

# SPONSORSHIP OPPORTUNITIES

# FEEL THE ENERGY IN TAIPEI

ROTARY INTERNATIONAL CONVENTION | TAIPEI, TAIWAN | 12-16 JUNE 2021



Learn more at [riconvention.org](https://riconvention.org)

# TAIPEI, AN INNOVATIVE CITY STEEPED IN TRADITION

The Rotary International Convention, our premier event, is held each May or June in a different world-class city. In 2021, Rotary members will experience the beauty and energy of Taipei, a modern metropolis infused with centuries of history and culture.

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. The convention fills five days with renowned speakers, educational seminars, an exhibition hall, entertainment, and social events where tens of thousands of Rotary members and supporters connect to make an even greater impact around the world.



## WE ARE PEOPLE OF ACTION

Rotary is an international service organization that unites people committed to tackling humanitarian challenges. With about 1.2 million members and more than 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 more than a century, Rotary clubs have helped members connect, share ideas, and build friendships as they work on humanitarian projects. They focus on promoting peace, fighting disease, providing clean water and sanitation, saving mothers and children, supporting education, and growing 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.

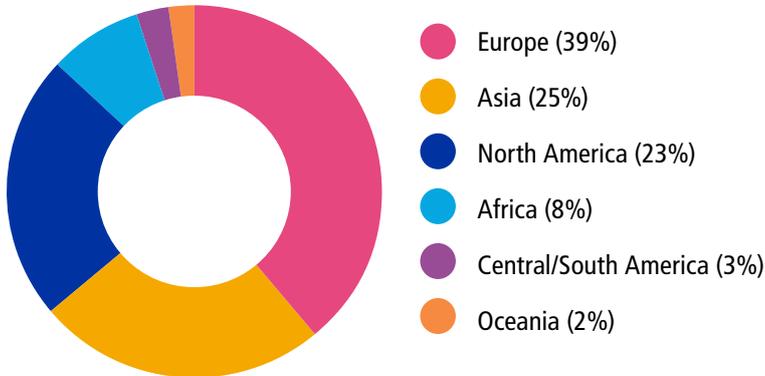
## BRAND-BUILDING WITH A PURPOSE

Elevate your global brand recognition among a passionate audience of community leaders and global humanitarians who, like you, are committed to taking action and creating lasting change around the world. By partnering with Rotary, you have the opportunity to share your mission and impact with a network of engaged, connected professionals who are agents of change in their communities. Together, we can help inspire even greater social good.

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

# ROTARY CONVENTION ATTENDANCE

## 2019 Rotary International Convention attendees by geographical area



Total Hamburg convention attendance: 26,859

### Demographics

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

From a 2017 membership study

## Convention by the numbers

**35,000**

global attendees projected for the 2021 convention in Taipei

**170+**

countries represented

**100+**

events during the convention

**93%**

of attendees visit the exhibition hall, our House of Friendship

**78%**

of attendees use social media during the convention

## OUR REACH



1.2 million members



1.25 million visits per month



3.7 million page views per month



171,000 connections



6 million people reached through social media (2019 convention)



1.5 million followers



545,000 followers



164,000 followers



2.2 million cumulative fans/followers across 32 channels in nine languages



254,000 social media engagements (2019 convention)

As of 1 July 2019

## Awards and recognition

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

# JOIN US IN TAIPEI 12-16 JUNE AS A 2021 CONVENTION SPONSOR

## Sponsor benefits

Sponsoring Rotary's largest event of 2021 brings you definite benefits. We will customize your sponsorship and promotions to meet your goals and extend your reach, and all sponsors enjoy exclusive benefits and promotional rights that will raise their brands' profile with an influential, international audience. These benefits may include:

- Space in the House of Friendship exhibition and entertainment hall
- Sponsor recognition in convention materials and on our convention website
- Speaking opportunities
- Convention registrations 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

## Contact us

To learn more about sponsorship opportunities, go to [riconventionsponsorship.com/contact-us](https://riconventionsponsorship.com/contact-us).

*Sponsorship opportunities and benefits are subject to change.*



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## You can also join us in:

- 2022 — Houston, Texas, USA (4-8 June)
- 2023 — Melbourne, Australia (27-31 May)
- 2024 — Singapore (8-12 June)
- 2025 — Calgary, Alberta, Canada (21-25 June)

