmakers with limited experience. They must have developed and produced one or two feature films, TV films, TV series, documentaries, or a minimum of two short films and/or commercials.	☐
Tier 3	New entrants into the industry, particularly recent film school graduates from disadvantaged backgrounds. They must have produced or directed at least one short film.	☐

4. *START DATE OF PROJECT:

***END DATE OF PROJECT:**

5. PLEASE INDICATE THE APPROPRIATE SEGMENT/S:

☐ Film Production	☐ Post-production	☐ Special Project	☐ Interactive Gaming
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6. *Where do the crew/participants/supporting services come from?

☐ Cape Town	☐ National	☐ Continental	☐ International
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7. Please indicate if your project will have an impact on the following key City of Cape Town objectives:

7.1	ECONOMIC IMPACT	YES	NO
	Will the project have a positive economic and social impact?	☐	☐
	Will the project create employment opportunities?	☐	☐
	Will the project create trading opportunities within the film value chain?	☐	☐
	Does the project have the ability to attract direct investment into the City of Cape Town?	☐	☐
7.2	MARKETING AND MEDIA	YES	NO
	Will the project create marketing and/or promotional opportunities for the City of Cape Town?	☐	☐
	Does the project portrays the rich history and culture of the City of Cape Town?	☐	☐
	Will the project have media coverage – locally, nationally and/or internationally?	☐	☐
7.3	DEVELOPMENT AND TRAINING OPPORTUNITIES	YES	NO
	Does this project provide training or upskilling opportunities?	☐	☐

7.4	DIVERSITY AND INCLUSIVITY	YES	NO
	Will the project drive diversity and inclusion opportunities?	☐	☐
7.5	FILM GREEN SUSTAINABILITY	YES	NO
	Will the project have a positive environmental impact? Will the project implement sustainable practices or initiatives?	☐	☐
7.6	PROJECT TIMING AND GEOGRAPHICAL LOCATION	YES	NO
	Will the project be completed by the 30th June? (Annually).	☐	☐
	Will the project take place in the City of Cape Town?	☐	☐
7.7	BUSINESS PLAN	YES	NO
	*Did you provide a detailed Project Plan with a full budget of your project?	☐	☐
	Did you provide a SWOT analysis of your project?	☐	☐
7.8	PUBLIC LIABILITY INSURANCE	YES	NO
	Did you provide public liability insurance cover of R20 million as per the legal requirement? (Alternatively submit an insurance quotation with application, which will have to be confirmed if application is successful).	☐	☐
7.9	FINANCIAL STATEMENTS OF YOUR REGISTERED COMPANY	YES	NO
	Did you provide an <u>Income and Expenditure Report</u> or <u>Audited Financial Statements</u> of your registered company? (Please note: Audited Financial Statements are only required for applications requesting funding of more than R50,000.)	☐	☐
7.10	POST PROJECT FEEDBACK	YES	NO
	Have you submitted your previously supported film close-out and/or expenditure report (If applicable)?	☐	☐

DOCUMENTS CHECKLIST

The following documentation is **required** to be submitted with the funding application.

1. **Business** compliance documents checklist.
2. **Project** supporting documents checklist.

