

2026 PARTNERSHIP OPPORTUNITIES

FESTIVAL INTERNATIONAL D'ANIMATION D'OTTAWA

OTTAWA *International*

**ANIMATION
FESTIVAL**

WHIRRR
KLAK
KLAK



OIAF: September 23 - 27 **TAC:** September 23 - 25

About OIAF

50TH ANNIVERSARY-SEPTEMBER 23-27, 2026

The Ottawa International Animation Festival (OIAF) is one of the world's leading animation events providing screenings, workshops and entertainment since 1976. OIAF is an annual five-day event bringing art and industry together in a vibrant hub, attracting artists, producers, students and animation fans from around the world.

The OIAF is organized by The Canadian Film Institute (registered charity 118831023RR0001)



“Ottawa International Animation Festival is the best animation festival in the world”
-Christy Karacas (Filmmaker)



OIAF Audience

27,208
Attendees
at all Events

3,010
Animation
Expose
Attendees

1849
Pass Holders

63%
Canadians

37%
International
(including USA)

98%
Will Return

37%
Industry
Professionals

20%
Animation
Students

OIAF Programming

206

Films

63

Screenings

22

Networking
Events

38

Talks

15

Youth Outreach
Events



61
High Profile
Filmmakers

62
Speakers

Get Involved

Work with the OIAF team to build a package that will help your company meet its marketing or recruiting goals.

- 1. Find a sponsorable asset that fits your company's brand.
- 2. Find a level that matches your company's needs and budget.

Our premium sponsors receive advertising that reaches the general public AND the animation industry/community.



Festival

Reach the animation community including students, teachers, artists, industry and Academy voters. Support a screening, event, award or other components.



Youth Programming

Create the spark in the next generation of animators by supporting a youth program.



TAC

Reach the Canadian and international animation industry at The Animation Conference. Support a Panel, Networking Event, or other components, like our charging station or a lunch.



Animation Expo

Book a booth at our Saturday Fair and reach emerging talent and the post-secondary crowd.

Sponsorship Tiers & Benefits

The OIAF has sponsorship packages available at a variety of price points, each customized with a sponsorable asset. In addition to visibility and benefits related to your sponsored event or item, OIAF Patron and Major Supporter sponsorship packages include the following:

PATRON

Starting at 5K

One first tier asset such as a booth at Animation Expose, an award or a screening

Patron Level Logo Recognition:

- Animation Magazine Thank-You Ad
- Festival Guide
- Sponsor Reel
- Sponsors page of animationfestival.ca

Box Office Benefits

- 4 Animapasses OR 2 TAC Animapasses
- 50% Discount for additional company passes

Digital and Print Advertising

- 1/4-page ad in Festival Guide
- Optional material in delegate bag

MAJOR SUPPORTER

Starting at 7K

One first-tier sponsorable asset or one second-tier option, like a networking event or merchandise.

Major Supporter Level Logo Recognition:

- Animation Magazine Thank-You Ad
- Festival Guide
- Sponsor Reel
- Sponsors page of animationfestival.ca

Box Office Benefits

- 6 Animapasses OR 3 TAC Animapasses
- 50% Discount for additional company passes

Digital and Print Advertising

- 1/2-page ad in Festival Guide
- Optional material in delegate bag



Drink and Draw

First Tier Assets Include:

- Animation Expose Booth
- Film Screening
- Filmmaker Award
- TAC Charging Station
- Meet the Filmmaker Event
- Teen Day Table
- Youth Program
- Teen Day Passes

Second Tier Assets Include:

- Networking Event/Reception
- Professional Development Talk
- Screening Program
- Parties
- Daily e-newsletter
- Festival Badges
- Lanyards
- T-Shirts
- Tote-Bags
- Chez Ani Lounge

Sponsorship Tiers & Benefits

Our Premium packages are available at a variety of price points, and customized with a sponsorable asset. In addition to visibility and benefits related to your sponsored event or item, OIAF Showcase and Partner sponsorship packages include the following:

SHOWCASE

Starting at 12K

1 premium plus one other tiered sponsorable asset of choice

Showcase Level Logo Recognition:

- Animation Magazine Thank-You Ad
- Arts Court Banner
- Promotional Posters
- Festival Guide
- Sponsor Reel
- Home page of animationfestival.ca
- Sponsors page of animationfestival.ca

Box Office Benefits

- 8 Animapasses OR 4 TAC Animapasses
- 50% Discount for additional company passes

Digital and Print Advertising

- Full-page ad in Festival Guide
- On-screen ad in Festival pre-show
- Optional material in delegate bag

PARTNER

Starting at 17K

Position your company as a significant collaborator with the OIAF. This level can include a signature OIAF event and multiple assets. Exclusive naming rights for OIAF events are also available.

Partner Level Logo Recognition:

- Animation Magazine Thank-You Ad
- Arts Court Banner
- Promotional Posters
- Festival Guide
- Sponsor Reel
- Home page of animationfestival.ca
- Sponsors page of animationfestival.ca

Box Office Benefits

- 10 Animapasses OR 5 TAC Animapasses
- 50% Discount for additional company passes

Digital and Print Advertising

- Full-page ad in Festival Guide
- On-screen ad in Festival pre-show
- Optional material in delegate bag



Toon Boom Boat Cruise

Premium Assets Include:

- Opening Night Competition Screening
- TAC Boat Cruise
- Animators Picnic
- Customized Party
- Delegate Lounge
- Animation Expose Lounge
- Art + Biz at TAC



Netflix Animators Picnic

Exclusive Opportunities for Local Suppliers

Support Festival-wide infrastructure, events, and programming. Showcase your products to cultural influencers from Canada and internationally while reaching the local Ottawa public.

