

# Global Conversations About **Georgia's IP**

This September, Toronto hosts one of the most important conversations of 2026. TIFF launches **TIFF: The Market** — a new initiative backed by a **\$23 million (CAD) federal investment** — featuring an Innovation Hub and an IP Exchange built for a creative economy that is cross-platform, globally distributed and driven by creator- and brand-owned intellectual property. Georgia Entertainment will be there, leading conversations focused on **Georgia origination, ownership and development**.

*The conversation has shifted. The focus moves beyond where production can be incentivized and made the cheapest — toward **IP origination, ownership, financing, development and long-term franchise value**.*

## 01 PARTNERSHIP OPPORTUNITIES

### Presenting **Partners**

- › Title naming in all promotions, social posts and press
- › A representative on the panel — speaking opportunity
- › Featured in 'Georgia at TIFF' live streams, promoted and archived on our social outlets
- › Logo enhanced placement on the step-and-repeat
- › Early access to RSVPs of the events
- › Option to provide branded swag available for attendees
- › Custom co-branded VIP invitations
- › Access and full reuse rights to all media
- › Attendee list with names and contact information

### Sharing **Partners**

- › Special recognition at all our events
- › Inclusion in pre + post press releases and social promos
- › Logo inclusion on the step-and-repeat
- › Early access to RSVPs of the events
- › Option to provide branded swag available for attendees
- › Custom co-branded VIP invitations
- › Access and full reuse rights to all media
- › Attendee list with names and contact information

### Supporting **Partners**

- › Inclusion in pre + post press releases and social promos
- › Logo inclusion on the step-and-repeat
- › Access and full reuse rights to all media
- › Attendee list with names and contact information

## 02 PROGRAMMING HIGHLIGHTS

Georgia Entertainment will lead a series of **strategic gatherings and engagements** during TIFF 2026 to promote Georgia's world-class production infrastructure, tax incentives and growing creative ecosystem.

Our programming brings together **decision-makers from across the entertainment industry** to explore why Georgia continues to be one of the most competitive locations for storytelling — film, television and multi-platform IP.

**Supporters of this initiative will receive an invitation to a private Georgia Insider brunch during TIFF** with members and invited industry leaders. The gathering is designed to encourage meaningful conversation around intellectual property, global partnerships and the opportunities available to Georgia companies on the international stage.

## 03 MEDIA & MORE

• Custom invites

• Official post-event photos

• Recap event reel

• Featured partner editorials

### LIMITED AVAILABILITY

Partnership tiers are offered on a **first-come, first-served basis**. With a capped number of partners per tier, your brand benefits from an exclusive, high-impact presence at one of the world's most prestigious events.