

# The WRAP FUND

## The Western Region Audiovisual Producer's Fund

*An initiative of Galway Film Centre and the Western Development Commission  
in association with the Local Authorities of Clare, Donegal, Galway City, Galway County,  
Mayo, Roscommon, Sligo and Údarás na Gaeltachta*

#WRAPfund



## DEVELOPMENT INVESTMENT

**(FILM, TELEVISION DRAMA & ANIMATION)**

These guidelines are intended to assist Content Producers in making a submission to the Western Regional Audiovisual Producers Fund (WRAP) for **Development Investment for a Feature Film, Television Drama or Animation**.

*Please note that the Development Guidelines for **Games** are published on the WRAP website [HERE](#).*

#### WHAT IS THE WRAP FUND?

WRAP makes strategic investments on commercial terms to encourage regional production activity across the film, television drama, animation and gaming sectors, in order to support local talent, create sustainable employment, build the audio-visual infrastructure and contribute to the culture and language of the Region. The Region encompasses counties Clare, Donegal, Galway (City and County), Mayo, Roscommon and Sligo.

#### WHAT ARE WE LOOKING FOR?

WRAP can provide development investment to up to ten projects annually. An award of **up to €15,000 \*** will be available to support eligible projects at any stage from treatment through to pre-production. WRAP will assess applications under the following criteria:

- The quality and originality of the project.
- The commercial potential and market appeal of the project. WRAP would expect any application to show an identifiable and core audience and present a clear understanding and plan to attract marketplace finance to provide assurances of recoupment potential. For projects in advanced/late stage development, WRAP would expect to see evidence of other third-party support.
- The track record of the key creative personnel (key talent particularly producers, writers and directors based in the Region will have an advantage).
- The viability of the project in terms of the proposed budget and capabilities of the key creative personnel.
- Benefits to the Region. Projects in receipt of development support should undertake their production within the Region.
- The range and number of projects already being supported by WRAP (please note that WRAP aims for a balance of activity across the Region as well as across the various genres of audio-visual content and this may impact on awards. A key factor of consideration in the round will be the tone of the project).

#### WHO CAN APPLY?

WRAP development investment is open to teams which include a Producer(s) and Writer(s) where at least one Producer has a production company established within the Region. A Director(s) must be attached in the case of a documentary. The attachment of a Director can lend weight to a submission but is not required at the time of application for a live action or animated feature film or television project.

The team must have a feature film (live action, documentary or animation) or television series (live action drama, documentary or animation) in the English or Irish language that they wish to develop or co-develop and have secured clear access to the necessary rights in any material that is to be adapted for the screen.

\*The maximum accumulated amount of development investment (across multiple projects) available to any one production company (including associated companies such as a DAC, SPV etc.) is now €25,000.

## HOW TO APPLY?

Applicants are asked to complete the application form (available from [www.wrapfund.ie](http://www.wrapfund.ie)) and submit along with the requirements detailed below. Completed submissions should be emailed to [wrap@galwayfilmcentre.ie](mailto:wrap@galwayfilmcentre.ie) by **5pm on Wednesday 17<sup>th</sup> June 2020**. Late or incomplete applications will not be accepted.

WRAP will only consider a project submitted for funding twice – if an application is unsuccessful following a second submission, it is no longer eligible for support. If making a re-application, there must be clear evidence that the project has materially changed since the last submission (ideally with evidence of market or third-party interest).

### Development Application Requirements

#### *Live Action & Animated Feature Film / TV Series*

1. Completed Application Form
2. Story Materials
  - A Treatment or Detailed Series Bible (10 pages max) and Sample Scenes or Screenplay (120 pages max in industry standard formatting)  
*The materials should effectively communicate the entire narrative of the project from beginning to end, evoking clearly the intended theme, tone, world rules, genre and a sense of character/plot development. In the case of a TV drama, the series bible should contain character breakdowns and basic episode outlines.*
  - Creative Notes (two pages max from Writer and Director)  
*These should provide a strong sense of the creative vision and theme, development plan including editorial notes and target audience for the project.*
  - Visual Materials – link to any sample artwork, character designs, mood boards etc.  
*This is a mandatory requirement for animation applications but optional for live action submissions.*
3. Development Plan
  - Producers notes on the plan for development (creative and practical) which may include any editorial points, the proposed scale, audience and potential commercial/market for the project as well as the pathway to reaching the audience and financing the project.
4. Development Budget (with any Letters of Commitment from confirmed funding sources if applicable).
5. Short Biographies for the Writer(s), Director(s) and Producer(s) outlining relevant industry experience only.
6. Chain of Title Documentation or Detailed Chain of Title Summary.

