



**NJEDA Film Tax and Digital Media Tax Credit Program**

**Promote NJ Bonus**

**Plan Outlining Specific Goals to Promote or Invest in New Jersey**

Applicant Name: \_\_\_\_\_

Title of Film/Television Production or Digital Media Fiscal Year: \_\_\_\_\_

**Introduction**

The Film and Digital Media Tax Credit Program allows for a bonus tax credit of four percent of the qualified film/digital media production expenses for projects that are accompanied by a plan outlining specific goals to promote or invest in New Jersey. The plan must include at least four of the eight criteria outlined below. Applicants that are interested in applying for this bonus should mark their application and fill out this form in its entirety and provide information where required.

**Additional Information / Questions ?**

For applicants that wish to pursue this bonus, this form is the Promote NJ plan that the Authority has established to be used by the applicant to outline its goals. The Authority will not accept or review a Promote NJ plan submission that does not include this completed form. Questions regarding this form should be sent to [filmtaxcredit@njeda.com](mailto:filmtaxcredit@njeda.com)

Please be advised that the Authority will review the information provided on this Promote NJ plan and, if deemed satisfactory, may approve this Promote NJ plan. However, a film/ digital production will need to evidence to the Authority, through the tax credit verification process following completion of the production, that at least 4 of the goals outlined in this plan were met.

It's highly recommended that applicants who are pursuing this bonus keep detailed records of efforts that were made in pursuit of the goals outlined within this plan.

**Promote NJ Criteria**

Check the boxes of at least 4 criteria listed below.

1. The creation of a video at least three minutes in length of publicly accessible locations in New Jersey used for the film, with commentary on how and why each location was chosen, published on the Internet website promoting the film or in another form and manner approved by the authority. To receive credit for this promotional criterion, a taxpayer shall provide a list of locations in New Jersey used for the film and relevant footage for use by the authority for promotional purposes.

2. The creation of five public social media posts including commentary on positive experiences at publicly accessible New Jersey locations or positive experiences filming in the State. The social media posts shall originate from an official account of the taxpayer, the film, a leading actor or actress in the film, or as otherwise permitted by the authority. To receive credit for this promotional criterion, the taxpayer shall provide the Internet website on which the post is publicly visible for use by the authority for promotional purposes.
3. The placement of a New Jersey promotional logo provided by the authority or the commission for a two-second exposure, not displayed over content or on a shared card, and displayed before the below-the-line crew crawl and after contractual credit placement obligations. To receive credit for this promotional criterion, the approved applicant shall provide to the Authority a clip of the portion of the film displaying the New Jersey promotional logo.
4. The film is set, at least in part, in New Jersey, and the State is referenced in the film. To receive credit for this promotional criterion, the approved applicant shall provide to the Authority a clip of the portion of the film evidencing that the film is set, at least in part, in New Jersey and that New Jersey is referenced in the film.
5. Support for a workforce development program established by the approved applicant, the designated studio partner, or the film-lease production company tenant with one of the following entities in this State: a college, including but not limited to a community college; an entity with an apprentice program; or a university. The program shall include direct training or employment opportunities on the film for residents of this State during the dates of principal photography in New Jersey. To receive credit for this promotional criterion, the approved applicant shall provide a document evidencing the agreement between the approved applicant and the other entity demonstrating the establishment and support for a workforce development program and the period during which the program offered direct training or employment opportunities.
6. A film industry recruiting program established by the approved applicant, the designated studio partner, or the film-lease production company tenant, providing paid internships or entry level employment opportunities in film crew positions for residents of an economically disadvantaged area in the State, a distressed municipality, as defined in N.J.S.A. 34:1B-323, or land owned by the federal government on or before December 31, 2005. The program shall be offered during the dates of principal photography in New Jersey. To receive credit for this promotional criterion, the approved applicant shall demonstrate its efforts to advertise and promote paid internships or entry level employment opportunities in the designated areas during the film's principal photography in New Jersey.
7. The approved applicant incurs qualified film production expenses from at least five vendors authorized to do business in New Jersey that employ at least one full-time employee at a physical location of the vendor in an economically disadvantaged area in the State, a distressed municipality, as is defined in N.J.S.A. 34:1B-323, or on land owned by the federal government on or before December 31, 2005. To receive credit for this promotional criterion, the approved applicant shall provide a certification from each vendor in a form provided by the authority.

8. Any alternative criteria as the authority shall provide pursuant 1 to rules and regulations adopted by the authority

What information can be evidenced to the Authority to prove that at least 4 of the goals outlined in this plan were met?

Please include additional information, as needed. Any documentation uploaded here should also be uploaded to the application with this PDF

Authorized Representative Name:

Authorized Representative Title:

Date:

Authorized Representative Signature: