



INTERACTIVE ONTARIO

IMPACT FORUM
COCKTAIL MIXER
2023



IMPACT FORUM



What is IO Impact Forum?

IO's Impact Forum is an annual policy forum bringing together Interactive Ontario's [Expand and Torchbearer Members](#) to discuss growth opportunities and policy development impacting the Video Game and Interactive Digital Media (IDM) Sector in Ontario. The forum is led by the [Advocacy Committee](#) followed by an **exclusive cocktail mixer**.

Who will be at the IO Impact Forum Cocktail Mixer?

~30-40 executives of leading studios in Ontario and ~20-30 key stakeholders (government leaders & IO partners).



SPONSORSHIP OPPORTUNITY



Cocktail Mixer Partner (\$5K, 3 available)

- Recognition as a Partner at the beginning of the Impact Forum
- Prominent logo display on all invitations and related materials
- Prominent logo on screen displays where applicable
- Invitation for 3 representatives from sponsoring company to attend the cocktail mixer
- Welcoming remarks at the beginning of the cocktail mixer (~ 2 minutes)
- Banners (self provided) prominently displayed within venue
- Opportunity for marketing material/swag giveaway (self provided)
- All the benefits of becoming an IO partner (Community or Preferred)



GROWING TOGETHER



Founded in 2001, Interactive Ontario has been a driving force enabling the success of video game studios in Ontario for over 20 years.

Membership engagement is at all time high with IO's Torchbearers, our exclusive IO Community **Discord** server and the launch of consumer facing initiatives such as [TheLodgges.com](https://www.thelodgges.com) and the [Ontario Steam Sale](#).

Advocacy efforts are [industry-led](#) and triggering [important changes for our sector](#).

Partner with us and be part of growing of our exciting video game/IDM industry in Ontario!

Discover Ontario's Thriving Video Game Industry (Click Below)



BECOME A PARTNER



We build meaningful partnerships with businesses that offer products and services aligned to meet the needs of our **120+ members** (video game & interactive digital media companies).

Interactive Ontario is a **not-for-profit** trade association making **your contribution key to the success of Ontario's video game/IDM industry**. Through our wide-range of **flexible sponsorship packages**, we will work closely with you and your team to build a valuable & mutually beneficial partnership.

COMMUNITY PARTNER

with sponsorship value over
\$5K

- ✓ [Branding on IO's website](#)
- ✓ Discounts on IO Events

PREFERRED PARTNER

with sponsorship value over
\$10K

- ← **Everything in Community Partner and...**
- ✓ Partner's session (an exclusive session with IO members)

VIEW OUR [INDUSTRY PARTNERS](#)

THANK YOU



Ethan Bowbyes
Manager of Industry Initiatives
Interactive Ontario



Lucie Lalumière
President & CEO
Interactive Ontario

INTERACTIVE ONTARIO



MISSION

TO **INSPIRE, UNITE AND ENABLE** ONTARIO'S VIDEO GAME AND INTERACTIVE DIGITAL MEDIA COMMUNITY TO ACHIEVE LONG-TERM GROWTH AND PROSPERITY

CONNECTION

- **B2B Networking** events (eg. IO Connect)
- B2C connections (eg. **Steam Sales**).
- **Discord** server for the industry.
- Support to **missions** (eg. GDC).
- **Black Youth Action Plan Career Fair**.

ADVOCACY

- Business **incentives** (eg. Ontario Interactive Digital Media Tax Credit).
- **Labour** gaps and opportunities (eg. Labour Study).
- **Awareness** of the video game and interactive digital media sector in Ontario (eg. **The Lodge**, Expo at **Queen's Park**).

INSIGHTS

- **Keynotes & Panels** on hot topics.
- **Indie Superboost** peer to peer conversations.
- **Masterclasses** (eg. Marketing, Pitch training).
- **Futures Forward** program for early stage companies.
- **Priority access** to opportunities.

RESOURCES

- **Funding** resources database and advice.
- **Studies** (eg. Financing, Scaling-up, Labour)..
- **Discounts** to industry (eg. Chris Zukowski masterclasses, GameDiscoverCo).