



Invest Ottawa Sponsorship Package 2026



Building Canada's Innovation Economy

Invest Ottawa Sponsorship Opportunities

About Invest Ottawa

Invest Ottawa is the lead economic development agency supporting entrepreneurs and businesses at every stage, from startup to scale, across Canada's capital.

At the centre of a dynamic and collaborative innovation ecosystem, we bring together founders, companies, investors, government, and community to connect them with the resources, networks, and opportunities they need to grow, strengthen key industries, and drive economic impact.

Why Partner With Us

Partnering with Invest Ottawa gives you direct access to one of Canada's most active and connected innovation ecosystems.

We create opportunities for meaningful engagement with founders, executives, investors, and decision-makers shaping the future of business and innovation. Through our programs, events, and initiatives, partners can elevate their brand, build strategic relationships, and align with efforts that drive real economic and industry impact.

Impact at a Glance

 **810+**

companies supported annually

 **12k+**

event attendees and participants

 **728+**

companies, investors, and corporate partners actively engaged

25+ sectors represented across the innovation ecosystem



Tailored Sponsorship Opportunities

Every partnership is designed with your objectives in mind.

We work collaboratively to create tailored sponsorship experiences that deliver measurable value, whether your focus is brand visibility, lead generation, thought leadership, or ecosystem engagement. Opportunities span event sponsorship, speaking roles, curated introductions, and integrated brand presence across digital and in-person platforms.



Our Audience

Invest Ottawa connects you to a highly engaged and influential audience across the region's innovation ecosystem.

Our network includes entrepreneurs and startup teams, scaling companies and global firms, investors and funding partners, public sector leaders, and industry experts. This audience spans a wide range of sectors and stages, united and unified by a shared focus on growth, innovation, and impact.

By partnering with Invest Ottawa, you gain access to a community and ecosystem actively shaping the future of business in Canada's Innovation Capital.

Ottawa Innovation Week

Ottawa Innovation Week isn't a conference—it's a city in motion.

Ottawa Innovation Week is a high-impact, city-wide platform spanning 100+ events, positioning your brand at the center of Canada's innovation capital alongside founders, investors, corporates, and policymakers.

As a top-tier sponsor, you gain premium visibility, targeted exposure to priority audiences, and integrated brand presence across the week—designed to maximize reach, strengthen brand positioning, and drive measurable awareness within the innovation economy.

Pillar Events: Ottawa Innovation Week 'Moonshots Kickoff Event,' Let's Talk and Tech Together, Exclusive Defence Day at Area X.O, and our annual flagship AccelerateOTT focused on Founders.

Audience & Impact

- Amplify Ottawa's innovation economy with over 100+ city-wide events
- Visibility across all Ottawa Innovation Week channels:

21K+
webpage views

\$1M+
impressions

9.9M
potential
media reach

500+
event
registrants



Innovation Week Premier Sponsor — \$50K

Limited to one sponsor, awarded first-to-contract, some restrictions apply.

Own the week — lead Ottawa's biggest innovation stage and the conversations shaping what's next.

This Premier Sponsor package lets your organization become the undisputed centerpiece of Innovation Week, seizing headline billing across all events and communications.

As the **sole premier sponsor**, you'll secure high-profile speaking moments, plus exclusive naming rights for all Innovation Week anchor events, including: Defence Day Event at AreaX.O, AccelerateOTT Flagship Event, and our Moonshot VIP Kickoff Event.

You'll enjoy **unmatched access**: invitations to invite-only events, a private meeting with IO's President & CEO, reserved boardroom access at Bayview Yards, and high-touch concierge service to facilitate curated one-on-one meetings and introductions.

Coupled with generous ticket allocations, VIP hospitality, and dominant branding across Innovation Week channels—this package is designed to create C-suite connections, elevate your brand's visibility and drive measurable commercial returns that endure long after the week ends.

Tailored Event Activations

- **Welcome remarks opportunity** at Ottawa's Innovation Week Kickoff Event at Bayview Yards
- **Premier sponsor for AccelerateOTT VIP Reception** with welcoming remarks, and direct exclusive access to keynote speakers, scaling Founders, investors and corporate partners. The VIP Reception includes high-impact branding opportunities woven into multiple touchpoints.
- **Curated access and white-glove service** to facilitate meaningful connections with target audiences across anchor events throughout the week.
- **Premier sponsor for invite-only defence tech event at Area X.O**, including a speaking opportunity and demo booth opportunity at this exclusive event with defence tech innovators, key government leaders and high-impact ecosystem partners.
- **Private 1:1 meeting with Invest Ottawa President & CEO, Sonya Shorey**, to unlock access to ecosystem partners and strategic business opportunities.
- **Private, two-day access to an Executive Boardroom experience** at Bayview Yards during Ottawa Innovation Week – to host your most meaningful conversations with style at the centre of Ottawa's Innovation Hub. (Some restrictions apply).

