



# 2018 ROTARY INTERNATIONAL CONVENTION

TORONTO, CANADA | 23-27 JUNE

Sponsorship of the Rotary International Convention allows your company to elevate its brand among a passionate international audience of professional community leaders. Sponsorships can be customized with exclusive proprietary platforms and tailored promotions developed to meet your objectives while providing true global reach and alignment with a cause that resonates with consumers.

## DIAMOND SPONSOR LEVEL - CAN\$338,000

- **One (1) full-page**, full-color display advertisement in *The Rotarian* magazine
- Sponsor logo recognition in **Sponsor “Thank You” ad** in *The Rotarian* magazine
- **One (1) full-page**, full-color display advertisement in Convention Program Guide
- Sponsor logo recognition on Sponsor Page of **Convention Program Guide**
- Sponsor logo recognition on Rotary International Convention **microsite** (RIConvention.org) **with hyperlink**
- Sponsor logo recognition on the Toronto 2018 Host Committee Convention **microsite**
- Sponsor recognition in posts on Rotary International's **Facebook/Twitter feed**
- Sponsor logo recognition in Convention **mobile app**
- Sponsor logo recognition in Rotary International Convention **e-newsletters (footer)**
- Sponsor logo recognition in the Toronto 2018 Host Committee Convention **e-newsletters (footer)**
- **Six (6) Convention registrations** with full access and reserved seating during General Sessions
- **Six (6) tickets** to Toronto Host Committee special events
- Scrolling sponsor recognition on **LCD stage screen** before and after General Sessions (one Diamond Sponsor per slide)
- Verbal sponsor recognition from general session main stage
- Sponsor recognition daily in **public address announcements** within House of Friendship
- Sponsor logo recognition on **sponsor signage** throughout Convention
- Sponsor logo recognition on attendee **badge lanyards**
- Sponsor logo recognition in **Transportation Guide**
- Sponsor logo recognition on attendee **welcome bag**
- Opportunity to provide sponsor **promotional item** in attendee welcome bags, with approval of item and item received no later than 15 May 2018
- **Exhibit space** within the House of Friendship (HOF), the International Convention's exhibit hall and one-stop source for food, entertainment and connection; **six (6) booths for a 9m x 6m total footprint**
- Select **speaking or presenting opportunities** (General Session/Breakout Session)
- Opportunity to create **custom activation or promotion** in conjunction with Convention and Rotary International
- Right to use 2018 International Convention Logo with review for sponsor promotion and activation
- Opportunity to exclusively sponsor a **proprietary asset or event** within the Convention. This gives your company “ownership” of an event or activity and allows you to connect with your audience in a relevant manner. Platforms can be tailored to meet your marketing objectives. Opportunities include:
  - Presenting Sponsorship of House of Friendship
  - Opening Ceremony General Session
  - Convention WiFi access
  - Title sponsorship of Entertainment Stage
  - General Sessions
  - Convention Registration Area
  - Host Committee Special Events
  - Select Pre-Convention Events
  - House of Friendship Lounges
  - Ticketed Lunches
  - Select meetings like Orientation for First Time Attendees
  - Convention Minute Reports
  - House of Friendship Grand Opening

For additional information, contact:

**G. Ross Amos**  
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## PLATINUM SPONSOR LEVEL - CAN\$236,000

- **One (1) full-page**, full-color display advertisement in *The Rotarian* magazine
- Sponsor logo recognition in **Sponsor “Thank You” ad** in *The Rotarian* magazine
- **One (1) full-page**, full-color display advertisement in Convention Program Guide
- Sponsor logo recognition on Sponsor Page of **Convention Program Guide**
- Sponsor logo recognition on Rotary International Convention **microsite** (RIConvention.org) **with hyperlink**
- Sponsor logo recognition on the Toronto 2018 Host Committee Convention **microsite**
- Sponsor recognition in posts on Rotary International's **Facebook/Twitter feed**
- Sponsor logo recognition in Convention **mobile app**
- Sponsor logo recognition in Rotary International Convention **e-newsletters (footer)**
- Sponsor logo recognition in the Toronto 2018 Host Committee Convention **e-newsletters (footer)**
- **Six (6) Convention registrations** with full access and reserved seating during General Sessions
- **Six (6) tickets** to Toronto Host Committee special events
- Scrolling sponsor recognition on **LCD stage screen** before and after General Sessions (one Platinum Sponsor per slide)
- Verbal sponsor recognition from general session main stage
- Sponsor recognition daily **in public address announcements** within House of Friendship
- Sponsor logo recognition on **sponsor signage** throughout Convention
- Sponsor logo recognition in **Transportation Guide**
- Sponsor logo recognition on attendee **welcome bag**
- Opportunity to provide sponsor **promotional item** in attendee welcome bags, with approval of item and item received no later than 15 May 2018
- **Exhibit space** within the House of Friendship (HOF), the International Convention's exhibit hall and one-stop source for food, entertainment and connection; **four (4) booths for a 6m x 6m total footprint**
- Possible **speaking or presenting opportunity** (Breakout Session)
- Opportunity to create **custom activation or promotion** in conjunction with Convention and Rotary International
- Right to use 2018 International Convention Logo with review for sponsor promotion and activation
- Potential opportunity to exclusively sponsor a **proprietary asset or event** within the Convention. This gives your company “ownership” of an event or activity and allows you to connect with your audience in a relevant manner. Platforms can be tailored to meet your marketing objectives. Opportunities include:
  - Title sponsorship of Entertainment Stage
  - General Sessions
  - Convention Registration Area
  - Host Committee Special Events
  - Select Pre-Convention Events
  - House of Friendship Lounges
  - Ticketed Lunches
  - Select meetings like Orientation for First Time Attendees
  - Convention Minute Reports
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## GOLD SPONSOR LEVEL - CAN\$135,000

