

PARTNERSHIP BROCHURE

Partner With ODA

Four ways for organizations to help strengthen Ontario's defence industrial base, expand participation across the province, and support the growth of Canadian and allied defence and dual-use capability.

01

Founding Member

Formative, senior-level institutional leadership

02

Strategic Partner

Visible, year-round partnership

03

Ecosystem Partner

No-fee reciprocal collaboration

04

Event Sponsor

Event-specific visibility & engagement

— HOW TO ENGAGE

Four engagement pathways, one shared mission

Each engagement level is designed for a different type of organization and contribution. **Founding Members** provide senior-level leadership and long-term institutional support. **Strategic Partners** contribute as visible, year-round partners in ODA's growth and programming.

Ecosystem Partners collaborate with ODA to amplify and advance defence-related initiatives across the province. **Event Sponsors** support specific ODA events, forums, and conference-linked activities. Organizations choose the pathway that best reflects their goals and ability to contribute.

AT A GLANCE	01 · FOUNDING MEMBER	02 · STRATEGIC PARTNER	03 · ECOSYSTEM PARTNER	04 · EVENT SPONSOR
Best for	Established orgs ready to lead ecosystem development	Orgs wanting a visible year-round relationship	Mission-aligned orgs running aligned initiatives	Orgs wanting event-based visibility
Contribution	By invitation	\$25,000 / year	No cost	Package-based
Commitment	Multi-year, formative	Annual (multi-year encouraged)	Reciprocal collaboration	Per event
Recognition	Premium, founding-level	Structured, year-round	Where appropriate	Event-specific
Availability	Limited & selective	Open to aligned orgs	By alignment	By event & package

All engagement is offered in a transparent, practical, and mission-aligned manner. Participation does not provide preferential access to procurement, government decision-making, or confidential member information.

Founding Member

01

ODA's highest level of institutional engagement — for established organizations ready to lead the development of Ontario's defence industrial ecosystem.

By invitation / strategic discussion

Multi-year commitment

Limited & selective

WHO THIS IS FOR

Founding Members represent ODA's highest level of institutional engagement. This level is intended for established organizations that want to play a visible leadership role in developing Ontario's defence industrial ecosystem and supporting the long-term growth of ODA as the province's dedicated defence industry association.

They are recognized as early institutional supporters committed to strengthening Ontario's role in Canadian and allied defence supply chains, and take part in senior-level discussions on sector priorities and the future direction of Ontario's defence economy.

IDEAL FOR ORGANIZATIONS THAT

- Have a strategic stake in Ontario's defence, advanced manufacturing, technology, cyber, aerospace, or dual-use sectors.
- Want to be visibly associated with the long-term growth of Ontario's defence industrial base.
- Can contribute senior-level perspective on sector needs, workforce, and supply chain readiness.
- See value in helping shape a stronger, more coordinated provincial defence ecosystem.

RECOGNITION & ENGAGEMENT

- Recognition as a Founding Member of ODA
- Prominent acknowledgement across ODA materials, communications, and public-facing platforms
- Participation in senior-level roundtables and priority-setting conversations
- Opportunities to contribute perspective on capability gaps and programming priorities
- Invitations to select ODA events, receptions, and briefings

STRATEGIC VALUE

Founding Members establish the foundation for ODA's long-term impact, positioning themselves as leaders in advancing provincial defence industrial readiness and helping Ontario companies enter and scale within Canadian and allied defence markets.

Strategic Partner

02

Year-round supporters of ODA's programming, member engagement, and sector-building activities across Ontario's defence and dual-use community.

\$25,000 annually

Multi-year encouraged

Structured recognition

WHO THIS IS FOR

Strategic Partners want visible association with ODA's work and ongoing opportunities to engage with Ontario's defence and dual-use community. They support ODA's growth while gaining consistent recognition across the association's activities, communications, events, and initiatives.

This level suits organizations building profile within the ecosystem, supporting practical industry programming, and contributing to a more capable and connected provincial supply chain. Multi-year engagement is encouraged to support continuity and deeper relationships.

IDEAL FOR ORGANIZATIONS THAT

- Provide services, capabilities, technology, training, advisory support, funding, or investment relevant to defence and dual-use companies.
- Want to support ODA programming, events, member engagement, and ecosystem development.
- Want to build trusted visibility with Ontario defence, aerospace, technology, and manufacturing organizations.
- Prefer sustained sector-building activity over one-off sponsorship.

