

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



GAMES PROTOTYPE FUND

These guidelines are intended to assist Game Development Companies (Developers) in making a submission to the Western Regional Audiovisual Fund (WRAP) for the **Games Prototype Fund**.

WHAT IS THE WRAP FUND?

WRAP makes commercial investments 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 WRAP Region (Region) encompasses counties Clare, Donegal, Galway City, Galway County, Mayo, Roscommon and Sligo.

WHAT ARE WE LOOKING FOR?

WRAP can provide funding by way of recoupable loan for the development of up to ten projects annually across all mediums (feature film, television drama, animation and games). Awards of **up to €15,000** * will be available to support eligible projects at any stage during the development/prototype phase. WRAP will assess applications under the following criteria:

- The quality and originality of the work.
- The commercial potential and market appeal of the project. We would expect any application to show an identifiable and core audience and present a clear plan to attract marketplace finance to provide assurances of recoupment potential. For projects in advanced/late stage development, we would expect to see evidence of other third party interest.
- The track record of the key creative personnel (key talent particularly Designer(s), Programmer(s), Artist(s), Producer(s) and Writer(s) 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 prototype funding should undertake their production within the Region and create opportunities for local talent.
- 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).

WHO CAN APPLY?

The WRAP Games Prototype Loan Fund is open to Developers of an original game IP in the English or Irish language intended for commercial exploitation that they wish to develop or co-develop for international markets and distribution where the intellectual property is owned/co-owned by the Developers and meets the following criteria:

- The project must be a digital game or use digital technology (non-digital games such as physical card games or board games are ineligible).
- The Developer must have secured clear access to the necessary rights in any material that is to be adapted.
- A Designer and Programmer must be attached. The attachment of an artist, producer, writer and/or other talent can lend weight to a submission but is not required at the time of application.
- At least one Developer attached to the project MUST have a company established in the Region.

- The project must not include gambling elements or mechanisms which could be perceived as such, or any content that is deemed to be potentially reputationally damaging (solely at WRAP's discretion).

*The maximum accumulated amount of development investment (across multiple projects) available to any one Developer/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) and submit along with the requirements detailed below. Completed submissions should be emailed to wrap@galwayfilmcentre.ie by **5pm on Wednesday 17th June 2020** (with further deadlines to be announced). 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.

Development Application Requirements

1. Completed Application Form
2. Game Pitch Materials
 - Game Design Document (12 pages max)
The Game Design Document (GDD) should articulate the hook, look and player experience. The GDD must include an overview of the game world, the camera (i.e. first-person, third person, iso), core loop / progression, moment-to-moment gameplay and a description of the core systems (i.e. character, combat, crafting, as applicable) as they integrate into play and the core of the game.
 - Game Pitch Deck (12 slides max)
These should include the pillars of the game, the creative vision, the target player, production budget & scope, development plan including target platform and audience, and the team.
 - Visual Materials
Link to any project prototype, sample artwork, mood boards, style guides etc.
3. Development Plan
 - The applicant team's plan for development (creative and practical) which should include the prototype and content plan, the proposed scale, audience and potential market for the project, audience development plan, distribution / publishing plan, finance plan, benefits for the Region which may include the development of local talent or the company.
4. Development Budget (with any Letters of Commitment from confirmed funding sources if applicable).
5. Short Biographies for the Developer(s), Lead Designer(s), Programmer(s) and any other personnel attached such as Artist(s), Producer(s), Writer(s) etc. 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 at least one External Expert and other Consultants as required. Recommendations will be made to the Western Development Commission (WDC) which has 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 on the status of their submission.

WHAT ARE THE REPAYMENT TERMS?

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. Funding is provided on commercial terms in the form of a loan and repayment costs should be accommodated in the total production budget of the developed project.

The loan plus a 50% premium (150%) is repayable on the first day of production of any work based upon or derived from the developed project or other exploitation defined as follows:

- i) Acquisition of significant third party finance in line with the finance plan to complete and release the project or;
- ii) Entrance into a publishing deal or;
- iii) Publishing of the project by the Developer (should other finance not be secured).

CONDITIONS OF THE FUNDING?

- 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 investment offer may be revoked.
- WRAP can only enter into a games prototype funding agreement with a company established in the region with a regional address.
- Investment is provided as a recoupable loan to the company to fund the agreed development of a game. WRAP does not take any shareholding/equity in the company under the funding agreement.
- A share of intellectual property rights may be required as security during development.
- No more than a single award of prototype funding can be made to any one project due to limited resources (this does not exclude a project from being submitted for production investment).
- WRAP may 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.
- WRAP Investment can only ever be a contribution towards the development costs of a project, it is the responsibility of the Developers to negotiate professional rates with talent reflecting the industry experience and 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, Developers should articulate within their notes how the balance of funding needed will be covered.

- Chain of Title: It is the responsibility of the Developer to ensure that clear chain of title long form documentation (option agreement, writers agreement, co-development agreement (if applicable) etc.) is in place and meets minimal industry contractual requirements. Within a co-development arrangement, there must be a clear share of intellectual property between the parties (including the Regional Developer). WRAP cannot provide funding to projects without this essential paperwork.
- In the case of the repayment term (iii) above, WRAP may at its discretion consider an alternative repayment structure where there is clear and definable expectation that WRAP can recoup the total amount due.

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 with any enquiries or consult www.wrapfund.ie for news and updates.

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