- **One (1) two-third page**, full-color display advertisement in *The Rotarian* magazine
- Sponsor logo recognition in **Sponsor “Thank You” ad** in *The Rotarian* magazine
- **One (1) half-page**, full-color display advertisement in Convention Program Guide
- Sponsor logo recognition on Sponsor Page of **Convention Program Guide**
- Sponsor logo recognition on Rotary International Convention **microsite** (RIConvention.org) **with hyperlink**
- Sponsor logo recognition on the Toronto 2018 Host Committee convention **microsite**
- Sponsor recognition in posts on Rotary International's **Facebook/Twitter feed**
- Sponsor logo recognition in Convention mobile app
- Sponsor logo recognition in Rotary International Convention **e-newsletters (footer)**
- Sponsor logo recognition in the Toronto 2018 Host Committee Convention **e-newsletters (footer)**
- **Four (4) Convention registrations** with full access and reserved seating during General Sessions
- **Four (4) tickets** to Toronto Host Committee special events
- Scrolling sponsor recognition on **LCD stage screen** before and after General Sessions (with other Gold Sponsors)
- Sponsor logo recognition on **sponsor signage** throughout Convention
- Sponsor logo recognition in **Transportation Guide**
- Opportunity to provide **sponsor promotional item** in attendee welcome bags, with approval of item and item received no later than 15 May 2018
- **Exhibit space** within the House of Friendship (HOF), the International Convention’s exhibit hall and one-stop source for food, entertainment and connection; **three (3) booths for a 9m x 3m total footprint**
- Opportunity to create **custom activation or promotion** in conjunction with Convention and Rotary International
- Right to use 2018 International Convention Logo with review for sponsor promotion and activation
- Potential opportunity to exclusively sponsor a **proprietary asset or event** within the Convention. This gives your company “ownership” of an event or activity and allows you to connect with your audience in a relevant manner. Platforms can be tailored to meet your marketing objectives. Opportunities include:
  - Select Pre-Convention Events
  - House of Friendship Lounges
  - Ticketed Lunches
  - Select meetings like Orientation for First Time Attendees
  - Convention Minute Reports
  - House of Friendship Grand Opening

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## SILVER SPONSOR LEVEL - CAN\$68,000

- **One (1) half-page**, full-color display advertisement in *The Rotarian* magazine
- Sponsor logo recognition in **Sponsor “Thank You” ad** in *The Rotarian* magazine
- **One (1) half-page**, full-color display advertisement in Convention Program Guide
- Sponsor logo recognition on Sponsor Page of **Convention Program Guide**
- Sponsor logo recognition on Rotary International Convention **microsite** (RIConvention.org)
- Sponsor logo recognition on the Toronto 2018 Host Committee convention **microsite**
- Sponsor recognition in posts on Rotary International's **Facebook/Twitter feed** with appropriate promotion
- Sponsor logo recognition in Convention mobile app
- **Four (4) Convention registrations** with full access and reserved seating during General Sessions
- **Four (4) tickets** to Toronto Host Committee special events
- Scrolling sponsor recognition on **LCD stage screen** before and after General Sessions (with other Silver and Bronze Sponsors)
- Sponsor logo recognition on **sponsor signage** throughout Convention
- Opportunity to provide **sponsor promotional item** in attendee welcome bags, with approval of item and item received no later than 15 May 2018
- **Exhibit space** within the House of Friendship (HOF), the International Convention's exhibit hall and one-stop source for food, entertainment and connection; **two (2) booths for a 6m x 3m total footprint**
- Opportunity to create **custom activation or promotion** in conjunction with Convention and Rotary International
- Right to use 2018 International Convention Logo with review for sponsor promotion and activation
- Potential opportunity to exclusively sponsor a **proprietary asset or event** within the Convention. This gives your company “ownership” of an event or activity and allows you to connect with your audience in a relevant manner. Platforms can be tailored to meet your marketing objectives. Opportunities include:
  - House of Friendship Lounges
  - Ticketed Lunches
  - Select meetings like Orientation for First Time Attendees
  - Convention Minute Reports
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## BRONZE SPONSOR LEVEL - CAN\$34,000

