



INDUSTRY DEVELOPMENT PROGRAM GUIDELINES 2026

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1. ABOUT THE BELL FUND

1.1. Mission

To support Canadian media content makers in creating for and connecting with, audiences here and everywhere.

1.2. Background

The Bell Fund is a not-for-profit organization. It has been certified by the CRTC as an independent production fund eligible to receive and administer contributions from broadcast distribution undertakings. The Fund is governed by a nine-member Board of Directors (Board) operating at arm's length from Bell TV and has offices in Toronto and Montreal.

Since 1997 the Bell Fund has received over \$300 million in financial contributions from Bell TV to support Canadian Producers in the development and production of great Canadian content. In 2001, the Bell Fund was awarded an endowment of \$10 million from Bell TV, as a result of a tangible benefits package. The revenues generated by this endowment are made available for development funding. In 2025, the Fund became eligible to receive contributions from Online Undertakings.

1.3. Guiding Principles

The Bell Fund is committed to supporting a more equitable, diverse, inclusive and accessible industry across Canada. This means supporting screen-based producers/creators who are Indigenous and/or identify as being from an Equity-deserving Community such as Black, racialized, women and gender-diverse, 2SLGBTQIA+, persons with disabilities, regional and Official Language Minority Community (OLMC).

Please consider how you engage with individuals and communities as you proceed with your Projects. Applicants and production teams are encouraged to refer to resources and respect the guiding principles and best practices set out in:

- the Indigenous Screen Office [On-Screen Protocols & Pathways: A Media Production Guide](#);

- the Black Screen Office [Being Seen: Directives for Creating Authentic and Inclusive Content](#);
- Reelworld [#HerFrameMatters Protocol Guidelines](#); and
- the [Disability Screen Office Industry Resource Hub](#)

2. INTERPRETATION AND OTHER IMPORTANT INFORMATION

These Guidelines are for the information and convenience of Applicants. They provide an overview of the objectives of the Bell Fund, the manner in which the Bell Fund is administered, and information on typical administrative practices of the Bell Fund. Compliance with these Guidelines is a prerequisite for funding eligibility.

2.1. Interpretation

The Bell Fund has complete discretion in the administration of Bell Fund programs including, without limitation, determination of eligibility of Applicants and Projects and all funding decisions. All Bell Fund decisions are final.

Initiatives that receive Bell Fund funding in a given year are subject to the Guidelines and Bell Fund policies in effect for that fiscal year. To be clear, changes to Bell Fund Guidelines and/or Policies made in a subsequent fiscal year will not apply retroactively, unless specifically stated. The Bell Fund fiscal year is January 1 to December 31.

These Guidelines may be changed or modified as required, without notice. Please consult the Bell Fund website at www.bellfund.ca for the latest Guideline news and documentation.

2.2. Provision of Documentation

It is the responsibility of the Applicant to ensure the Bell Fund receives all relevant documentation and to update such documentation and information after a material change. The Bell Fund may request other documentation and information to conduct an assessment and evaluation of the Initiative. For the purposes of Initiative assessment and evaluation, the Bell Fund reserves the right to rely solely on the written and audiovisual materials initially submitted by the Applicant.

2.3. Failure to Comply

If an Applicant fails to comply with these Guidelines, as determined by the Bell Fund, then the Bell Fund may refuse the application, revoke the eligibility status of the Applicant's Initiative and may demand repayment of any sums paid to the Applicant.

2.4. Misrepresentation

If at any time, an Applicant, as required by the Guidelines or as requested by the Bell Fund, provides false information or omits material information in connection with an Application, the Applicant may suffer serious consequences. These may include, among other outcomes:

- Loss of eligibility for funding of the current Initiative;
- Loss of eligibility for funding of future Initiatives;
- Repayment of any funds already advanced, with interest; and/or
- Criminal prosecution, in the case of fraud.

These measures may be imposed not only on the Applicant but also on related, associated and affiliated companies and individuals (as determined by the Bell Fund at its sole discretion). Any Applicant receiving approval for funding will be required to sign a legally enforceable Financing Agreement, which includes further provisions concerning misrepresentations, defaults, and related matters.

3. GENERAL POLICIES

3.1. Respectful Workplaces

Bell Fund Applicants are expected to support an inclusive and respectful workplace climate; free of discrimination, bullying and harassment. This includes their dealings with the Bell Fund and its Board and staff.

3.2. Sustainability

Bell Fund encourages all Applicants to implement more environmentally sustainable practices including the use of cleaner technologies and reducing the use of unsustainable resources in Initiatives.

3.3. Credit

The Bell Fund support is to be acknowledged with a Bell Fund credit and logo on the Initiative and all related publicity and promotional materials. The Bell Fund should be advised in advance of any mention of the Bell Fund in media releases, publicity materials or social media.

3.4. Changes

The Bell Fund must be notified of any significant changes that will materially affect the Initiative.

