



INTERACTIVE ONTARIO

2026-27
PARTNERSHIP
OPPORTUNITIES



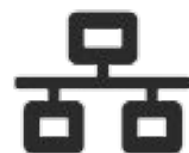
INTERACTIVE ONTARIO'S MISSION

NOT-FOR-PROFIT TRADE ASSOCIATION
CREATED TO inspire, unite, and enable Ontario's video game and interactive entertainment community to achieve long-term prosperity.

We're committed to building a thriving, inclusive, and globally competitive techno-creative sector in the province.



Advocacy



Connection



Insights



Resources

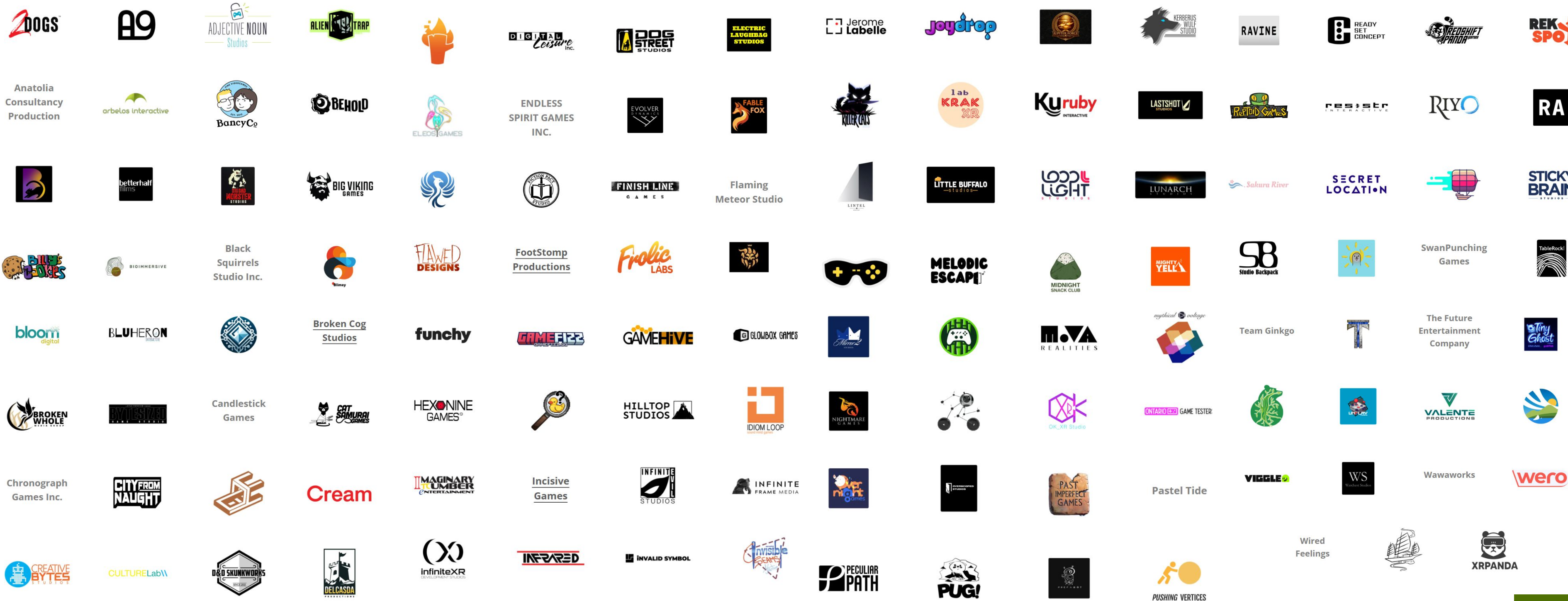
TORCHBEARER & EXPAND MEMBERS

io



BUILD MEMBERS

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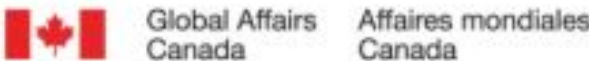


