



MARKETING CREDIT APPLICATION

PRODUCTION INFORMATION

Project Title: _____

Network or Production Company Name: _____ Network or Production Contact: _____

Email Address: _____ Contact Phone: _____

Contact Mailing Address: _____

City: _____ State: _____ Zip: _____

Program Type: Film TV Series Other _____

Distribution Platform: Theatrical Television Streaming Estimated Release or Premiere Date: _____

PLEASE COMPLETE BOTH OF THE FOLLOWING TABLES

Shoot Days Summary

Total Shoot Days	
Total NYC Shoot Days	

Budget Summary

Total Below-the-Line Costs	
Total Below-the-Line Costs Incurred in NYC	

PRINTING COSTS: as detailed in the [Rules of Eligibility](#)

Productions that have qualified production costs of \$10 million or more, or are produced by a company of which more than 5 percent of the beneficial ownership is owned directly or indirectly by a publicly traded entity, or by a company having more than \$35 million in annual revenue, must pay for the costs, if any, of printing materials for distribution through the media assets assigned under the credit.

Is more than 5% of the production company or network held by a publicly traded entity? Yes No

Does the production company or network have more than \$35M in annual revenue? Yes No

MOME will review applications in the order they are received. Participants will be selected on a first-come, first-served basis and, to the extent resources are available, will be offered the media assets listed on the [MINY Marketing credit webpage](#) MOME and the applicant will enter into an agreement concerning the Marketing Credit.

ELIGIBILITY CRITERIA

By ticking the boxes below, the applicant confirms that it meets the eligibility criteria for the "Made in NY" Marketing Credit program set forth in Title 43, Chapter 15 of the Rules of the City of New York (43 RCNY 15). Applicants are encouraged to [read the Rule for further details about eligibility](#).

Type of Production: The production is a feature-length film, television film, television special, and/or episodic television or streaming series. If it is exclusively distributed over the Internet, it must be distributed through a paid subscription-based streaming service or advertiser-supported streaming service. If the production is a television series, the applicant has not previously submitted an application in the past 12 months.

Threshold Budget: A production must have below-the-line, pre-and/or post- "production costs" of at least \$400,000 incurred in New York City. "Production costs" generally include below-the-line costs, as defined by industry standards (e.g., technical and crew production costs such as expenditures for film production facilities, props, makeup, wardrobe, film processing, camera, sound recording, set construction, lighting, shooting, editing, and meals). "Production costs" do not include (1) costs for a story, script or scenario or (2) wages, salaries or other compensation for writers, directors (including music directors), producers, actors and performers (other than background actors and performers with no scripted lines)

Completion Date: A production must have been completed no earlier than 24 months prior to application to the Marketing Credit program.

No Sexually Explicit Conduct: A production for which records are required under Section 2257 of Title 18 of the United States Code is not eligible.

Adequate Nexus to New York City: A film has an adequate nexus to New York City if it meets either of the following criteria: (1) At least 75% of total shooting days take place in New York City OR (2) At least 75% of its total "production costs" (see definition above) are incurred directly in New York City and are attributable to the use of tangible property or the performance of services within New York City directly and predominantly in the production (including pre-production and post-production).

COMPLIANCE WITH OTHER PROGRAM REQUIREMENTS

By ticking the boxes below, the applicant confirms that it will comply with other program requirements if its application is approved:

Made in NY" Acknowledgment: The applicant will include the following in the qualified film's end credits (1) the "Made in NY" logo and (2) the phrase, "The 'Made in NY' logo is a trademark of the City of New York and is used with the City's permission."

Contribution: Within 30 days from the completion of the applicant's media campaign, the applicant will contribute to one cultural institution on a list provided by the NYC Department of Cultural Affairs or to a community organization approved through Participatory Budgeting in New York City. The contribution is equal to .1% of a production's below-the-line costs incurred in New York City. If a production's below-the-line costs incurred in New York City exceed \$10 million, the contribution is capped at \$10,000.

Record Retention: The applicant will retain records of production costs for three years from the date of filing of the tax return applicable to the time period when the applicant claims the marketing credit.

Form of Advertisement: The applicant acknowledges that the advertising materials are subject to MOME's approval. Subject to the exception in the next sentence, MOME-funded materials may not include third-party names and third-party logos. MOME-funded advertising materials may include names and/or logos intended to inform the public where the qualified film may be viewed and the name of the owner of copyrighted property included such materials.

By submitting an application, I acknowledge that any information in the application that is false or misleading will result in disapproval of the application. In addition, the applicant may be punishable by a fine or imprisonment or both.

Please sign below and email this application to Caitlin Fink (CFink@media.nyc.gov) and Katherine Drew (KDrew@media.nyc.gov) at the Mayor's Office of Media and Entertainment to proceed.

PRINT NAME _____

DATE _____

SIGNATURE _____

TITLE/COMPANY _____



Mayor's Office of Media and Entertainment
1697 Broadway, 6th Floor
New York, NY 10019