

Guidelines for the additional incentive for the audiovisual sector (2024)

- The City of Tampere may grant a discretionary additional incentive for applicants whose productions have a significant part or the entirety of their physical filming taking place in Tampere. The additional incentive can be granted to audiovisual productions that:
 1. fulfil the terms and conditions for and are granted the Film Tampere production incentive.
 2. The additional incentive must be applied for in conjunction with applying for the audiovisual production incentive. The incentive can be 2.5% or 5% of the costs approved for the production incentive (cf. Film Tampere's General terms and conditions for the production incentive for the audiovisual production).
- In addition to the incentive application, the applicant must provide a plan of the production's marketing activities promoting Tampere with a preliminary planned timetable.
- The decision regarding the additional incentive application will be sent by email to the person in charge of the production as specified in the funding application.
- The production must commit to carrying out the activities presented in the plan (ensuring the commitment of communications and actors as well as producing events etc.) without any separate remunerations or special resources offered by the city.

Prerequisites for granting the additional incentive:

- The production fulfils the terms and conditions for and is subsequently granted the production incentive.
- The production fulfils the criteria of being international, but
- Domestic productions may be granted an additional incentive of 0–2.5% in cases where:
 1. the total budget of the production exceeds EUR 2 million;
 2. the production has received a funding decision from Business Finland or is eligible for it;
 3. the production will spend a minimum of EUR 0.5 million in the Tampere region.
- A further prerequisite is that the production will carry out marketing activities promoting Tampere.
- In conjunction with the application, the production company must provide a marketing plan with a preliminary outline and timetable for marketing activities promoting Tampere. The minimum requirement for marketing activities to be carried out is as follows:
 1. Media releases

- Media releases must include mention of the production incentive granted by the City of Tampere.
2. Social media
 - The production company must share behind-the-scenes materials, photos and stories from filming locations in the city.
 - The City of Tampere must be tagged in any social media posts shared by the production:
 - Facebook: @tampereenkaupunki
 - Instagram: @tamperekaupunki, #OmaTampere
 - X: @tamperekaupunki, @tampere.finland
 3. Participation in various events and panel discussions
 - The production company must participate in various nationally and internationally recognized events and panels in the sector, taking the floor and promoting Tampere as a filming location/partner/provider of incentives.
 - The production company must promote Tampere as being a strong production location and talk about local expertise/businesses and/or educational institutions in the sector.
 - Participation in a minimum of three events or panels, of which at least one is internationally significant.
 4. Websites
 - The City of Tampere and the production incentive must be mentioned in any website releases regarding the production.
 5. Organizing a Finnish/world premiere in Tampere
 6. Co-operation with businesses and brands in the Tampere region
 - Co-operation based on visibility
 7. Visits to filming locations
 - Visits organized to filming locations in Tampere
 8. Producing materials for the City of Tampere
 9. Materials produced for the City of Tampere by the production company, such as testimonial videos, other promotional videos and photos. The production company is responsible for obtaining permissions for videos and photos from actors and crews.
 10. Other marketing activities relating to Tampere
 - Any other marketing activities relating to Tampere

Reporting

Content:

- How is Tampere and the Tampere region seen and/or heard in the work.
- How is the City of Tampere seen/heard in the marketing materials of the production (logos and mention of funding), e.g. posters, social media campaigns, press releases. Updated logos to be used in the end credits of the work itself and other credits as by

the terms: Film Tampere logos – Google Drive. Materials and information about the Tampere City brand.

- Text describing what marketing activities promoting Tampere were carried out nationally and internationally. In case the agreed activities were not realised during the grant year, a timetable of when they are expected to take place.
- How much visibility/visitors/listeners etc. did the marketing activities generate or are expected to generate if such information is available/can be estimated by the end of the year.
- If visibility-based co-operation was carried out in the production with businesses or brands from the Tampere region, a few sentences describing the partners and the content of the co-operation.

Format:

- Free, for example a written report with images (PDF) or a more visual PowerPoint. Language: Finnish.
- No length restrictions, approximately 1–3 A4 sheets depending on the size of images and other possible elements.

Submission:

- At the latest by the end of the year to Film Tampere, audiovisual incentives, Niina Virtanen, at niina.virtanen@business tampere.com.
- The additional incentive report can be submitted separately from the production incentive report, but payment will take place at the earliest after the cost report for the incentive has been approved by Film Tampere. We ask that all reports are submitted by 15 December in the year that the incentive was granted.

Usage:

- Film Tampere (Business Tampere Oy), Visit Tampere and the City of Tampere. Not for public dissemination or presentation.