INTERACTIVE ONTARIO PARTNERS

Leading Partners



Preferred Partners

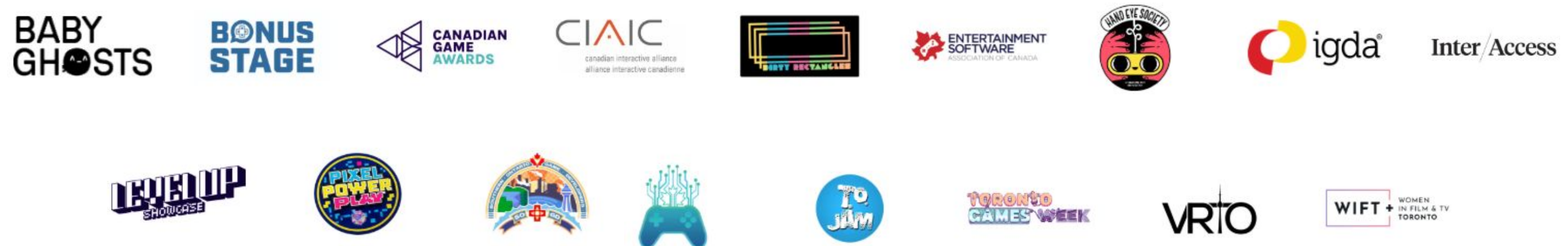


INTERACTIVE ONTARIO PARTNERS

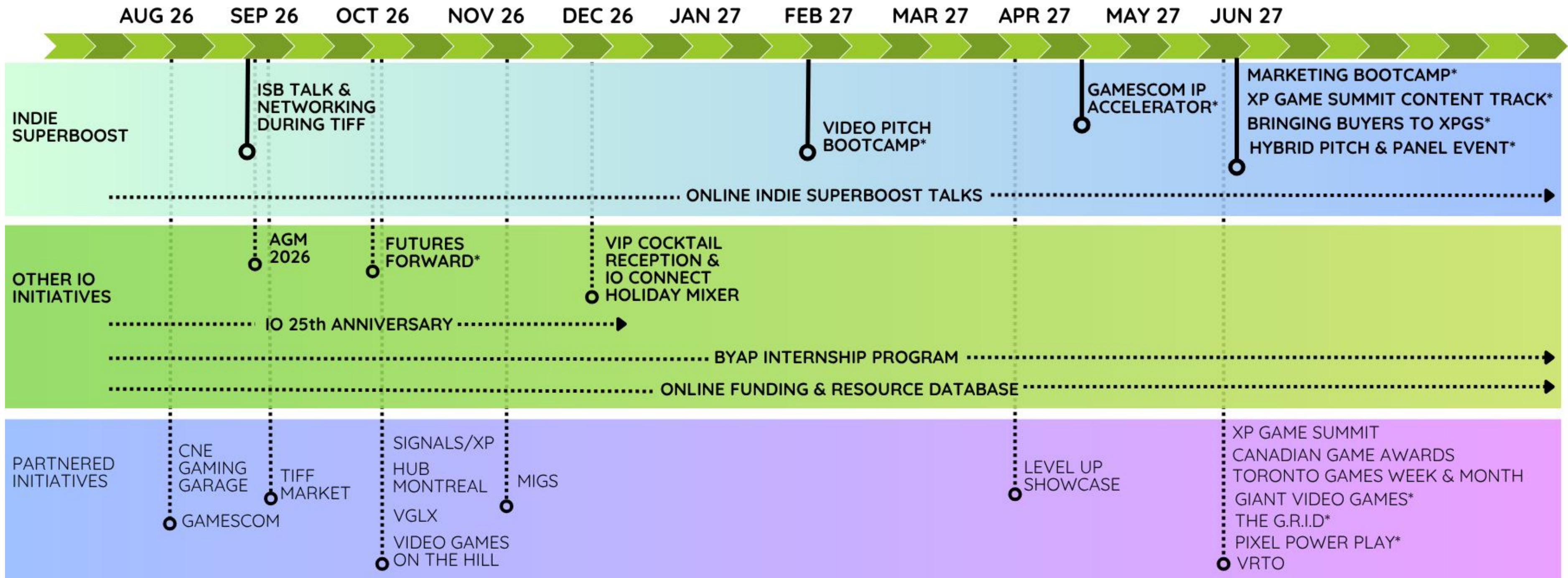
Community Partners



Industry Supporters



UPCOMING EVENTS



*Provided Successful Funding

IO Connect VIP Cocktail Reception 2026

✓ IO Connect VIP Cocktail Reception 2026

This invitation-only event on Dec 3, 2026, will bring together Ontario's leading voices in video games, immersive (XR), and emerging interactive entertainment. It's a unique opportunity to connect directly with the executives, entrepreneurs, and innovators shaping the future of interactive entertainment in Ontario.

- 40-50 invited executives and decision makers of leading interactive entertainment companies in Ontario
- 40-50 key stakeholders (government leaders and policy makers, sponsors of the event). In 2024, we had Minister Cho a special guest.

\$5K Sponsorship activations available.

