

ANNEX XVII

SUPPORT PROGRAM FOR NON-COMMERCIAL EXHIBITION

1. Program and Sections

The Support program for non-commercial exhibition includes the following sections:

- a) Section I – Alternative Cinematographic Exhibition Network;
- b) Section II – Cinematographic Itinerary Program.

2. SECTION I – ALTERNATIVE CINEMATOGRAPHIC EXHIBITION NETWORK

2.1. Applicants and beneficiaries

Not-for-profit entities registered in the ICA which have the object of promoting cinematographic culture may apply and benefit.

2.2. Conditions of eligibility

Taking into account the promotion of an Alternative Exhibition Network, plans for the dissemination and exhibition of cinematographic works which fulfil the following programming requirements are eligible:

- a) Forecast of a minimum of 30 projections;
- b) The proposed programming contemplates cinematographic works in the Portuguese language, of European and Ibero-American origin in a percentage of no less than 80% of the total, of which a minimum of 30% is necessarily intended for works supported by the ICA, or by an associated organism.

2.3. Support

- a) The support to be granted to each project may not exceed 80% of the total cost.
- b) A maximum of 30% of the total value of the support to be granted is intended to finance expenses with the promotion of the films to be shown.
- c) Each applicant may only present one project per tender.
- d) The sessions which are included in the projects to be supported may not be included in cinema festivals or in extensions thereof.

2.4. Applications

- a) Every year, the ICA sets the date or deadlines for the delivery of applications, as well as the maximum values of the amount to be granted per project.
- b) The preparation of the application will include the following elements and information:
 - I) Curriculum of the applicant;
 - II) Planned programming, detailing the origin of the films to be shown;
 - III) Strategy of promotion and dissemination of the event with an indication of the target public;
 - IV) Budget of the project;

V) Evidence that the entity has a computerised ticketing system, within the terms of Decree Law no. 125/2003 of 20 June.

2.5. Criteria of selection and respective application

In the evaluation of the projects, the jury will apply the criteria established, especially taking into account the following parameters of appreciation:

a) Criterion A – Quality of the project:

- Proposed programming;
- Consistency of the budget;
- Number of sessions;
- Strategy of dissemination.

b) Criterion B – curriculum of the applicant.

c) Criterion C – Activities previously undertaken in connection with the Program:

- History of the fulfilment of the obligations resulting from support granted by the ICA and associated entities, especially in connection with this Program.

2.6. Weighting coefficients

The final classification of each project is obtained by the application of the following formula:

$$CF = (A + B + C) / 3$$

2.7. Payment and conclusion of the project

Payment of the financial support will be made in accordance with the provisions in the contract, notwithstanding the following:

- a) The 1st instalment payment, corresponding to 80% of the total of the support granted, to be made within a period of 30 days after the signing of the financial support agreement;
- b) A final instalment payment, for an amount corresponding to 20% of the total of the support granted, after the presentation and approval of the Activities Report and final accounts demonstrating the good execution of the project, signed by a duly accredited chartered accountant.

3. SECTION II – CINEMATOGRAPHIC ITINERANCY PROGRAM

3.1. Applicants and beneficiaries

Not-for-profit entities registered in the ICA which have the object of disseminating and promoting cinematographic culture may apply and benefit.

3.2. Conditions of eligibility

Plans of shows for non-commercial exhibition, distributed in a maximum limit of seven days within a maximum period of 15 consecutive days, of cinematographic works in different formats, set out in the programming relating to the Cinematographic Itinerancy Program (PIC) are eligible.

3.3. Support

The support granted to each project consists of the provision of promotional material and the cession of copies of the cinematographic works relating to the Cinematographic Itinerancy Program (PIC).

3.4. Applications

a) Every year, the ICA makes public the maximum number of entities to be admitted in the PIC as well as the list of cinematographic works from which the member entities will create their programming;

b) Applications to be a part of the PIC may be presented throughout the calendar year to which the tender relates, but always at least 40 working days before the planned date for the first exhibition.

c) Each application should obligatorily contain the following elements:

I) Curriculum of the applicant;

II) Planned programming, detailing the films to be shown, obligatorily containing films Feature and Short Fiction Films, Animation Films and Documentaries;

III) Proposed booking schedule for the sessions;

IV) Place where the sessions are to be held, plus the respective dates and times;

V) Strategy of promotion and dissemination of the event and indication of the target public;

VI) Evidence that the room(s) have a computerised ticketing system, within the terms of Decree Law no. 125/2004 of 20 June;

VII) Other information considered of interest by the applicant for the appreciation of his/her request, specifically an indication of the holding of activities complementary to the sessions mentioned, for example such as the promotion of debates on the sessions and presence of members of the technical team, of the film-maker or of the producer.

3.5. Admission requirements

a) Within a period of 3 working days after the delivery of the applications, the ICA will check if they are presented within the terms established in these Regulations, specifically with regard to the deadlines set for the holding of the event and the fulfilment of the deadline set in line 3.4 b);

b) Applications which are not presented within the terms set out in the previous line are not admitted;

c) The non-admission of a project within the terms of this article does not prevent the promoting entity from presenting another application in connection with the same tender;

d) Applications are only admitted up to the limit referred to in line 3.4. a) of these Regulations.

3.6. Alteration of scheduled dates

- a) If the scheduled dates for the events in various projects admitted to tender coincide, the proposed dates in the application may be altered upon the initiative of the ICA, justified for logistical or opportune reasons;
- b) The new schedule, which should respect the time requirements established in these Regulations, is established with the mutual agreement of the ICA and the entities involved;
- c) If it is impossible to establish a new schedule due to the lack of availability of the applicants, the respective applications will not be admitted.

3.7. Decision

- a) The ICA will decide on the admission of each application to the PIC by means of a detailed proposal of the respective services;
- b) The ICA should make the list of applications admitted to tender public by means of a notification posted in its head office and which will also be published on its site on the Internet and also notified to all of the applicants.

3.8. Cession of the copies

- a) The ICA cedes the copies of the films set out in the programming of the member entity with a minimum prior notice of 3 working days and, on the date of the delivery, a declaration of responsibility should be signed with a wording approved by the ICA;
- b) The costs relating to the sending of the copies are the responsibility of the ICA.

3.9. Promotional material

- a) The entities joining the PIC are obliged to use the promotional material supplied by the ICA;
- b) For the purpose of the provisions in the previous line, the ICA will provide the promotional material with minimum prior notice of 15 working days before the date the event begins.

3.10. Final report

Within the maximum period of 30 days after the event is held, the member entities of the PIC will send a report to the ICA by e-mail containing a description of the activities undertaken and their impact on the local population for the purpose of evaluating the good execution of the project.

4. Acceptance of the conclusion of the projects

If the ICA considers that any of the projects undertaken in connection with this support program for non-commercial exhibition was not appropriately executed, it will notify the beneficiary within the maximum period of twenty days, and may order the repayment of the amounts granted, as appropriate, notwithstanding the prohibition of admission to tenders promoted by the ICA for a period of up to 3 years.