

# JOIN US IN HONOLULU 6-10 JUNE AS A 2020 CONVENTION SPONSOR

## Sponsor Benefits

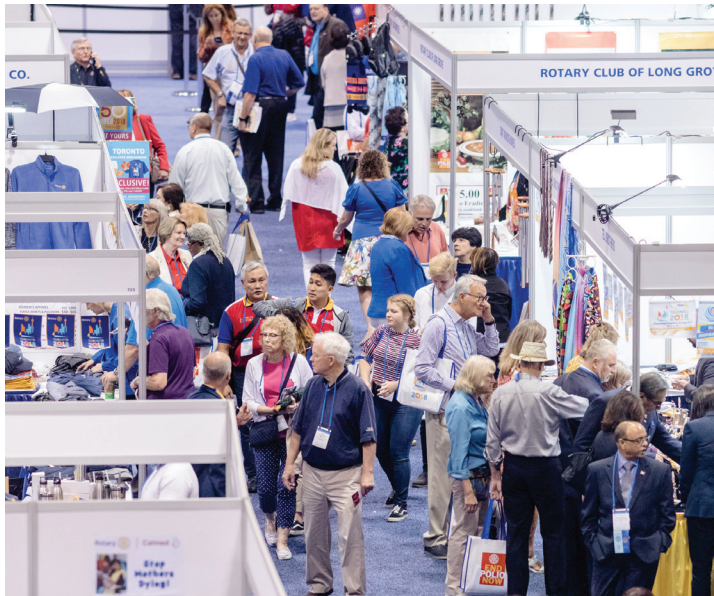
Joining the Rotary “ohana” — our friends and family — brings benefits. While we will customize your sponsorships and promotions to meet your goals and extend your reach, all sponsors enjoy exclusive benefits and promotional rights that will raise their brand’s profile with an influential, international audience. These benefits may include:

- Space in the House of Friendship exhibit and entertainment hall
- Sponsor recognition in convention materials and on the convention website
- Speaking opportunities at top sponsor levels
- Registrations to the convention and tickets to special events
- Opportunities to create custom campaigns and promotions that build customer loyalty
- Potential media coverage
- Social media messaging
- Engagement opportunities involving influencers, celebrities, VIPs, and other notable guests
- Access to sponsor and VIP events

## Contact Us

To learn more about sponsorship opportunities, contact us at [2020convention@rotaryd5000.org](mailto:2020convention@rotaryd5000.org) or visit [www.rotaryhonolulu2020.org](http://www.rotaryhonolulu2020.org).

*Sponsorship opportunities and benefits are subject to change.*



## You can also join us in:

- 2021 — Taipei, Taiwan (12-16 June)
- 2022 — Houston, Texas, USA (4-8 June)
- 2023 — To be announced
- 2024 — Singapore (8-12 June)
- 2025 — Calgary, Alberta, Canada (21-25 June)



# SPONSORSHIP OPPORTUNITIES

# ALOHA ROTARY

ROTARY CONVENTION | HONOLULU, HAWAII, USA | 6-10 JUNE 2020



ROTARY INTERNATIONAL  
ONE ROTARY CENTER  
1560 SHERMAN AVENUE  
EVANSTON, ILLINOIS 60201-3698 USA  
[WWW.ROTARY.ORG](http://WWW.ROTARY.ORG)





# EXPERIENCE THE SPIRIT OF ALOHA AT ROTARY

The Rotary International Convention, our premier event, is held every June in a different world-class city. The convention fills five days with renowned speakers, educational seminars, an exhibit hall, entertainment, and social events where tens of thousands of Rotary members and supporters connect to make an even greater impact around the world.

In 2020, Rotary members will say “aloha” to the history, culture, and warmth of Honolulu — the “gathering place” and state capital of Hawaii, during the Rotary International Convention. Each year, the convention is a place where people of action gather to celebrate, collaborate, and connect while making unforgettable memories with friends and family.



## WE ARE PEOPLE OF ACTION

Rotary is an international service organization that unites people committed to tackling humanitarian challenges. With more than 1.2 million members and over 35,000 clubs worldwide, Rotarians are people of action from many continents and cultures who unite to create lasting change across the globe, in our communities, and in ourselves.

For a century, Rotary clubs have helped members connect, share ideas, and build friendships as they work on projects that promote peace, fight disease, provide clean water and sanitation, save mothers and children, support education, and grow local economies.

