

TFL Audience Design Fund 2024- Eligible costs

Provided that the TFL Audience Design Fund will support the Audience Design Strategy accompanying the release of the film, eligible costs are those connected to the production and execution of the AD-strategy, as developed during the consultancy, and following the approval of the final budget proposal by TFL staff.

- Audience Designer/Strategy Coordinator (up to 10% of the grant).
- Promotional and PR activities for the world premiere and festival run related to the AD strategy.
- Artistic and creative social media or digitally driven ideas, including Social media manager or similar limited-time staff costs needed for the implementation of the AD-strategy.
- Innovative cross-platform communication and engagement plans (local/global).
- Event-based audience interaction ideas (off-line/on-line; local/regional/global), including travel costs for the films teams to attend the events.
- Website and on-line creation/design/communication Costs (hosting/domains/design/technical etc.).
- Production/editing of special audio-visual materials to be used in activities related to the AD strategy.
- Translation costs of i.e. website/texts that have to work in more than one language.
- Other promotional costs connected to the AD-strategy (e.g. Posters creation, Merchandise, graphic designs, social media advertisement etc.).
- Cost of creation of DCP or film copy for a special event screening included in the AD-strategy.
- Other costs related specifically to developing/producing the ideas/actions of the AD-strategy.
- Refund for general expense of the applicant (sales agent or producer) that manage the fund (up to 7,5%).