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## Overview

This Standard covers the procedures behind securing funding for the production.

It is necessary to identify which funding sources are realistically available to you and/or the production company. These could include sponsorship, product or prop placement, crowd funding, tax breaks, national or regional financial incentives or co-production treaties.

You will need to know how to budget a production, and be aware that an initial budget may have cuts enforced upon it.

Financial resources could be for development funding and/or funding for some or all of the production depending on the circumstances and constraints in place.

This Standard is for those involved in securing production financing.

## Performance criteria

*You must be able to:*

1. evaluate  
all available evidence to ensure projected costings are accurate
2. base  
decisions about securing financial resources on available financial information and production requirements
3. consult  
experts at appropriate times to verify production details
4. use  
reliable sources of information to research and identify possible investors and relevant forms of funding for productions
5. identify  
valid tax breaks and financial incentives which may be available to the production company
6. collaborate  
with potential co-production companies at appropriate times to secure funding from outside the UK
7. specify  
criteria and procedures to be followed for contingency purposes in accordance with organisational requirements
8. check  
that all necessary documentation relating to planned productions is presented in line with organisational requirements
9. make a  
case for funding that promotes understanding and highlights clear advantages to investors
10. identify  
areas of budgets which can be negotiated or relinquished in order to secure funding
11. check

that any funding proposals meet planned objectives, targets and  
are in line  
with specific broadcaster tariffs

12. negotiate  
financial arrangements and production rights to ensure the best  
deal for productions  
and the production company
13. hold  
and maintain records on all contracts and agreements in line with  
organisational requirements
14. approach  
distributors and sales agents for expertise on market and  
audience viability at  
the earliest opportunity
15. include valid information about market and audience viability in  
finance  
packages

## Knowledge and understanding

*You need to know and understand:*

- 1 how to evaluate an initial budget using industry tools and accurate calculations of costs
- 2 the potential markets for production ideas and those which would be most attractive to potential investors
- 3 the main sources and ranges of investment which are available in the appropriate sector
- 4 when and how to use product placement and props placement to finance productions
- 5 when and how to use sponsorship to finance productions
- 6 when and how to use crowd funding to finance productions
- 7 tax breaks and financial incentives available to productions
- 8 how to identify where non-UK sources of funding exist for potential co-productions
- 9 how co-production treaties operate
- 10 the different tariffs applied by broadcasters to productions
- 11 how to negotiate rights and which areas of the budget can be released in order to secure it
- 12 artistic and audience demands projects can claim to fulfil
- 13 how to estimate the timescales, technical demands and their implications on production schedules and budgets to enable the preparation of full proposals
- 14 the importance of having, and being able to make use of, contingency planning for finance
- 15 how to prepare and present a clear rationale to potential investors or partners for funding
- 16 negotiation strategies to use when agreeing financial arrangement
- 17 how to research sources and investment and identify the most appropriate to approach
- 18 how to approach distributors and sales agents at the earliest opportunity to assess the project for market and audience viability

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