

SPONSORSHIP OPPORTUNITIES

**2018 ROTARY
INTERNATIONAL
CONVENTION**

23-27 JUNE 2018
TORONTO, ONTARIO, CANADA



ABOUT ROTARY

With more than 1.2 million members in almost every country, we are improving communities around the world. Solving real problems takes real commitment and vision. For more than 110 years, Rotary members have used their passion, energy, and intelligence to take action on sustainable projects.

From literacy and peace to water and health, we are always working to better our world, and we stay committed to the end. Our largest and proudest effort to date is our work to eradicate polio, which we began in 1979 by vaccinating children in the Philippines. With the help of our partners, we have reduced worldwide polio cases since 1988 by 99.9 percent.



ROTARY INTERNATIONAL CONVENTION

The Rotary International Convention, our premier event, is held every May or June in a different world-class city. A four-day event with renowned speakers, educational seminars, exhibits, entertainment, and special events, the convention attracts tens of thousands of Rotary members and friends each year. The convention is an eagerly awaited event that informs and inspires members to make an even greater impact around the world.



BRAND BUILDING WITH A PURPOSE

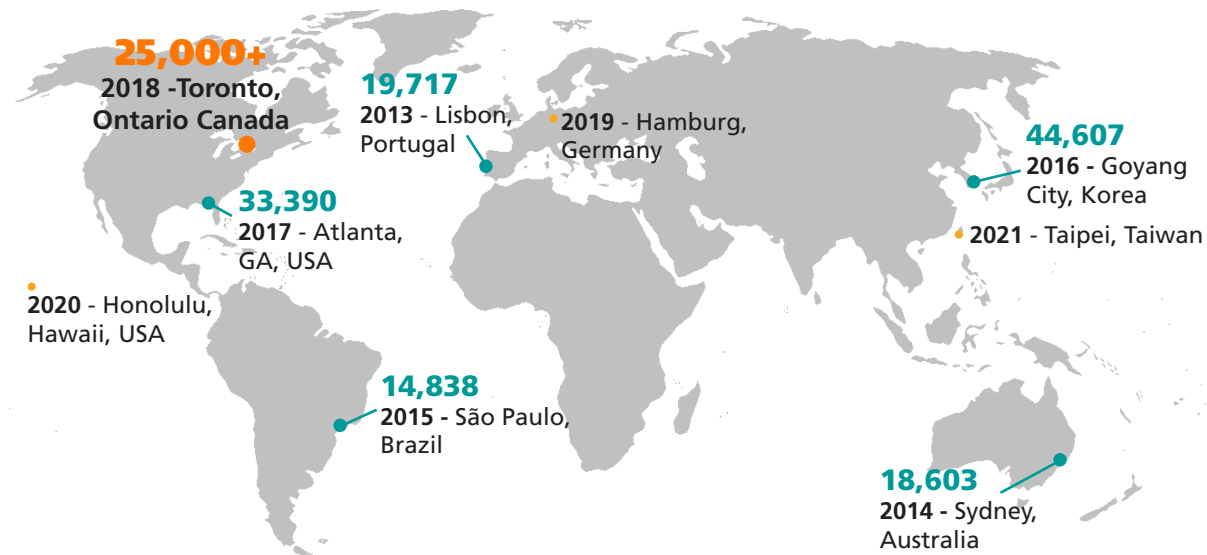
Showcase your brand to a passionate, international audience of professional community leaders and align your company with Rotary, ranked by CNBC as one of the top 10 charities changing the world.

With custom sponsorships and promotions tailored to your marketing objectives, Rotary can provide you with true global reach and a message that resonates with consumers.

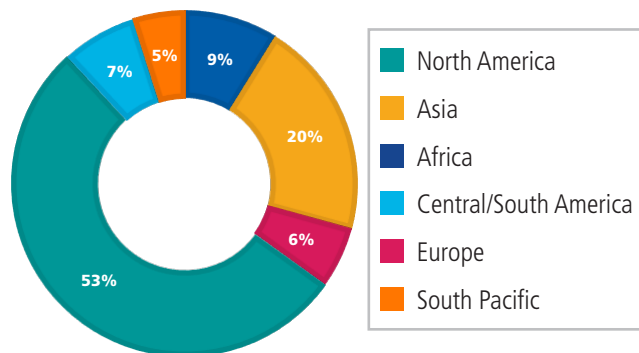


ROTARY CONVENTION ATTENDANCE

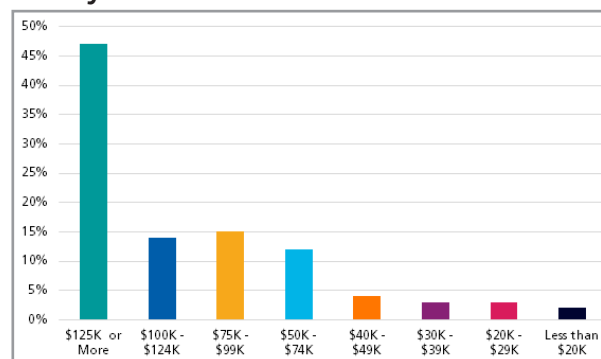
Depending on the host city, the Rotary Convention attracts between 15,000 and 45,000 members from around the world. The Toronto convention is projected to attract more than 25,000 attendees from nearly 150 countries.



Attendees to the 2017 International Convention by geographical area

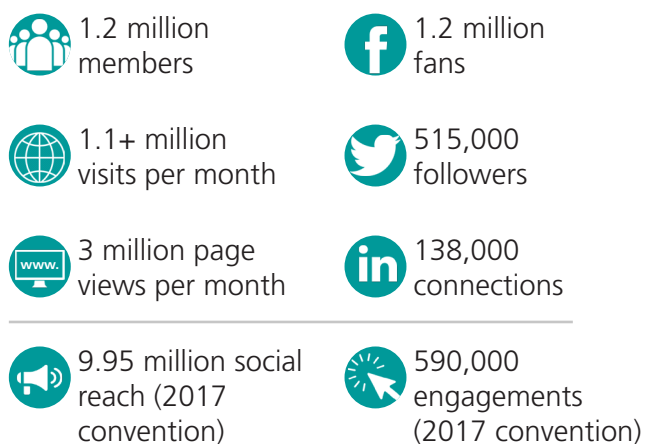


Rotary members' income levels*



*Information based on a 2017 Catalyst study; figures in USD


OUR REACH*



*Numbers as of 1 October 2017

Rotary's 2017 International Convention resulted in 130 Rotary-focused news stories. Top-tier news coverage included:





Rotary

JOIN US AS A 2018 INTERNATIONAL CONVENTION SPONSOR!

SPONSOR BENEFITS

While we will customize sponsorships and promotions to meet your objectives and extend your reach, all sponsors enjoy exclusive benefits and promotional rights that raise your brand visibility with an influential, international audience. These benefits can include:

- recognition in convention materials
- recognition on the convention website
- exhibit space within the House of Friendship exhibit and entertainment hall
- complimentary registrations for the convention and its special events
- speaking opportunities (*at top sponsorship levels*)
- opportunities to create custom cause campaigns that build customer loyalty

CONTACT INFORMATION

To learn more about sponsorship opportunities, contact us at sponsors@rotary2018.org or visit Rotary2018.org.

Sponsorship opportunities and benefits are subject to change.

Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, Illinois 60201-3698 USA
www.rotary.org

