

# District 7360 Conference2020

Rotary



## **Why sponsor the 2020 Rotary District 7360 Conference?**

### **How will it benefit my company and business?**

These two questions can be answered quite simply by sharing the sheer size and reach of Rotary International. The organization is a premier worldwide, non-profit entity. Rotary International has over 1.2million members in 165 countries. There are more than 35,500 clubs in those 165 countries. And we have 529 districts around the globe. The District Conference is a celebration that is held annually for the members of each district and their clubs. District 7360 has 73 clubs with a total member count of 2529. Each District communicates regularly through email campaigns and or newsletters.

The answer to question one is exposure. Each District Conference is unique and held in varying locations. This year the District 7360 Conference is being held in Gettysburg, Pennsylvania with a Hawaiian theme. The theme was selected to complement our Rotary International Conference in June 2020 and being held in Hawaii. Our conference is geared to get people excited about the international event.

This year we expect more than 400Rotarian attendees and guests, so there will be plenty of opportunity to inform them of the many benefits to doing business with your company. However, there is no selling allowed at any Rotary Event. In other words, you may give out as much information as you want but you may not show pricing.

The answer to question two is reach. You have the chance to interact with a “somewhat captive audience” and may give away freebees that can bring the attendees back to your business and you may ask for names for future contact. Thus giving you the opportunity to sell or upgrade them.

Rotarians form the largest and the oldest word of mouth social network in the world. For example, you may be speaking to a group of 400 or so from the tri-state area at this conference, yet what you don’t see are the friend, fellow Rotarians not present and the conference and family connections that they have with others in this country and around the world.

We are offering a range of sponsorship opportunities that will give your company exposure for months prior to the District Conference and following it! The Aloha Bag Sponsorship, Luau Hospitality Suite Sponsorship, Hawaii House of Friendship Beverage Sponsorship or even the Hawaii House of Friendship Snack Sponsorship will give your company personal interaction at

the conference and may generate leads for several months after.

The District Conference is extremely active on Facebook during the event with live feeds and photo posts as they happen. One sponsor who is already signed up is planning on doing a photo booth set up with the theme.

