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# Public Call for Film Sales Support at TIFF: The Market (10 September – 16 September 2026)

EFP (European Film Promotion) is issuing a public call for **Film Sales Support** for the submission of classic and digital promotion campaigns of recent European films to buyers and distributors in countries outside of Europe at **TIFF: The Market. (10 September – 16 September 2026)**

Please submit applications via <https://application.efp-online.com/>

**Application deadline:** 20 August 2026

### Who may submit?

- European world sales companies registered in the Funding & Tender Opportunities Portal of the European Commission and approved by the respective European film promotion institute
- European world sales companies whose sales agent is attending the market

### What is covered by FSS?

- Costs/investments for digital and physical promotion and marketing campaigns targeting buyers outside of Europe (starting **August 1, 2026**).

### What is not covered by FSS?

- Travel and hotel costs for attendance on site

### Which films are eligible?

- Recent finished and unfinished films, which have an original copyright established in 2025/26
- Unfinished films means that films are in production or post-production. EFP defines a film as finished when the original national version of the film is finished and available for the premiere at a national film festival or for a national release.
- Majority-produced European films with a minimum length of 60' and a country of origin which is part of Creative Europe Media and part of the FSS Guidelines
- Fiction films, animation films and documentaries (feature length)
- Applications may include up to 5 European finished and unfinished films
- Applications may NOT include films which have been supported via FSS at another festival or market

### How much is available?

- An investment of up to 50% of the total costs up to a maximum of EUR 5,000 per campaign for an overall spend of EUR 10,000
- A Top Up Grant of up to €500 per application, in addition to the general FSS funding, is granted for the promotion of films that depict gender balance, equity and inclusion at ALL film festivals and markets. To find out if your film is eligible for inclusion in the FSS, please click here: [Support Criteria for Top Up Grant Inclusion](#)  
The final selection is made by EFP on the basis of the criteria checklist in accordance with the respective national film promotion institutes.

Please also read the [FSS guidelines](#) carefully for more details.

### Support for films from Switzerland

EFP additionally offers FSS for the promotion of films from Switzerland outside of Europe thanks to the international measures by the **Federal Office of Culture, Media Desk Suisse** and **SWISS FILMS**.

An application for films from Switzerland has to be submitted separately from an application for European films via the usual online application system.

**NEW: Open call for Film Sales Support at non-European festivals with an international reach**

If you have a film selected and either the European world sales company's sales agent or hired publicist is attending the festival, you may submit the application under that call. The application deadline is two weeks before the start of the respective festival. Please note that it is not possible to apply for both the festival and the attached market.

## get in touch

Cornelia Klimkeit

Korbinian Häutle

get back

## fss is supported by



### additional fss partners



### support for films from switzerland



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