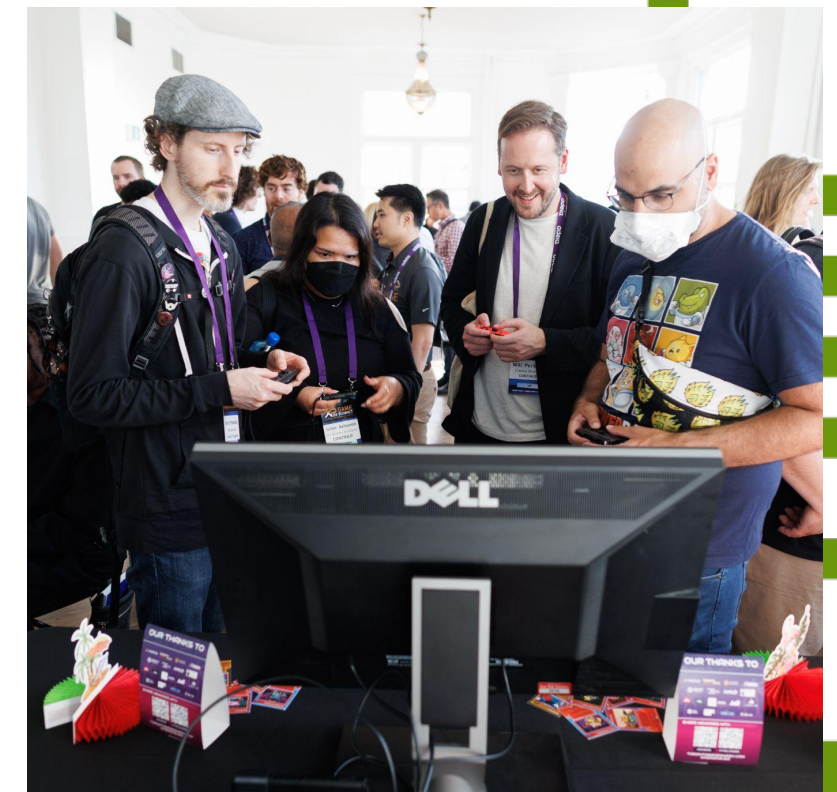


IO Connect 2026

✓ IO Connect Networking Series

- IO Connect Holiday Mixer (December 3, 2026)
 - 300+ in-person attendees
 - Video Game/XR leaders and developers & industry stakeholders such as funders/financiers, service providers, partners, policy makers

Sponsorship activations range between \$5K - \$10K activations



Indie Superboost 2026-27

✓ Indie Superboost Online Talks

The live online talks are a series of one-hour online events exclusively dedicated to developers. Sessions occur throughout the year with a new expert guest and topic to discuss.

Online ISB sessions are available to devs across Canada, via IO's membership to the Canadian Interactive Alliance. The majority of participants are from Ontario.

- 35+ online attendees at each of the monthly events
- Video game/Immersive developers & industry experts

Sponsorship activations range between \$2.5K - \$20K.



Indie Superboost 2026

✓ In-Person ISB Talk During TIFF 2026

IO's ISB talk, aligned with TIFF's Immersive/XR Market in September 2026, will feature an industry expert addressing emerging global trends and market opportunities in immersive/XR. In-person attendees will network with peers and event partners, fostering community and cross-sector connection within Toronto's XR ecosystem.

- ~50 attendees
- Video game/Immersive developers & industry experts

\$5K Sponsorship activations available.



Indie Superboost 2027

✓ Hybrid ISB Pitch Event & Panel During TGW

IO's Hybrid Fan-Voted Pitch Event & Panel, aligned with Toronto Games Week (TGW) in June 2027, featuring ~5 Ontario studios pitching to an expert panel and live audience for feedback. The audience votes for the winning pitch.

There will also be a panel component where experts will discuss best practices and trends in pitching (before or after the Pitch Event, TBD). This component is part of our ISB talk series.

- ~50 in-person attendees, ~50 Online
- Video game/Immersive developers & industry experts

\$5K Sponsorship activations available.



Indie Superboost 2027

✓ Indie Superboost Video Pitch Bootcamp

This intensive, in-person one-day workshop, scheduled for Jan 2027, is designed to help up to 10 selected Ontario studios develop and refine compelling video pitches (aka elevator pitch). Studios will participate in interactive sessions led by leading pitch and video production experts. Participants leave with a working draft of their video pitch and confidence to talk about their project to funders, publishers and investors.

- 10 indie studios (~20 in-person attendees)
- Video game/XR developers & industry experts

\$5K Sponsorship activations available.



Indie Superboost 2027

✓ Indie Superboost Marketing & Discoverability Bootcamp

IO will host an in-person one day ISB Bootcamp on marketing & discoverability in Toronto, alongside the XP Game Summit in June 2027, providing participants with professional development opportunities. Each participant will receive a VIP pass to the XP Game Summit. The bootcamp will consist of 3 workshops from reputable marketing and discoverability experts.