- **One (1) one-third (1/3) page**, full-color display advertisement in *The Rotarian* magazine
- Sponsor logo recognition in **Sponsor “Thank You” ad** in *The Rotarian* magazine
- **One (1) half-page**, full-color display advertisement in Convention Program Guide
- Sponsor logo recognition on Sponsor Page of **Convention Program Guide**
- Sponsor logo recognition on Rotary International Convention **microsite** (RIConvention.org)
- Sponsor logo recognition on the Toronto 2018 Host Committee Convention **microsite**
- Sponsor recognition in posts on Rotary International's **Facebook/Twitter feed** with appropriate promotion
- Sponsor logo recognition in Convention **mobile app**
- **Two (2) Convention registrations** with full access and reserved seating during General Sessions
- **Two (2) tickets** to Toronto Host Committee special events
- Scrolling sponsor recognition on **LCD stage screen** before and after General Sessions (with other Silver and Bronze Sponsors)
- Sponsor logo recognition on **sponsor signage** throughout Convention
- Opportunity to provide **sponsor promotional item** in attendee welcome bags, with approval of item and item received no later than 15 May 2018
- **Exhibit space** within the House of Friendship (HOF), the International Convention's exhibit hall and one-stop source for food, entertainment and connection; **one (1) booth for a 3m x 3m total footprint**
- Opportunity to create **custom activation or promotion** in conjunction with Convention and Rotary International
- Right to use 2018 International Convention Logo with review for sponsor promotion and activation
- Potential opportunity to exclusively sponsor a **proprietary asset or event** within the Convention. This gives your company “ownership” of an event or activity and allows you to connect with your audience in a relevant manner. Platforms can be tailored to meet your marketing objectives. Opportunities include:
  - Ticketed Lunches
  - Select meetings like Orientation for First Time Attendees
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## HOUSE OF FRIENDSHIP SUPPORTER LEVEL ONE - CAN\$20,000

- Sponsor text recognition in **Sponsor “Thank You” ad** in *The Rotarian* magazine
- Sponsor text recognition on Sponsor Page of **Convention Program Guide**
- Sponsor text recognition on Rotary International Convention **microsite** (RIConvention.org)
- Sponsor logo recognition on the Toronto 2018 Host Committee Convention **microsite**
- Sponsor text recognition in Convention **mobile app**
- **Two (2) Convention registrations** with full access
- **Four (4) tickets** to Toronto Host Committee special events
- Opportunity to provide **sponsor promotional item** in attendee welcome bags, with approval of item and item received no later than 15 May 2018
- **Exhibit space** within the House of Friendship (HOF), the International Convention’s exhibit hall and one-stop source for food, entertainment and connection; **three (3) booths for a 9m x 3m total footprint; 15% discount for additional space**
- Right to use 2018 International Convention Logo with review for sponsor promotion and activation

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## HOUSE OF FRIENDSHIP SUPPORTER LEVEL TWO - CAN\$14,000

- Sponsor text recognition in **Sponsor “Thank You” ad** in *The Rotarian* magazine
- Sponsor text recognition on Sponsor Page of Convention **Program Guide**
- Sponsor text recognition on Rotary International Convention **microsite** (RIConvention.org)
- Sponsor logo recognition on the Toronto 2018 Host Committee Convention **microsite**
- Sponsor text recognition in Convention **mobile app**
- **Two (2) Convention registrations** with full access
- **Four (4) tickets** to Toronto Host Committee special events
- Opportunity to provide **sponsor promotional item** in attendee welcome bags, with approval of item and item received no later than 15 May 2018
- Exhibit space within the House of Friendship (HOF), the International Convention’s exhibit hall and one-stop source for food, entertainment and connection; **two (2) booths for a 6m x 3m total footprint; 10% discount for additional space**
- Right to use 2018 International Convention Logo with review for sponsor promotion and activation

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## HOUSE OF FRIENDSHIP SUPPORTER LEVEL THREE - CAN\$7,000

- Sponsor text recognition in **Sponsor “Thank You” ad** in *The Rotarian* magazine
- Sponsor text recognition on Sponsor Page of Convention **Program Guide**
- Sponsor text recognition on Rotary International Convention **microsite** (RIConvention.org)
- Sponsor logo recognition on the Toronto 2018 Host Committee Convention **microsite**
- Sponsor text recognition in Convention **mobile app**
- **Two (2) Convention registrations** with full access
- **Two (2) tickets** to Toronto Host Committee special events
- Opportunity to provide **sponsor promotional item** in attendee welcome bags, with approval of item and item received no later than 15 May 2018
- Exhibit space within the House of Friendship (HOF), the International Convention’s exhibit hall and one-stop source for food, entertainment and connection; **one (1) booth for a 3m x 3m total footprint; 5% discount for additional space**
- Right to use 2018 International Convention Logo with review for sponsor promotion and activation

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