DOCUMENTATION FORMATTING:		
Ensure that all documents are numbered according to the selected list provided below and in PDF format. Compiled into a ZIP folder/Google Drive Folder /WeTransfer (Ensure the access to drive for at least 1 month) NO PDF's where all paperwork are merged into one document, please keep the documents separated.		
BUSINESS COMPLIANCE DOCUMENTS TO SUBMIT WITH APPLICATION:		
1.	Must be registered on the Central Suppliers Database (CSD) . Submit Central Supplier Database Report. ❖ (International Companies applying to the fund must be registered).	☐
2.	Must be registered as a vendor on the City of Cape Town Vendor Database . Submit City of Cape Town Vendor number or Reference Number. ❖ (International Companies applying to the fund must register as well).	☐
3.	Company Registration certification / NPO / Constitution.	☐
4.	▪ Income & Expenditure Reports required for funding applications less than R50 000 Or ▪ <u>Audited Annual Financial Statements</u> for the approved amount of R50 000 and above.	☐
5.	A <u>valid</u> original Tax clearance certificate/pin. ❖ International Companies who are registered with SARS must submit the SARS Tax Compliance Pin (VAT vendors). ❖ International Companies who are not registered with SARS are not required to submit SARS documents.	☐
6.	BEE-E Certificate or a Sworn Affidavit – B-BBEE Exempted Micro Enterprise.	☐
7.	Stamped Bank account confirmation letter.	☐
8.	<u>Most recent</u> Municipal Rates Account ▪ If renting, a copy of the lease agreement and the owner's municipal account must be submitted. The municipal account must be up to date, <u>if not up to date</u> , the arrears must be paid in full or arrangements must be made to settle the account with proof of payment arrangement. ▪ If you are not renting or paying rates, an affidavit and proof of address must be submitted with application. ▪ If you are not a resident within the City of Cape Town, a proof of address must be submitted (e.g. Utility bill)	☐
9.	Project Plan with supporting documentation and quotations.	☐

PROJECT SUPPORTING DOCUMENTS CHECKLIST

Submit only the supporting documents which are applicable to the project type selected.

DOCUMENTATION FORMATTING:		
Ensure that all documents are numbered according to the selected list provided below and formatted to PDF. Compiled into a ZIP folder/Google Drive Folder /WeTransfer (Ensure the access to drive for at least 1 month) NO PDF's where all paperwork are merged into one document, please keep the documents separated.		
SHORT, FEATURE FILM, TELEVISION SERIES PRODUCTION		
10.	A short synopsis (maximum 1 page).	☐
11.	A story outline (maximum 2 pages). OR An episodic breakdown (maximum 6 pages).	☐
12.	Visual treatment (maximum 6 pages).	☐
13.	Project chain of title documentation.	☐
14.	Letter of motivation (maximum 1 page).	☐
15.	An updated CV of the applicant and HOD's (maximum 1 page CVs).	☐
16.	A document detailing a list of the proposed target audience. (maximum 2 page).	☐
17.	A full production budget (including development and post-production) and finance plan (maximum of 3 pages).	☐
18.	A detailed production schedule (minimum of 1 page, max. of 3 pages).	☐
19.	A post-production schedule (minimum of 1 page, maximum of 3 pages).	☐
20.	A comprehensive distribution or exhibition plan (maximum 2 pages). Please also include sales projections .	☐
21.	Provide a link to teaser or trailer (if available).	☐
22.	Most recent draft of the script.	☐
POST-PRODUCTION		
10.	A short Synopsis (maximum 1 page).	☐
11.	A story outline (maximum 2 pages). OR An episodic breakdown (maximum 6 pages).	☐

12.	Visual treatment (maximum 6 pages).	☐
13.	Project chain of title documentation.	☐
14.	Letter of motivation (maximum 1 page).	☐
15.	An updated CV of the applicant (maximum 1 page CVs).	☐
16.	A comprehensive distribution or exhibition plan (maximum 2 pages). Please also include sales projections .	☐
17.	A document detailing a list of the proposed target audience (maximum 2 page).	☐
18.	The most recent cut of the film (if available).	☐
19.	A full production budget (including development and post-production) and finance plan (maximum of 3 pages).	☐
20.	A detailed list of projected post-production costs (supported by quotes) for which the funding is required (e.g., final cut, grading, sound editing, final mix, sub-titling, etc.) (maximum of 3 pages).	☐
21.	Provide a link to teaser or trailer – only if available.	☐
SPECIAL PROJECT (INCL. HERITAGE PROJECTS, MUSIC VIDEOS, COMMERCIALS, REALITY TV, ETC.)		
10.	Letter of motivation (maximum 1 page).	☐
11.	A story outline (maximum 2 pages). OR An episodic breakdown (maximum 6 pages).	☐
12.	An updated CV of the applicant/creative team members (1 Page CVs).	☐
13.	A detailed project plan (maximum 6 pages).	☐
14.	Shooting schedule (where applicable).	☐
15.	A full production budget (including development and post-production) and finance plan (maximum of 3 pages). Please also include sales projections .	☐
16.	Most recent draft of the script (if applicable).	☐
INTERACTIVE GAME PRODUCTION		
10.	Creative deck (maximum 6 pages).	☐
11.	A detailed project plan (maximum 6 pages).	☐
12.	A full budget (including developmental stages) and finance plan (maximum of 3 pages).	☐