In 2026, we had Jenny Windom, Chris Chancey, Krysta Yang & Kit Ellis deliver our workshops on market research/validation, brand marketing & community building/management. All experts have expressed interest coming back in 2027.

- 10 indie studios (~20 in-person attendees)
- Video game/XR developers & industry experts

\$5K Sponsorship activations available



Updated Industry Overview Video 2026-27

io

✓ Updated Industry Overview Video

IO is planning to update our Ontario's video game & XR industry overview video in 2026-27.

This video will showcase Ontario's stellar video game and XR industry. Sponsor and position your brand alongside the top innovators in this dynamic sector.

This video will be presented at various events throughout the year (such as our Impact Forum).

\$5K Sponsorship activation.

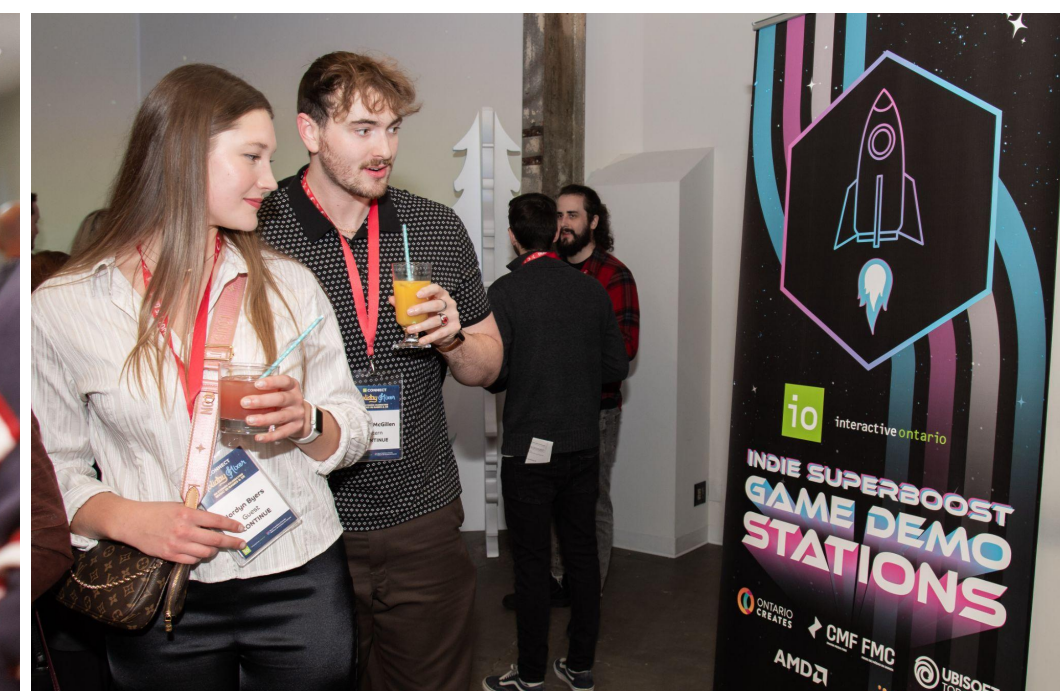
[Discover Ontario's Thriving Video Game Industry \(Click Below\)](#)



Become A Partner

We build meaningful partnerships with businesses that offer products and services aligned to meet the needs of our **140+ members** (video game & XR companies).

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



VIEW OUR [INDUSTRY PARTNERS](#)

Partnership Levels

Community Partner

with sponsorship value over \$5K

- ★ Announcement of new partner (or partnership renewal) in IO's newsletter
- ★ [Branding on IO's website](#)
- ★ Sponsorship of 1 event/initiative (with a sponsorship value of \$5K)

Preferred Partner

with sponsorship value over \$10K

- ★ Announcement of new partner (or partnership renewal) in IO's newsletter
- ★ 1 Custom partner spotlight in IO's newsletter
- ★ Virtual Partner's Session (an exclusive session with IO members). This can be discussed and possibly replaced with an alternative activation.
- ★ [Branding on IO's website](#)
- ★ Sponsorship of 2 events/initiatives (with a sponsorship value of \$5K each)

Leading Partner

with sponsorship value over \$25K

- ★ Announcement of new partner (or partnership renewal) in IO's newsletter
- ★ 4 Custom partner spotlight in IO's newsletter
- ★ Virtual Partner's Session (an exclusive session with IO members). This can be discussed and possibly replaced with an alternative activation.
- ★ In-person Partner's session (an exclusive session with IO members), that IO will organize and provide up to \$1000 to execute. This can be discussed and possibly replaced with an alternative activation.
- ★ [Branding on IO's website](#)
- ★ Sponsorship of 5 events/initiatives (with a sponsorship value of \$5K each)

THANK YOU



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