

Passport to Markets

Guidelines 2025/26



**CREATIVE
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Passport to Markets Program Guidelines 2025/26

The Passport to Markets program provides financial support for B.C. resident Producers to attend eligible in-person, select markets, co-production conferences and exchanges for the purpose of promoting projects in development, securing broadcast sales and/or distribution, and stimulating co-production opportunities within international and domestic markets.

Aims + Objectives

- Support the motion picture, interactive + digital media industries of British Columbia;
- Global promotion of British Columbia owned and controlled Intellectual Property (IP);
- Provide B.C. Producers with significant exposure to current market intelligence; opportunities to enhance existing or establish new relationships with international broadcasters, distributors, co-producers and co-financing partners; and
- Assist B.C. Producers in acquiring the skills and contacts needed for the successful exploitation of their projects in an international marketplace, and to gain insights and opportunities for digital media content development and planning.

Applicant Eligibility

Applicants must meet the following requirements to apply:

- B.C. resident Producers who have a track record in British Columbia's motion picture industry, with experience producing domestically owned and controlled content.
- B.C. resident Producer/s who have a track record in British Columbia's interactive digital media, with experience producing domestically owned and controlled interactive digital media or video games content.
- B.C. resident Producers who have been pre-selected to attend a particular market site or exchange.

B.C. residents include Canadian citizens or Permanent Residents who have resided in B.C. for at least 200 of the 365 days immediately preceding the date of application and who have filed income tax returns in B.C. in the taxation year prior to the date of application.

In the case of a competitive call for applications, preference will be given to Producers who can demonstrate recent production credits (i.e. in the last two years) or completed projects.

Individual Producers and/or companies are eligible for support to attend **a maximum of four market sites over two fiscal years**. One Producer per company or project may apply for support to an individual market site.

Applications may be accepted from an individual or a registered company. The application should be received from the rights-holder of the IP in development or promotion, whether it be a company or individual. A company applicant must declare an individual delegate representative.

Producers with only Executive Producer, Co-Producer and Associate Producer credits are not eligible. Directors without a Producer credit are not eligible.

Eligible Market Sites

Creative BC has identified the domestic and international market sites that are eligible for assistance in this fiscal year. For more information, please refer to the [Passport to Markets – Markets List](#) on the program web page.

Additional market sites may be considered during the year if they are deemed to meet the objectives of this program and budget permitting.

Ineligible Activities

The Passport to Markets program does not provide travel support for attendance at film premieres, screenings, award nominations, or non-market festival attendance.

Applicants must demonstrate B.C.-owned IP being brought to market. Applicants solely seeking service contracts are ineligible.

Financial Participation

Creative BC will provide financial assistance to selected individuals to help offset registration, travel and accommodation costs.

A maximum participation of between \$1000 and \$2,500 is set by Creative BC depending on the location and costs of the event, and represents no more than 50% of the applicant's final cash expenditures to attend. Successful applicants will receive 100% of Creative BC's contribution upon submission of a Final Report after attendance at the market pending review of expense eligibility. You may only include expenses for which a receipt can be provided, with the exception of per diem costs, and overhead.

Creative BC reserves the right to reduce the award following review of the final costs. If the producer should receive complimentary conference registration or travel from the market organizers, those amounts are considered to be outside of the final reportable eligible costs.

Eligible Costs

- Per Diem - \$60 per day in Canada and \$80 per day outside Canada, covering typical daily expenses including meals, phone calls, internet connection, etc.
- Accommodation – Domestic Markets: up to \$250 CAD/Night. International Markets: up to \$350 CAD/Night.
- Registration Fees.
- Return airfare based on economy fare, departing from and returning to British Columbia.
- Ground transportation (ride share, rental car, vehicle fuel costs, taxi, shuttle bus, transit costs, etc.).
- Marketing costs capped at a maximum of 20% of the approved direct travel costs, to cover design and printing of marketing materials, payable to third parties (e.g. brochures, pitch packages, one sheets, etc.) directly related to market attendance.
- Overhead allowance capped at a maximum of 10% of the approved direct travel costs, to cover related long distance, in-house photocopying, courier costs and administrative expenses.

Application Procedures

Interested producers should review each call for applications carefully for eligibility requirements specific to that market site.

Some market sites have an open registration with no pre-requisite or adjudication by the market organizers other than a registration fee. Other market sites are based on pre-selection by the market organizers, where the applicant must apply and be selected to attend. The applicant must demonstrate pre-selection to these markets.

If applications received for a market site exceed available funds allotted, decisions will be made based on eligibility of applications according to the above guidelines, the experience of the applicant and the potential benefits or opportunities afforded by attending the market or conference. Selection to a market site is not transferable to another market site or individual.

Reporting

After attending the market, producers will have 30 business days to submit a Final Report which must include the following information:

- A narrative report on market activities outlining meetings held, intelligence garnered, co-venture or co-production deals initiated, rights acquired, and financing secured and/or pending; and
- A final cost report with PDFs of all supporting invoices and receipts.

The Final Report is to be submitted online through the Passport to Markets webpage. Failure to submit a Final Report to Creative BC within the specified time period may result in forfeiture of the award. In addition, follow-up surveys may be conducted after the market has concluded to confirm any additional presales, rights acquired, financing secured and/or co-production deals signed.

Terms of Funding

Forfeiture and Default

A completion date is noted on the Agreement by which all deliverables will be submitted. Should all materials not be provided by the completion date, the eligible applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.

Should an eligible applicant be placed in default- according to the terms of the Agreement, this limits the applicant, its principals and any parent or subsidiary companies from accessing further funding from Creative BC. In addition, Creative BC reserves the right to request immediate repayment of any funds advanced.

Respectful Workplace + Client and Partner Code of Conduct

As a catalyst for, and investor in B.C.'s creative industries, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity and inclusivity that is free from any form of harassment, discrimination, and violence. All companies that work with, or seek funding from, Creative BC are expected to adhere to [Creative BC's Code of Conduct for Clients, Partners, and Stakeholders](#), implement policies and procedures for a harassment-free workplace, and comply with

relevant laws. Creative BC is a signatory of the [Creative Industries Code](#) and expects all applicants, recipients, and partners to also adhere to this Code of Conduct. [Learn more.](#)

On Screen Protocols & Pathways

It is a requirement that all filmmakers read and adhere to the guidance provided in [ON SCREEN PROTOCOLS & PATHWAYS](#): A Media Production Guide to Working with First Nations, Métis and Inuit Communities, Cultures, Concepts and Stories.

Being Seen | Black Screen Office

Creative BC supported the [Black Screen Office's "Being Seen – Directives for creating authentic and inclusive content"](#) study conducted to provide directives to everyone in the film, television and interactive digital media industries to help them commission, create and assess authentic content. We urge applicants to read and utilize this study as a tool to educate themselves, develop strategies for change, and enact real, systemic and long-lasting transformation.

Reel Green™

Sustainable production efforts in British Columbia were formalized in 2006 through the [Reel Green™ initiative](#), a resource centre with a collection of best practices to help productions reduce their environmental impacts and improve their overall environmental footprint.

Successful applicants must adhere to sustainable practices throughout the development process of their project and beyond. We also require successful applicants to take the [Climate and Sustainable Production Training course](#).

In alignment with the Government of Canada's commitment to net-zero emissions by, or before, 2050, successful applicants to this program will also be required to use industry level Carbon Calculators such as the [Green Production Guide Carbon Footprint Calculator](#) and/or the [albert Carbon Footprint Calculator](#).

Questions?

Make sure to review the Program Guidelines. If you still have any questions about eligibility, or require additional supports to submit your application, please contact:

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