YINKA'S COCO CHALLENGE

Sponsorship Prospectus

Yinka's Coco Challenge sends Coco — what Rotary International President Yinka Babalola calls the campaign's "Ambassador of Impact" — around the world, pushing toward the finish line for polio eradication

The Challenge

Rotary International President Yinka Babalola is calling on Rotarians and the public around the world to join Yinka's Coco Challenge, a $1 million (USD) global fundraising campaign dedicated to vaccinating 1 million children.

Every dollar raised through Yinka's Coco Challenge goes directly to Rotary's PolioPlus program, which has contributed to a 99.9% drop in polio cases since 1988 and has supported the vaccination of more than 3 billion children worldwide. Wild poliovirus remains endemic in only two countries today — but until it is eliminated everywhere, health officials warn that all children remain at risk.



99.9%	**3B+**	**20M**	**2**
drop in polio cases since 1988	children vaccinated worldwide	people walking who'd otherwise be paralyzed	countries where wild polio remains

Campaign Snapshot

Goal	$1,000,000 USD — 100% directed to Rotary's PolioPlus program
International Launch	September 1, 2026
Campaign Runs Through	June 30, 2027

Every dollar you give is multiplied. Through Rotary International's partnership with the Gates Foundation, every $1 donated to PolioPlus becomes $3 in the fight against polio. Your $100 becomes $300. Your $1,000 becomes $3,000.

Sponsorship Levels

Yinka's Coco Challenge offers a four-tier sponsorship structure, giving your organization a meaningful way to stand behind a campaign with a single, urgent goal: making polio history.

Sponsorship Tier	Contribution (USD)	What This Level Means
Eradication Partner	**$50,000+**	Our highest level of partnership — for organizations ready to stand at the center of Rotary's mission to end polio for good.
Global Champion	**$25,000 – $49,999**	For partners ready to champion Coco's journey across the globe alongside RI President Yinka.
Impact Partner	**$10,000 – $24,999**	For organizations creating lasting impact in the fight to end polio.
Mission Supporter	**$5,000 – $9,999**	A meaningful entry point for Rotary clubs, businesses and major donors ready to join the mission.

Every sponsorship dollar flows through the Raise for Rotary platform to PolioPlus, with tax receipts where applicable.

Sponsor Recognition

Recognition scales with your level of partnership, across the campaign website, press materials, and live events.

Recognition Benefit	Eradication Partner	Global Champion	Impact Partner	Mission Supporter
Logo on campaign website home page	✓	✓	—	—
Top-position logo on Sponsors page	✓	—	—	—
Logo on Sponsors page	✓	✓	✓	—
Name listed on Sponsors page	✓	✓	✓	✓
Company blurb / linked bio	✓	✓	✓	—
Mention in Digital Press Kit	✓	✓	—	—
Named acknowledgment in Coco's Journal	✓	—	—	—
Custom social media thank-you post	✓	✓	—	—
Group thank-you social post	—	—	✓	✓
Certificate of recognition from District Governor	✓	✓	✓	✓

Your Next Step

- Choose the sponsorship level that's right for your organization.
- Contact us to confirm your commitment.

Contact

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