RECOGNITION & ENGAGEMENT

- Recognition as an ODA Strategic Partner
- Logo recognition on selected ODA materials, digital channels, and event platforms
- Year-round visibility connected to ODA's programming and member-facing activities
- Participation in relevant working groups, briefings, and roundtables
- Opportunities to contribute expertise to ODA programs, panels, and workshops

STRATEGIC VALUE

More than sponsorship — a sustained relationship that supports programming, visibility, and ecosystem-building throughout the year, helping companies improve defence market readiness, procurement awareness, and supply chain integration.

Ecosystem Partner

03

Reciprocal collaborators who work with ODA to amplify and advance defence-related programs, initiatives, and sector-building activities across Ontario.

No cost

Reciprocal collaboration

By alignment

WHO THIS IS FOR

Ecosystem Partnership suits organizations already delivering or supporting a defence, security, aerospace, advanced manufacturing, technology, innovation, workforce, export, or industrial development initiative that aligns with ODA's mission.

The focus is practical collaboration — jointly amplifying aligned initiatives, increasing awareness, and strengthening participation in programs that help Ontario companies grow within Canadian and allied defence markets. It is based on alignment, mutual value, and shared contribution, not a sponsorship tier.

IDEAL FOR ORGANIZATIONS THAT

- Operate a defence, dual-use, innovation, workforce, manufacturing, export, or industrial development initiative.
- Support companies that may benefit from deeper participation in Ontario's defence ecosystem.
- Have an existing network, program, or initiative that can be strengthened through collaboration.
- Want to contribute without entering a paid sponsorship or partnership model.

COLLABORATION OPPORTUNITIES

- Joint promotion of aligned defence, dual-use, or industrial initiatives
- Collaboration on events, webinars, workshops, and regional engagement
- Participation in ODA programming where the partner's expertise adds value
- Cross-promotion and referrals where there is clear alignment
- Joint contribution to ecosystem-building and capability-focused activities

STRATEGIC VALUE

A collaboration pathway for mission-aligned organizations — connecting existing efforts into a stronger, more coordinated provincial defence ecosystem and helping Ontario companies become more defence-ready.

Event Sponsor

04

Event-specific visibility and engagement across ODA forums, briefings, receptions, programs, and conference-linked activities such as Best Defence.

Package-based

Per event

Event-specific recognition

WHO THIS IS FOR

Event Sponsors want visibility and engagement around specific ODA events, forums, receptions, briefings, programs, or conference-linked activities — rather than a broader year-round Strategic Partner relationship.

Event sponsorship may apply to Best Defence Conference opportunities, ODA member briefings, industry forums, regional receptions, supplier-readiness programming, ODIS-aligned ecosystem events, and approved member-value events.

IDEAL FOR ORGANIZATIONS THAT

- Want event-based visibility with Ontario's defence and dual-use community.
- Wish to support a specific reception, briefing, panel, or program component.
- Are looking to engage around Best Defence and other ODA convening activities.
- Prefer a flexible, package-based commitment scoped to a specific event.

BENEFITS MAY INCLUDE

- Recognition as an event sponsor with event-specific logo or name placement
- Website recognition on the relevant event page and in event materials
- On-site signage or screen recognition and sponsor acknowledgement
- Exhibit, display, or showcase opportunities where included in the package
- Conference or event passes where included in the sponsorship package

STRATEGIC VALUE

Event sponsorship supports ODA's role in convening industry, partners, and stakeholders around Ontario's defence-industrial priorities — a focused way to build profile at the moments that matter most.

— ENGAGEMENT PRINCIPLES

Transparent, practical, and mission-aligned

All ODA engagement opportunities are designed to support the growth of Ontario's defence and dual-use ecosystem. ODA's role is to strengthen the ecosystem, support industry readiness, facilitate collaboration, and advance Ontario's defence industrial capacity.

NO PROCUREMENT INFLUENCE

Engagement provides no preferential access to procurement opportunities or government decision-making.

INSTITUTIONAL NEUTRALITY

ODA preserves its neutrality and public trust across every engagement pathway.

MEMBER CONFIDENTIALITY

No access to member lists or confidential member information is provided.

Recognition as a Founding Member, Strategic Partner, Ecosystem Partner, or Event Sponsor does not imply ODA endorsement, procurement preference, or authority to represent ODA. All public recognition is subject to ODA approval and communications standards.

— START THE CONVERSATION

Choose the pathway that fits your organization

Tell us about your organization and the pathway you're interested in. The ODA team will follow up to discuss alignment.

EMAIL
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