

IAF (International Animation Fund)

OBJECTIVE

IAF (“International Animation Fund”) aims to encourage Singapore animation companies to assume executive producer or co-producer roles with international partners in animated projects like TV series, telemovies or films with maximum international marketability and commercial value.

Under this scheme, the Media Development Authority will co-invest, together with local animation companies, and other international partners and investors, in animated project that present opportunities for global reach, and returns, under a co-sharing of rights and revenues arrangement. The MDA’s level of participation will be dependent on the scale, scope and merits of the project.

IAF is offered by the Film, Animation and Publishing Division of the Media Development Authority (MDA).

CALL FOR PROPOSALS

All proposals for this first round of the IAF must be received, using the official application form, no later than 6.00 pm on 30 July 2010, Singapore time.

ELIGIBILITY

Animated projects that involve at least one Singapore company, will be eligible for IAF. These projects should include meaningful level of activities in development, pre-production, production and/or postproduction that are undertaken in Singapore.

For projects selected from this first call for proposals, FremantleMedia Limited will participate in the evaluation panel and represent chosen IAF-funded projects. Applications already with sales representation are welcome, but applicants must be open to negotiating territories with FremantleMedia Limited.

Companies that are incorporated in Singapore with at least 50% ownership by Singaporeans / Singapore Permanent Residents and with central management and control in Singapore will be eligible to apply. Applying companies must be prepared to co-invest and have an ownership stake in the project. For application details, please refer to the application form on our websites at www.mda.gov.sg and www.smf.sg.

For enquiries, please contact:

Mr Daryl Yap
Film, Animation & Publishing Division
Tel: (65) 9726 3096
Fax: (65) 6577 3700
Email: daryl_yap@mda.gov.sg

HOW TO APPLY

Eligible Singapore companies shall need to submit the application form duly completed, together with the following documents and/or materials to support the evaluation of the proposals:

- a. ACRA Business Profile (up-to-date)
- b. Financial statements of the company for the past 3 to 5 years
- c. Track record, experience, and business plan of the company
- d. Concept, storyline, treatment, synopses of series and episodes, draft scripts of episodes
- e. Character bible, storyboards, and detailed artwork (props, backgrounds, etc)
- f. Animated Pilot / Trailer / Teaser
- g. Itemised production budget (covering above-the-line, pre-production, production and postproduction costs – highlight also all costs pertaining to expenditures in Singapore)
- h. Detailed production schedule (indicating work split by location)
- i. Profiles of above-the-line team (eg. producer, technical director, creative director, etc)
- j. Financing structure
- k. Recoupment structure
- l. Written commitment and/or interest from investors, broadcasters, distributors, etc
- m. Co-Production Agreement(s)
- n. Distribution Agreement(s)
- o. Licensing Agreement(s)
- p. Detailed marketing and commercialization plans for the intended project
- q. Sales projections across all revenue streams (High, Mid, Low projections)

After submission and of the above documents, the MDA may at its discretion request for further information and clarification from the company.

All applications can be submitted to:
Mr Daryl Yap (Re: International Animation Fund)
Film, Animation & Publishing Division
Media Development Authority
3 Fusionopolis Way
#16-22 Symbiosis
Singapore 138633

ASSESSMENT

All proposals submitted shall be evaluated by the MDA, and industry experts may be invited to assist in the evaluation. Short-listed applicants, together with the partnering production company, will be required to participate in a pitching session to be held in August before an evaluation panel.

Projects shall be assessed on their creative merits, financial returns, as well as economic contributions to Singapore. Specifically, the evaluation shall cover content originality and creativity, producers' capacity to deliver, and projects' exportability and exploitability, including:

- a. Project concept and treatment
- b. Budget versus scale of project
- c. Track record and experience of above-the-line team
- d. Level of financial commitment from producers, investors, broadcasters and/or distributors (projects that have secured significant private / other sources of funding relative to the amount sought from the MDA are strongly recommended)
- e. Level of distribution secured
- f. Plans to market and exploit project
- g. Expected sales and returns on investment
- h. Value-added aspects and economic spin-offs like direct investment, business spending, job creation, skills/technology up-scaling, intellectual property, new/established partners, international recognition of Singapore as an international co-producing partner, etc

Within 4 - 8 weeks upon receipt of the duly completed application form and all required supporting documents, MDA will inform applicant if the application has been shortlisted for the pitching session.

Each project shall be bound by a contractual agreement between the MDA, the company and any third parties. This means that a company wishing to effect any changes will need to seek the prior approval of all parties.

Deliverables and disbursement will be disbursed based on mutually agreed terms and milestones.

GENERAL CONDITIONS

- To be eligible, all submissions must be received by **30 July 2010**.
- Incomplete Proposals will be rejected. In such an event, participants will be informed via email. Notwithstanding any provision herein, MDA shall have the sole discretion to reject any Proposals
- Submitted Proposals including any audio-visual materials will not be returned.
- All information submitted to the MDA will be used only for the purposes of the Scheme unless otherwise agreed by the applicant.
- Proposals are subject to verification and will be declared invalid if they are illegible.
- MDA reserves the right not to disclose/discuss its reasons for approving or disapproving any Proposal. MDA may also review, withdraw or suspend the Proposal full or in part if any of the rules and conditions are not met. MDA's decision is final and no correspondence will be entered into.
- The winning applicant shall consent, if required, to the use, without compensation, of its name and/or logo, for publicity purposes.

- Applicants agree to indemnify, defend and hold MDA, and all their officers, directors, owners, agents, employees, content and information providers, affiliates, partners, licensors and licensees (collectively, the "Indemnified Parties") harmless from and against any and all liability and costs incurred by the Indemnified Parties in connection with any claim arising out of any information or Proposals submitted, including any third party claims for infringement of intellectual property rights or defamation on a full indemnity basis. Applicants shall co-operate as fully as reasonably required by MDA in the defence of any claim.
- As the author or producer of the Proposal, applicants hereby warrant to MDA, their employees, agents, assignees and licensees:
 - a. that the applicant is or will by the time of production or publication of the Proposal be the owner of the copyright in the entire submission;
 - b. that where copyright ownership is not possible, participants have been or will be granted a copyright licence in respect of such constituent part in a form as fulfillment of this warranty in lieu of ownership of the copyright;
 - c. that the Proposal will not infringe any rights of any third party;
 - d. that the Proposal has not previously been published in any form in any part of the world; and
 - e. that the Proposal is not and will not be defamatory, blasphemous or obscene, or be in any other way unlawful and/or contrary to the laws of the Republic of Singapore.
- The MDA reserves the right, at their sole discretion, to modify, cancel or suspend the Scheme.
- By submitting a Proposal, applicant companies agree to these rules.
- Subject to all applicable laws and regulations, these rules govern all aspects of the Scheme and bind all participating applicants.