13.	CV's of the applicant and creative team (1 Page CVs).	☐
14.	A comprehensive distribution plan and sale projections . (maximum 2 pages).	☐
15.	A document detailing a list of the proposed target audience (maximum 2 page).	☐
16.	A detailed document explaining the market fit of the project as well as performance information of similar games. (E.g. Steam Wish lists) (maximum 2 page).	☐
17.	Link to playable build.	☐

Sign and date this checklist upon completion as acknowledgement that all documents has been submitted as requested with the application.

I, _____, hereby acknowledge that all required documentation has been clearly numbered according to the checklists.

Applicant Signature: _____

Date: _____

DISCLAIMER: Applications that do not submit all the required documentation will be automatically disqualified.

PROJECT PLAN	
Financial Year (the City's financial year): 1 July to 30 June	
8.1	Project Name:
8.2	Project Description: What is the proposed project's focus, purpose or level of intervention?
8.3	Aims and Objectives of Organisation:

8.4	Project Type: What kind of project is this? (Short film production, feature film production, post-production, digital game production, etc.)
8.5	Project Genre: What is the project genre? (Live action drama, animation, documentary, etc.)
8.6	Location/Area - Where will this project be carried out? I.e. What is the target area?
8.7	Beneficiaries - Which community (the target community or group) will benefit from this project?

9. SWOT Analysis:**9.1** **Strengths:** What are the strengths of this project?**9.2** **Weakness:** What are the weaknesses of this project?

9.3	Opportunities: Does this project have opportunity for growth or to drive innovation?
9.4	Threats: Are there any risks associated to this project or concerns to be considered?

10.	Economic Impact: How will this project impact the local economy in Cape Town? Does this training have the ability to drive direct investment into the City of Cape Town?
11.	Number of Jobs: How many jobs will this project create in Cape Town? E.g. Crew, cast and no. of suppliers used.

12.	On the Job Training: Does this project include training or upskilling opportunities for crews/learners/interns based in Cape Town?
13.	Diversity and Inclusion: Does this project drive diversity and inclusion? (Provide a breakdown - race, gender, disability, key black management positions.)
14.	Green Impact: Will this project include green sustainability practices?

15.	Target Markets/Territories: Will this project be distributed into other territories? List which territories and what the viewership opportunities are?
16.	Distribution, Marketing and Media: Please provide details of your marketing and distribution plan. How will this project be marketed? Are there any media involved?
17.	Destination Marketing: Will this project have the ability to promote the City of Cape Town, domestically, the continent and international markets?

18.	Tourism Impact: Does the project have the ability to promote tourism products, the rich history and culture of Cape Town? Will the project impact the tourism sector?
19.	Return on Investment: Demonstrate the project's return on investment and the anticipated sales projections.

20. SCRIPT OUTLINE**NOTE:**

Please highlight all important story points, character arcs and plot development. A clear understanding of the story and its conclusion is essential.

Act 1**Act 2**

SCRIPT OUTLINE**Act 3****Core Message & Themes**

Describe the central message of your script—what key ideas or moral lessons should the audience take away?

21. BUDGET AND SPONSORSHIP ASK

Tell us about the Project's financial model:

Please note: Amounts should align with a detailed production budget and finance plan.

Project Budget Overview	
Development budget amount:	R
Pre-production budget amount:	R
Production budget amount:	R
Post-production budget amount:	R
Marketing and Distribution budget amount:	R
Total:	R

Income Budget: What are the anticipated income sources for the specific film project in order to fund the expenditure?	
Source:	Amount:
Product placements raised (if applicable):	
Other Film Funds raised (if applicable):	
Other sources of funding raised (if applicable):	
Sponsorships/In kind support raised (if applicable) (Please list funders and amounts):	
Presales, license agreements (if applicable):	
Total Funding Raised:	R
Total Project Funding shortfall amount:	R

16. *PLEASE SPECIFY THE NATURE OF THE SUPPORT REQUESTED FROM THE CITY?

