

## ADDITIONAL INCENTIVE INSTRUCTIONS 2025

An additional incentive from the city of Tampere can be granted to audiovisual works that meet Film Tampere's production incentive conditions and have been granted a production incentive. An additional incentive is applied for at the same time using the same form in connection with the AV production incentive. Additional incentive support can be 2.5% or 5% of the costs approved for the production incentive. (See Film Tampere's general incentive conditions).

In connection with the production incentive application, the applicants submit a plan for marketing measures to promote Tampere's international recognition and a preliminary timetable plan for their implementation. The additional incentive decision will be notified by e-mail to the contact persons indicated in the funding application.

### THE REQUIREMENTS FOR GRANTING THE ADDITIONAL INCENTIVE ARE:

- The production meets the criteria for the production incentive and is given a production incentive
- The production undertakes to carry out the measures it presents, such as engaging informants, media and actors and producing events, without separate compensation or resources provided separately by the city.
- The production meets the criteria of the additional incentive of either 2.5% or 5% under the following conditions:

REQUIREMENTS FOR 2,5 % ADDITIONAL INCENTIVE	REQUIREMENTS FOR 5 % ADDITIONAL INCENTIVE
	Kansainvälinen tuotanto (kv-rahoitus ja -tuotantoyhtiöt) tai kotimainen tuotanto merkittäväällä kansainvälisellä levityksellä (levitys useassa valtiossa tai maanosassa).
The total production budget is more than 2 million euros	The total production budget is more than 2 million euros
The production has been granted the production incentive by Business Finland (25%)	The production has been granted the production incentive by Business Finland (25%)
The amount of money spent in the region is at least 0.5 million euros	The amount of money spent in the region is at least 0.5 million euros
At least 50% of filming days will be in Tampere	At least 50% of filming days will be in Tampere
Comprehensive marketing activities* that promote the city's awareness. Plans and implementation schedule are required.	Comprehensive international marketing activities** and/or promotion campaign to promote the visibility of the city region and generating added value. Exact plans, implementation schedules and information about regional business partners are required. Plans can be updated to Film Tampere as production progresses.

For 2.5% additional support, 4/5 of the conditions in the table must be fulfilled, for 5% additional support, 5/6 of the conditions in the table must be fulfilled.

### MARKETING MEASURES:

The marketing measures to grant additional support, which must be implemented as a minimum, are:

#### **\*Media releases**

The press releases mention the production incentive granted by the city of Tampere

#### **\*Social media**

The production company shares behind-the-scenes material, pictures and/or stories from filming locations in the city.

Mention and/or tagging of the city of Tampere in connection with the production:

Facebook: @tampereenkaupunki @BusinessTampere

Instagram: @tamperekaupunki, #OmaTampere and @filmtampere

X: @tamperekaupunki, @tampere.finland

#### **\*Participation in events, forums and panel discussions**

If the production company participates in nationally and internationally noted events, forums and panels in the field, where the production company has a voice, Tampere should be noted as a shooting location/partner/through an incentive. The production company's speeches emphasize Tampere as a versatile production location, experts/companies from Tampere and/or educational institutions in the field.

\*\*To receive 5% additional support, the production is required to participate in at least three festivals, events or panels, at least one of which is internationally significant.

#### **\*Website**

The city of Tampere and the production incentive are mentioned in connection with the production on the production and/or production company's website as an enabler and/or financier of the production.

#### **\*\*Organizing the Finnish/world premiere in Tampere**

The production aims to organize the film's premiere in Tampere or, alternatively, its own screening also in Tampere in addition to the national premiere.

#### **\*\*Cooperation with companies or brands in the Tampere region**

Cooperation based on visibility

#### **\*Filming location visits**

Visits to the shooting location organized in Tampere, press days, Film Tampere's visit to the set.

#### **\*Producing material for the city of Tampere**

Material produced by the production company for the city and Film Tampere, for example a testimonial video, photos and other videos, as well as articles/blog posts for Business Tampere /Film Tampere or the article website of the city of Tampere. The production company is responsible for permits for the actors and crew regarding the extra material as well.

#### **\*\*Other marketing measures related to Tampere**

All other marketing measures related to Tampere.