



World Polio Day

One Day, One Focus, Ending Polio.



For the last three decades, Rotary International and our members have worked with the global health community and our partners in the Global Polio Eradication Initiative (GPEI) to rid the world of polio. When the partnership began in 1988, there were more than 350,000 cases of polio. By 2017, that number had dropped to 22.

The international community recognizes 24 October as World Polio Day. The day highlights the world's progress toward polio eradication and focuses attention on the final efforts to get there. To honor the day, Rotary hosts a livestream event where top experts provide a global status update on polio, international celebrities share personal stories and inspire viewers to get involved in polio eradication, and GPEI leaders discuss the impact of the partnership. Along with the livestream event, Rotary clubs around the world host thousands of events to commemorate the day and continue the fight to end polio.

THE COUNTDOWN TO HISTORY





SPONSOR WORLD POLIO DAY 2018

The World Polio Day livestream event expands its reach every year. The 2017 event resulted in a 9 percent increase in fundraising, a 463 percent increase in the number of social media engagements, and a 49 percent increase in livestream viewership over the previous year. Highlights include:


149,648

Livestream views


650+

Media stories


3,671


Rotary club-sponsored events around the world


85,400

Social media posts


42,900

Users posting with the day's hashtag


16.1 million

People reached through social media


5.9 million

Social media engagements (likes, shares, comments, retweets, favorites, replies, and video views)


77,500

Views of Facebook Live interviews


83,600

Website visits for that day

BECOME A WORLD POLIO DAY SPONSOR

With polio so close to eradication, your support is vital to help energize the global fight to end this disease. By becoming a sponsor, you will receive benefits at the sixth annual World Polio Day in Philadelphia, Pennsylvania, USA, and help shrink the gap in funding that is needed to reduce polio cases worldwide to zero.

Sponsor benefits can include:

- The opportunity to provide a short promotional video that will air before the livestream event
- Advertising space in *The Rotarian* magazine
- Opportunities to create custom social media campaigns
- Recognition in event materials and on-site signage
- Tickets to the livestream event and post-event reception

JOIN US ON 24 OCTOBER 2018!

Every day we take another step closer to making our dream of a polio-free world a reality. To learn more about World Polio Day and how you can show your commitment to ending polio, contact us at sponsorships@rotary.org.