Our most notable work is our global effort to eradicate polio. With the help of our partners, we have reduced the number of polio cases worldwide by 99.9 percent.

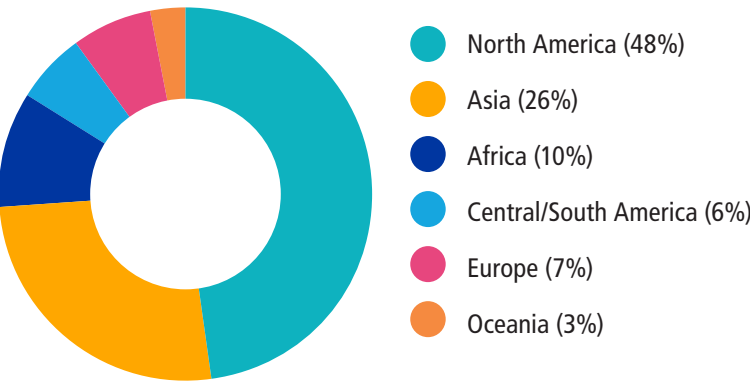
## BRAND BUILDING WITH A PURPOSE

Elevate your global brand recognition among a passionate audience of professional community leaders and global humanitarians who, like you, are committed to taking action and creating lasting change around the world. By partnering with Rotary as a part of our convention, you have the opportunity to share your mission and impact with a network of engaged, connected volunteers who can create future opportunities to further change. Together, we can help inspire even greater social good.

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

# ROTARY CONVENTION ATTENDANCE

## Attendees\* to the 2018 International Convention by geographic area



\*Toronto Attendance = 25,188

### Demographics

- 68% of Rotary members are ages 40-69 years old
- 60% make over \$100,000 annually
- 18% have a net worth over \$1 million
- About 60% are business professionals or in management

From 2017 Catalist membership study

## Convention by the Numbers

**25,000**  
global attendees (estimated – 2020 Honolulu)

**170+**  
countries represented

**100+**  
events during the convention

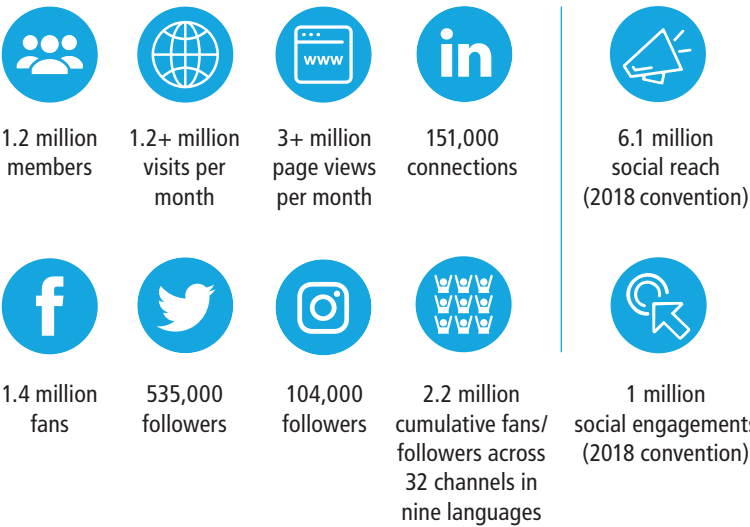
**93%**  
of attendees visit the House of Friendship, the convention exhibit hall

**78%**  
of attendees use social media during convention

## Recent Awards and Recognitions

- [International Academy of Digital Arts and Sciences](#): 2018 Webby People’s Voice Award winner
- [PeaceJam](#): 2018 Billion Acts of Peace Hero Award winner
- [2017 Charity Navigator](#): 100 percent score and 4-star rating
- [Association of Fundraising Professionals](#): 2016 World’s Outstanding Foundation
- [CNBC](#): Ranked No. 3 in 2016 on CNBC’s Top 10 Charities worldwide
- [Public Relations Society of America](#): 2016 Silver Anvil Award for Best Global Communications Campaign for End Polio Now
- [Charity Watch](#): 2016 A+ Rating
- [Better Business Bureau](#): Full accreditation for meeting all 20 standards for charity accountability

## OUR REACH



Numbers as of 1 June 2018