The Rotary International Convention will be held June 23-27, 2018 in Toronto.

Rotary International originated in 1905, and is now one of the largest and most respected non-profit service organizations in the world, **with 1.2 million Rotary members** and **35,000 clubs** located in over 200 countries and geographic areas around the world**.** Rotary members, known as Rotarians tackle some of the world’s most pressing humanitarian challenges. Their efforts range from service activities in small towns to huge world-wide activities, such as education, providing clean water, promoting peace, and everything in between. Our largest and proudest effort to date is our work to eradicate polio which began in 1979. With the help of our partners, we have reduced worldwide polio cases by 99.9% since 1988! Rotarians have one thing in common…the Rotary motto, “Service above Self”. **Go to www.Rotary.org” for more information**.

The Rotary International Convention is held each year in different world-class cities all over the world. This year we are excited to announce that it is being held in Toronto. Tourism Toronto estimates the **economic impact of the convention to be more than $38 million**. **As of** **January 2018, over 24,000 have already registered for the Toronto convention.** While those in attendance will be from all corners of the globe, from 50 to 60 percent are expected from the US and Canada.

The convention is host to several general sessions with notable international speakers, dozens of inspiring “breakout” sessions, and numerous special events. Last year’s speakers included philanthropist Bill Gates, actor and activist Ashton Kutcher, and Coca-Cola CEO, James Quincey. Breakout sessions cover world-wide topics such as literacy, Alzheimer’s education, or water and sanitation and allow attendees to come together and learn from each other.

A major attraction is the **“House of Friendship”,** where almost 200 booths are available for vendors, sponsors, and individual Rotary special interest

groups. It is the gathering center for attendees, where an entertainment stage and food concessions are located.

The “Host Organizing Committee” (“HOC”) is responsible for local organization and sponsorship of the Convention. **See ww.RIconvention.org for more information.** Events such as Rock at the Distillery District, Evening of Jazz at the Aquarium, or Rotaryfest at the CNE grounds are planned. Host Hospitality is also planned, where local Rotarians host others in their homes.

**This event is a major marketing opportunity for businesses of all sizes**. Corporate sponsorships/partnerships can be structured for $5,000 up to over $300,000. A wide variety of benefits have been proposed for various levels of partnerships. Of course, any package can be designed to best suit your company’s objectives.

We would be pleased to further discuss sponsorship/partnership opportunities with you.

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