Tickets & Access

- 4x tickets to Ottawa Innovation Week's 'Moonshot' Kickoff event
- 2x tickets to **invite-only** defence tech Event at Area X.O
- 4x tickets to AccelerateOTT
- 2x tickets to **invite-only** AccelerateOTT VIP Reception
- 4x tickets to AccelerateOTT afterparty

Branding & Visibility

- Exclusive "Premier Sponsor" branding across all Ottawa Innovation Week channels and anchor events and throughout Bayview Yards for the month of June
- Three (3) sponsor-tagged social posts (organic) scheduled during campaign throughout Ottawa Innovation Week
- Amplification and cross-promotion of any events hosted by our Premier Sponsor during Ottawa Innovation Week
- Exclusive "Premier Sponsor" branding at both the defence tech invite-only event and the AccelerateOTT VIP Reception



Defence Day Contributing Sponsor — \$25K

Limited of two sponsors, awarded first-to-contract, some restrictions apply.

Stand at the forefront of Ottawa’s defence innovation ecosystem and connect directly with the leaders building what’s next.

As a **Contributing Sponsor** of Area X.O’s **Defence Day**, your organization will be prominently featured within one of Innovation Week’s most strategic and future-focused sector moments. Your brand will be integrated throughout the event experience, aligning you with defence innovation, advanced technologies, and the influential ecosystem partners shaping this space.

You will also receive one curated activation opportunity at Area X.O during defence tech Day—whether through a demo table, product showcase, mini-workshop, or hands-on activation. This offers a valuable platform to engage directly with founders, operators, government stakeholders, and ecosystem leaders in a format that best reflects your brand and business objectives, with Invest Ottawa supporting promotion and logistics.

Your activation will be promoted across Ottawa Innovation Week channels, shared with ecosystem partners, and amplified to Invest Ottawa’s venture and founder network to help maximize awareness, participation, and engagement.

Audience & Impact

Here’s the community you’ll be reaching:



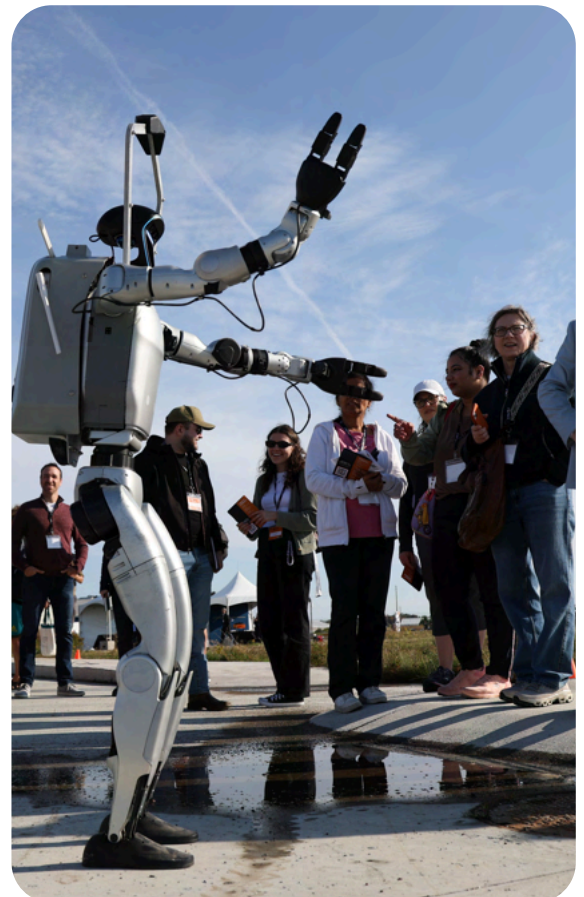
Defence Tech Innovators



Key Government Leaders



High-Impact Ecosystem Partners



Event Activations

- **Contributing sponsor for Area X.O's exclusive Defence Day Event**, with brand presence woven throughout one of Innovation Week's most strategic and future-focused sector events.
- **Direct exposure to a high-value audience** of defence tech innovators, founders, ecosystem builders, and sector stakeholders through an activation designed to spark meaningful conversations and brand engagement.
- **One (1) curated activation at Area X.O during Defence Day**—choose the format that best showcases your brand, whether a demo table, product showcase, mini-workshop, or hands-on experience. Invest Ottawa supports promotion and logistics to help maximize impact.
- **Promotion across Ottawa Innovation Week channels**, including visibility to ecosystem partners and Invest Ottawa's venture and founder network, helping extend your reach beyond the event itself.

