



CALL FOR APPLICATIONS - Deadline to apply: November 15, 2021

2022 training and market access program will provide up to 100 Canadian women business owners with exclusive resources and development opportunities within the domestic and international media industry

THE APPLICATION PORTAL IS NOW OPEN AT:
spark.banffmediafestival.com

TORONTO, October 13, 2021 — The Banff World Media Festival is pleased to announce that applications are now being accepted for the 2022 cohort of the BANFF Spark Accelerator for Women in the Business of Media. Supported by the Government of Canada’s Women Entrepreneurship Strategy, this professional development program offers training, mentorship, and market access to Canadian women entrepreneurs ready to grow or launch their own businesses in the screen-based industries.

BANFF Spark will provide up to 100 selected participants from Ontario, Manitoba, Saskatchewan, Alberta, and British Columbia with a tailored business planning curriculum and access to potential partners. Participants will receive a suite of virtual workshops between February to April 2022 as well as full access to the Banff World Media Festival, a leading international conference and marketplace that provides a platform for the evolving media industry to develop its creative and business objectives.

“Since welcoming the first cohort in 2020, we have witnessed the meaningful impact that BANFF Spark’s unique professional development and market access opportunities have had on the companies that take part in the program,” said Jenn Kuzmyk, Executive Director, Banff World Media Festival & Publisher, Playback. “New projects have moved forward, strategic partnerships have been formed, and business has grown both here in Canada and on a global scale. We look forward to building on this success in 2022 with the continued goal of advancing economic parity and creating a healthier and more equitable media industry.”

“We are thrilled to be the BANFF Spark Founding Industry Partner and to continue to do our part to support diversity and the advancement of gender equality in the industry,” said Don McDonald, President and CEO, Super Channel. “We have no doubt that the next group of

talented participants are going to benefit tremendously from the training, networking and mentorship that this important program provides.”

BANFF Spark is open to candidates who are established in the media industry and those that are starting out. Content production businesses as well as those that offer services within the screen-based industry are eligible.

Over the course of three years, BANFF Spark will support up to 200 entrepreneurs with the goal of advancing gender equality across the media sector. With a strong mandate to champion diversity at its core, the program is especially designed to empower women of colour, Indigenous women, women with disabilities, LGBTQ2S+ women, and non-binary individuals.

Interested candidates must apply by Monday, November 15th, 2021 at 3:00pm EST to be considered.

For additional information, please visit:

spark.banffmediafestival.com

banffmediafestival.com

[2020 participant bios](#)

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NOTE TO EDITORS:

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About BANFF Spark

Supported by The Government of Canada's Women Entrepreneurship Strategy, BANFF Spark offers training, mentorship, and market access to women entrepreneurs in the screen and media industries. The program is designed to advance gender equality across the media sector and to bolster the economic success of all women. With a strong mandate to champion diversity at its core, the program is especially designed to empower women of colour, Indigenous women, women with disabilities, LGBTQ2S+ women, and non-binary individuals. BANFF Spark is open to applicants from Ontario, Manitoba, Saskatchewan, Alberta, and British Columbia who are ready to grow or launch their own businesses in the screen-based industries. Over the course of three years, the program will support up to 200 entrepreneurs.

For more information about the BANFF Spark Accelerator for Women in the Business of Media, please visit: spark.banffmediafestival.com.

About the Banff World Media Festival

The Banff World Media Festival and the Rockie Awards host one of the world's most important gatherings of entertainment industry executives and creators dedicated to content development, production, broadcast and distribution within the screen industries. BANFF provides a platform for the evolving global media industry to develop its creative and business objectives. It serves as a leading destination for co-production and co-venture partners and is an unparalleled marketplace for international decision-makers to connect with new partners, learn from industry leaders and execute new business deals. In addition to its Festival programming and marketplace, BANFF continues to deliver important fellowships and initiatives including the [BANFF Spark Accelerator for Women in the Business of Media](#), supported by the Government of Canada's Women Entrepreneurship Strategy and which empowers Canadian women to launch and grow their own sustainable businesses within the screen-based industries, as well as the [Netflix-BANFF Diversity of Voices Initiative](#), a program that jumpstarts and accelerates the careers of up to 100 Black, Indigenous, and people of colour producers and creators.

For more information about the Banff World Media Festival, please visit:

www.banffmediafestival.com

About the Government of Canada's Women Entrepreneurship Strategy

The Government of Canada is committed to advancing gender equality, women's economic empowerment and supporting women entrepreneurs through the Women Entrepreneurship Strategy (WES), a \$2-billion investment that seeks to double the number of women-owned businesses by 2025.

For more information on the Women Entrepreneurship Strategy, visit:

<https://www.ic.gc.ca/eic/site/107.nsf/eng/home>