#### *Documentary Feature Film / Series*

1. Completed Application Form
2. Story Materials
  - A Detailed Treatment (15 pages max)  
*The materials should effectively communicate the entire narrative of the project from beginning to end, evoking clearly the intended theme, tone, world, interviewees etc.*
  - Creative Notes (two pages max from the Director)  
*These should provide a strong sense of the creative vision and visual approach, development plan and research to be undertaken and target audience for the project.*

- Visual Materials – link to any sample footage etc.

*This is not a mandatory requirement. Applications can be made without supporting visual materials.*

### 3. Development Plan

- Producers notes on the plan for development (creative and practical) which may include any editorial points, creative approach, the proposed scale, audience and commercial/potential market for the project as well as the pathway to reaching the audience and financing the project.

4. Development Budget (with any Letters of Commitment from confirmed funding sources if applicable).

5. Short Biographies for the Director(s) and Producer(s) and Writer (where applicable), outlining relevant industry experience only.

6. Chain of Title Documentation or Detailed Chain of Title Summary.

### HOW DO WE SELECT PROJECTS?

Projects submitted will be assessed by the WRAP Development Manager as well as an External Expert. Recommendations will be made to the Western Development Commission (WDC) which has final approval over all funding decisions.

WRAP will endeavor to make funding decisions in a timely fashion ideally within ten weeks of the deadline. However, this may vary depending on the volume of applications received, resources required and activity at the time. Applicants will be updated regularly about the status of their submission.

### CONDITIONS OF THE FUNDING?

- **Investment is provided in the form of a loan which is repayable on the first day of principal photography of the developed project or other exploitation. A premium of 50% is repayable on all development funds. A fundamental aim of WRAP is to generate a return on its investments in order to replenish its resources for future investment and contribute to the fund's sustainability.**
- Investment is provided to WRAP within strict annual budget limits, offers made by WRAP are subject to availability of funding and the decisions by WRAP are final.
- An offer of investment will remain open for a set period of time which will be detailed in the offer letter. If the drawdown of funds does not commence within this period, the funding offer may be revoked.
- WRAP can only enter into a development agreement with a company established in the Region with a regional address.
- A share of copyright will be required as security during development.
- No more than a single award can be made to any one project due to limited resources.
- WRAP will not fund retrospective development costs.
- WRAP does not require match development funding to be in place to make awards, however evidence of third-party support may lend weight to an application and is likely to be required for any projects seeking advanced/late stage development.
- Development investment can only ever be a contribution towards the development costs of a project, it is the responsibility of the Producer to negotiate professional rates with talent reflecting the industry experience and produced credits of the talent they wish to engage. Development budgets should be reasonable and strategic, reflecting what is needed to effectively undertake the particular stage of development. Where the development costs exceed the maximum amount

available from WRAP, Producers should articulate within their notes how the balance of funding needed will be covered.

- Chain of Title: It is the responsibility of the Producer to ensure that clear chain of title long form documentation (option agreement, writers' agreement, directors' agreement, co-development agreement (if applicable)) is in place and meets minimal industry contractual requirements. Within a co-development arrangement, there must be a clear share of copyright between the parties (including the Regional Producer). WRAP cannot provide investment to projects without this essential paperwork.

#### FEEDBACK

Due to the high volume of submissions that we expect to receive, we regret we may be unable to give detailed individual feedback on submissions.

#### FURTHER INFORMATION & UPDATES

Please contact WRAP Development Manager Sarah Dillon at [sarah@galwayfilmcentre.ie](mailto:sarah@galwayfilmcentre.ie) with any enquiries or consult [www.wrapfund.ie](http://www.wrapfund.ie) for news and updates.

*WRAP Development Guidelines are subject to a periodical review and WRAP reserves the right to make changes.*