Tickets & Access

- 2x tickets to Ottawa Innovation Week's 'Moonshot' Kickoff event
- 2x tickets to **invite-only** defence tech Event at Area X.O

Branding & Visibility

- Exclusive "Contributing Sponsor" badge featured across digital assets and collateral.
- One (1) sponsor-tagged organic social post scheduled during the campaign to help spotlight your participation and extend visibility across the Ottawa Innovation Week audience.



AccelerateOTT Contributing Sponsor – \$25K

Limited of three sponsors, awarded first-to-contract, some restrictions apply.

Get in front of founders and scaling companies at Ottawa’s flagship summit and show up where growth conversations happen.

As an **AccelerateOTT Contributing Sponsor**, your brand is placed directly in front of the founders, startup operators, and scaling companies shaping Ottawa’s next wave of growth.

This package is designed for organizations looking to build meaningful visibility and real proximity to high-potential ventures through a curated on-site activation, targeted promotional support, and access to one of the region’s most founder-focused innovation stages.

With presence woven throughout the event and into the high-energy afterparty, this opportunity allows your organization to spark valuable conversations, build credibility with fast-growing companies, and connect with the entrepreneurs, decision-makers, and ecosystem partners driving Canada’s innovation economy forward.

Audience

Here’s the community you’ll be reaching:

49%

Entrepreneurs and founders

14%

Corporate executives and investors

12%

Post-secondary institutions, government leaders, policy-makers and non-profits

12%

Students

12%

Other

Speaker Lineup

Confirmed speakers for AccelerateOTT 2026 include:

[Sonya Shorey](#), President & CEO of Invest Ottawa, Co-Founder of SheBoot

[Alistair Croll](#), Keynote Speaker, Founder & Co-Author

[Mike Potter](#), Co-Founder & CEO of Rewind

[Vanessa Galarneau](#), Co-Founder, COO & CFO at Pluvo

[Simon Eskildsen](#), Founder & CEO at Turbopuffer

[Mike Matta](#), Co-Founder & CEO of Solink

[Sean Silcoff](#), Business & Technology Reporter, Globe & Mail

[Ashley Faus](#), Head of Lifecycle Marketing, Atlassian

And more!

Event Activations

- **Contributing sponsor for AccelerateOTT**, with brand presence integrated throughout Invest Ottawa’s flagship founder summit and one of the most high-energy moments of Ottawa Innovation Week.
- **Meaningful exposure to a high-intent audience** of scaling founders, startup operators, investors, and innovation partners.
- **One (1) curated** activation at AccelerateOTT—whether through a demo table, product showcase, or hands-on experience. Invest Ottawa will support activation logistics and promotion to help maximize visibility and engagement.
- **Promotion across Ottawa Innovation Week channels**, with visibility extended to ecosystem partners and Invest Ottawa’s venture clients and network to help amplify your activation beyond the event floor.

Tickets & Access

- 2x tickets to Ottawa Innovation Week’s ‘Moonshot’ Kickoff event
- 2x tickets to AccelerateOTT, Invest Ottawa’s flagship founder summit event
- 4x tickets to the AccelerateOTT Afterparty, extending your brand presence into one of the week’s highest-energy networking moments

Branding & Visibility

- “Contributing Sponsor” badge featured across digital assets and collateral.
- One (1) sponsor-tagged organic social post scheduled during the campaign to help spotlight your participation and extend visibility across the Ottawa Innovation Week audience.

Choose the Package for You

Feature	Innovation Week	Defence Day	AccelerateOTT
Event Activation	✓	✓	✓
Speaking Opportunities	★		
Exclusive Event Access	✓	✓	
Branding Across Events	✓	✓	✓
Social Media Posts	✓	✓	✓
Executive Access	✓		
Executive boardroom experience	✓		



Together, we are building a dynamic and welcoming community where innovation, entrepreneurship and economic impact thrive. Opportunities abound. And diversity is celebrated as one of our greatest strengths.

— Sonya Shorey, President & CEO of Invest Ottawa

You're in good company



See the impact. Start the conversation.



AccelerateOTT 2025:
Legends in the Making



Canada's Defence
Innovation Hub



Ready to discuss which package could be right for you?

Reach out to our team: Kelley Crowe | kcrowe@investottawa.ca

Put your brand at the centre of conversations, connections, and breakthroughs—partner with Invest Ottawa to drive impact and be at the forefront of shaping Ottawa's innovation economy.



This is one moment in a much bigger story.

For partners looking to extend their reach beyond June, Invest Ottawa's 2026 calendar will offer additional sponsorship opportunities through [GCXpo](#), Small Business Week, and Area X.O Innovation Farm Days, creating a broader platform for sustained visibility and strategic engagement.