Local Suppliers

Supplier-level logo recognition in:

- Arts Court Banner
- Promotional Posters
- Festival Guide
- Sponsor Reel
- Sponsor page of animationfestival.ca

Box Office Benefits

- 4 Animapasses OR 2 TAC Animapasses
- 50% Discount for additional company passes

Digital and Print Advertising

- Quarter-page ad in Festival Guide
- On-screen ad in Festival pre-show
- Optional material in delegate bag



“OIAF is a wonderful animation festival! It’s jam-packed with films, panels, networking opportunities, etc., and it’s a very friendly, easy festival to navigate.”
- Brooke Keesling

TAC

THE ANIMATION CONFERENCE

Foster connections and learning opportunities within the industry!

During the Festival, the OIAF hosts The Animation Conference (TAC), a 3-day industry forum bringing together over 350 content creators and buyers from around the globe. This year, TAC runs from **Sept 23 to 25 at the National Arts Centre.**

TAC also hosts the annual Pitch THIS! pitching contest and Fast Track speed-pitching sessions for participating creators and content buyers.



234
Fast Track
Meetings

91
Meet a Mentor
Sessions

Sponsorable events at TAC:

- TAC Lunch on Wednesday, September 23
- TAC Lunch on Thursday, September 24
- TAC Boat Cruise (on hold)
- Pitch This!
- Fast Track (on hold)
- Closing cocktail reception
- Coffee Stations (on hold)
- Meet the Canadian Broadcasters and Streamers Panel
- Meet the International Broadcasters and Streamers Panel
- State of the Canadian Animation Industry Panel
- Mobile charging stations (on hold)
- Art + Biz Day, September 25
- Art + Biz Day breakfast



Animation Exposé Exhibitor Fair

On the Saturday of each Festival, the OIAF hosts Animation Exposé, a one-day event targeting emerging talent and animation fans.

Throughout the day there are high-profile talks and panels along with an exhibitor fair including studios, schools, industry associations or resources, and tech and software providers.

Booth packages include:

- Branded booth space (10'x5') for showcasing open positions, programs, and/or projects to the OIAF's passholders and attendees
- Recruiter access to the online Artist Gallery for one-on-one portfolio reviews
- Any virtual and/or in-person meetings to be coordinated at the discretion of recruiters and participating artists

100
Artist Gallery
Submissions

3,010
Total
Attendance



Sponsorable Assets: OIAF Screenings

Screening Packages come with the following:

- Onscreen recognition
- Opportunity to show a 30 second trailer
- Signage at venue
- Recognition in all promotional materials related to the screenings

Screenings available for sponsorship:

Short Film Competitions 1 (on hold)
Short Film Competitions 2
Short Film Competitions 3 (on hold)
Short Film Competitions 4
Short Film Competitions 5 (on hold)

Canadian Panorama (on hold)
Animated Series Competition
Canadian Student Competition
Films for Young Audiences (7+)
Animation Made for Teens (13+)

Features and Special Screenings
pending selection.



Sponsorable Assets: OIAF Awards



Award Packages Include:

- Branding of award: '[Your Company] Award'
- Option to announce the winner live at the 2025 Awards Ceremony (Sept. 27)
- Option to add on a prize
- Recognition in all promotional materials and press releases related to the award

- CFI Award for Best Canadian Animation
- Public Prize (on hold)
- Best Canadian Student Animation (on hold)
- Best Student Animation (on hold)
- Best Commissioned Animation
- Best Animation for Young Audiences
- Best Animation for Teen Audiences
- Best Animated Series
- Craft Award: Best Script
- Craft Award: Best Design
- Craft Award: Best Sound
- Craft Award: Best Animation Technique (on hold)
- Grand Prize: Best Feature
- Grand Prize: Best Short



Sponsorable Assets: OIAF Networking Events

Event Packages come with the following:

- Branding of the event space, on-site signage (exact time and location TBC)
- Branded invitation to the event for all OIAF passholders
- Opportunities for company representatives to participate in the event (opening remarks, hosting, etc.)
- Recognition in all promotional materials related to the event

Events available for sponsorship:

- Animators' Picnic (On Hold)
- Opening Night Party (On Hold)
- Friday Party / Student Party
- Awards Night Closing Cocktails
- Closing Night Party
- Salon Des Refuses / Thursday Party (On Hold)
- Drink and Draw with Pique



Sponsorable Assets:

Tote Bags



Lanyards



Volunteer T-Shirts



Badges



Charging Station



Youth Programming

The OIAF features free programs for children and youth ranging from ages 4 to 18. Supporting one of our youth programs helps ensure the OIAF can continue to offer this programming free of cost while building awareness and inspiration in our community's next generation of creatives!

Sponsorable Youth Programming components:

- Kids' Jury program
- Animation Made for Teens Public Prize
- Kids Day @ OIAF (Elementary school program)
- Teen Day @ OIAF (High school program)
- Saturday Day Pass for Teens (free)
- All Ages Day



1,219
Attendees at
Kids and All
Ages Day

445
Students at
Teen Day

77
Free Teen
Passes

Let's Talk

Have questions? Want to customize?

Sponsorship packages are offered on a scalable model, and we are always open to exploring customized packages and working with community partners to meet a variety of budgets and objectives.

For more information on packages, including the opportunity to participate as the OIAF Presenting Sponsor, please contact us to book a meeting:

“Every year this is my favorite event, I always leave inspired. I have friends that’ve been telling to attend for years who finally came and now wish they had listened to me earlier. I always tell people who are interested in filmmaking, the best thing you can do is attend one of these festivals. You are guaranteed to leave inspired”

- Christopher Rutledge (Filmmaker)



Kelly Neall
Managing Director
kelly@animationfestival.ca
+1 613-232-8769



Amy Kassem
Development Coordinator
amy@animationfestival.ca