3.5. Health and Safety

The Applicant will ensure that all activities funded in whole or in part by the Bell Fund are carried out in compliance with applicable statutes, laws, bylaws, regulations, orders, codes, standards, directives and guidelines governing the activities including those related to public health and safety.

3.6. Accessibility Support

The Bell Fund welcomes applications from people with disabilities, people who are deaf, and people who have barriers to accessing technology. Support for application assistance is also available to First Nations, Inuit or Métis Applicants facing language, geographic and/or cultural barriers.

Upon request, Bell Fund may commit funds of up to \$500 towards the hiring of service providers to assist with the preparation of an application to Bell Fund Programs. Services may include, but are not limited to, assistance in creating an account and navigating the Online Application Portal or the Bell Fund self-identification data collection portal; and/or transcribing, editing, and translating application materials.

Please note that receiving Accessibility Support funds does not guarantee a successful application nor will it impact evaluation scores during the application evaluation process. To request support, please contact Bell Fund at info@bellfund.ca at least four (4) weeks before the applicable closing deadline for a Program.

The Bell Fund requires all funded Initiatives which are held in-person to be undertaken in accessible venues; and to offer accommodation to Deaf persons and persons with disabilities, as may be required.

4. INDUSTRY DEVELOPMENT PROGRAM INTRODUCTION

The Bell Fund offers support for Industry Development Initiatives such as events, research, panels and training to advance opportunities for professional Canadian audiovisual producers and creators which align with the Bell Fund Programs and Guiding Principles. Organizations must apply at least six (6) weeks prior to the launch of the Initiative for the Bell Fund to consider the request. Due to the limited funding, you must be invited by Bell Fund to apply.

Please note that the Bell Fund is not affiliated with Bell Media. We often receive erroneous requests that appear to be intended for Bell Media or Bell Canada, these guidelines are intended to inform organizations regarding application to the Bell Fund.

5. ELIGIBLE INITIATIVES

Eligible Initiatives must:

- a) Provide meaningful benefit and advancement to Canadian professional audiovisual producers.
- b) Uphold and/or uplift the Bell Fund Guiding Principles and reflect the types of content supported by the Bell Fund Production Programs.
- c) May include:
 - i. Capacity Building
 - ii. Market Access
 - iii. Research and Knowledge Sharing

Organizations receiving funding under this program must be duly incorporated and professionally established, with active corporate bank accounts, and appropriate insurance coverage.

6. INELIGIBLE ACTIVITIES

The following is a non-exhaustive list of activities that generally are not eligible in the Industry Development Program:

- a) Exhibitions and film festivals (industry forums and market opportunities may be considered)
- b) Activities primarily intended to support youth or students, or scholarships and legacy awards
- c) Activities primarily intended to support genres or formats not funded by the Bell Fund (e.g. short films, etc.)
- d) Content development or production
- e) Core business or operational funding, equipment purchases or capital assets
- f) Initiatives that only benefit one individual, project, or company
- g) Initiatives that do not meaningfully demonstrate a benefit to the Canadian audiovisual production industry.

7. APPLICATION PROCESS AND DEADLINES

Due to the limited funding, you must be invited by the Bell Fund to apply. Please do not proceed with an application on the portal without being advised to do so.

Step 1: Email an expression of interest for Industry Development support to info@bellfund.ca. Please include the name of the Organization and website, name of the proposed Initiative, intended participants, location and dates; and a brief description of the Initiative (2-4 Sentences).

Step 2: Once advised to do so, complete an Industry Development Project Details Form and upload (with any other required documents) to the [Bell Fund Application Portal](#). Please email info@bellfund.ca once you have submitted your application.

Requests for support may be submitted at any point in the year (prior to December 15). Inquiries must be made to the Bell Fund at least six (6) weeks prior to the launch of an Initiative.

8. FUNDING CONTRIBUTION

8.1. Nature of Contribution

The Bell Fund funding is limited and generally modest. It will be in the form of a non-repayable contribution. Final payment may be adjusted if an Initiative and/or Bell Fund activation is not delivered as proposed and agreed.

9. DOCUMENT CHECKLIST

All documents must be uploaded through the [Online Application Portal](#). Underlined document(s) have links to template(s).

#	Document Name	
1	Industry Development Project Details Form	Required
2	List of sponsors, funders and proposed revenue	If applicable
3	Letter(s) of Support	If applicable
4	Additional documents (e.g. timeline/schedule, report/results from a previous iteration)	If applicable

- Keep file names short and only include letters and numbers.
- No .ZIP files. For multiple documents please upload each file separately. To upload more than one document or for documents not listed, please use “Additional Documents.”
- Acceptable file types for upload are: .pdf, .jpeg, .jpg, .doc, .docx, .xls, .csv, .xlsx, .txt, .mov, .avi, .mp4, .wmv, .png, .ppt, .pptx, .tif
- Please email info@bellfund.ca for technical assistance.