Complete the below table by specifying the line items from your budget to be supported by the City and include the cost/estimated cost of each item.

Please note the following:

- The City will not sponsor catering, flights, accommodation - or contingency costs.
- If you are requesting City services to be sponsored, clearly state the type of service required. Please estimate service costs from the City's tariff lists, e.g. City Hall and cost of hiring a venue, for the period required.
- Transfer funding **RECEIVED FROM THE CITY CANNOT BE USED TO FUND** salaries and wages, municipal service accounts, telephone accounts, general administration expenses, public liability insurance, etc.
- Any transfer funding that your organisation may receive from the City must only be used to fund expenditure directly related to the approved film training project.
- Your organisation must fund normal operating costs, any structures and other improvements made to your property and/or buildings.
- Your organisation must be registered, established and viable.
- Applications for funding *less than R50,000* requires an Income and Expenditure Report to be submitted.
- Applications for funding *more than R50,000* requires audited Annual Financial Statements to be submitted
- Funding will be withdrawn if any funds are misused or are used to fund any prohibited types of expenditure.
- **Please supply quotations of the line items that require support.**

Expenditure Budget - What is the anticipated expenditure to be incurred on this specific project and what will the funds be spent on?		
No.	ITEM TO BE SPONSORED	COST OF ITEM (Rand Value)
1.		R
2.		R
3.		R
4.		R
5.		R
6.		R
7.		R
8.		R
9.		R
10.		R
Total sponsorship amount requested:		R

Applicant Signature

Duly authorised person of the organisation:

Full Name:

RSA ID Number:

Position:

Signature:

For Office Use

1. Film Support Recommendation:

☐ Recommended

☐ Not Recommended

Comments:

For Official Use Only

(To be completed by Project Manager when the Executive Mayor has approved the FILM SUPPORT and before the signing of the MOA – Attach this completed Annexure to the signed MOA)

Film Support Committee on approved the sponsorship funding of R /City/Film Services to the organisation or body identified in Project Plan.

Line Department: -

Project Manager: -

Date: -

Signature: -

IMPORTANT NOTICES

1. Please be advised to continue with the planning of your project as if City is not supporting. This way you will prevent disappointment, as support is not guaranteed.
2. Kindly submit a copy of your financial statements, when applying for **R50,000 or more, audited annual financial statements** will be required.
3. Kindly ensure that you have a minimum of **R20mil public liability insurance** cover for your project. Alternatively, send a quotation. Should you receive funding, the insurance must be in place.
4. Financial request must be in **Rand Value**. If not supplied, the application will be deemed incomplete and therefore **NOT** be considered.
5. Ensure that you provide a breakdown of how the requested funds will be utilised to assist your project, also **submit your quotations** for logistics, gear etc.
6. Ensure that no **Prevention of Organised Crime Act (POCA)** judgements exist against any directors of your organisation. If there are POCA judgements against any of the directors of the organisation, the application will not be considered.
7. We prefer a **typed document in MsWord format**.
8. Your project must start and/or **be completed by the 30th June (annually)**.
9. For project supporting documents, please stick to the **page a limit**. Be clear and concise, do not send unnecessary documents.
10. Please **state the name of your project** in the subject line of **all e-mails correspondence and enquiries**.
11. All applications, project plans and supporting documents or communications must be e-mailed to: Film.Fund@capetown.gov.za

Disclaimers

- Film Cape Town reserves the right to stop the process of funding or amend the Film Fund's strategic objectives and/or call outs, as it is dependent on budget availability.
- Film Cape Town has the right to follow due diligence processes, such as criminal or financial background checks on the companies who apply.
- Film Cape Town reserves the right to allocate funding at its own discretion.

Email your application to
[**Film.Fund@capetown.gov.za**](mailto:Film.Fund@capetown.gov.za)