



Super **SACADA**

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Volleyball: a national passion

- According to surveys conducted by CBV (Brazilian Volleyball Confederation), volleyball is the 2nd favorite sport in Brazil. It is a vibrant sport, which produces a unique symbiosis between the fans and players and promotes, like few others, the reversal of expectations and strong emotions. Its audience includes people of different generations, creating a light atmosphere at all events and competitions.
- In its most various contexts, volleyball is always associated with pleasure, joy, health and passion. Technique, dedication, determination and the constant challenge of overcoming limits are also values linked to volleyball.
- It is the favorite sport of women, with 78% of preference, against 63% of the preference for swimming, 57% for football, 40% for basketball, tennis 20% and 18% for motor racing. In the last two Olympic Games, there was a 25% increase in the number of women who love volleyball. And it is women who decide the shopping!
- Another research also shows that 76% of young people 12-18 years old, 74% 19-30 years, 68% 31-45 years REALLY ENJOY volleyball.



Success cases: volleyball sells!

Banco do Brasil

- 1,854 accounts were opened during the course of the World Grand Champions Cup in Japan and US \$ 27,338,413.38 raised during the event.
- 15,500 accounts were opened during the course of the Bank Circuit Beach Volleyball Brazil.

Supergasbrás

- Motivation of the sales force with bonus by results and organized fans, passion for the team.
- Reversal of the financial framework and achievement of the 1st place in the ranking of market share. Conquest of both Brazilian and Rio fourth championship, getting a great brand recall to this day.

Olympikus

- The brand is Top of Mind since 1998, noting that in 1898 we were in the World Cup and competing with global brands.
- In 2001 it was Top of Mind with 15%. Leader% market share. In 1996, it had 2% market share. Currently it has 12% market, according to IBOPE.

A woman with long dark hair in a ponytail, wearing a blue sports jersey and sunglasses, is captured in mid-air, jumping towards a volleyball net. The background is a bright, overexposed outdoor setting. The entire image has a semi-transparent purple overlay.

SUPER SACADA

Super Sacada is inspired in Hajraa Buitentoernooi tournament, held annually in the city of Eindhoven in the Netherlands, considered the **WORLD'S LARGEST VOLLEYBALL CHAMPIONSHIP FOR AMATEUR PLAYERS.**

The event is a powerful tool for the dissemination of values linked to sport, as the benefits of physical activity, the pleasant leisure, social life, the opportunity to meet new people and make new friends, and others.

Super Sacada



- The 1st edition of SUPER SACADA will be in Salvador. The choice of the city was made based on a study we did on investment flow of the Sports Incentive Law, which runs especially to Rio de Janeiro and São Paulo. Last year, while SP attracted almost R \$ 100 million and RJ over R \$ 80 million, Bahia raised only \$ 800,000 of the amount of incentive law.
- In 2016, therefore, SUPER SACADA alone is accounting for almost three times the entire investment of the Sports Incentive Law in the state of Bahia, thanks to our main sponsor, SporTV Channel, who believed in our dream from the beginning .
- The motivating factor for companies to be sponsors of the tournament should be their alignment with the values that volleyball has in its essence. In addition to promoting discipline, health and respect for rules and opponents athletes, volleyball depends on teamwork. If there is no collective work, there is no match. It was in this spirit that Instituto Vencer approved a project to disseminate volleyball to thousands of people, of all ages, including those with special needs.

A photograph of a volleyball resting on a sandy beach. The volleyball is in the foreground, slightly to the left, with its characteristic hexagonal panels visible. The background shows the ocean with gentle waves breaking onto the shore under a clear sky. The overall scene is bright and sunny.

GOAL

- To have, on April 2016, a great national volleyball day in the city of Salvador, for children, youth and adults.
- To form partnerships with schools, non-governmental organizations and the CBV core projects to bring people of all ages willing to play volleyball.

Goals

- Event to be held on the beach of Jardim de Alah, in Salvador
- Registration will be through partnership with non-government schools and organizations
- “Volleyball school” for 300 children and teenagers 12 to 16 years old, involving important former volleyball players, such as Fofão, Nalbert and Carlão teaching technical and disciplinary concepts to participants
- Lessons of volleyball basic skills
- A series of activities for health and well-being of participants
- Concert of a local artist at the end of the activities
- To show participants the values of Instituto Vencer, sponsors and the city of Salvador
- To promote important values of sports (the sport prepares for life, champions live in and outside the field; the sport unites us)
- To add the values that volleyball has in its essence (discipline, team spirit, perseverance)
- To enable the event as a way to promote Superliga, Brazilian volleyball championship

Media planning

On air

- Images of the event, adding the values chosen for the sport (“we are all one”), priority cause in the support of sports development.

Online

- Posts promoting registration : 6 posts (2 posts per week)
- Posts promoting volleyball and the event: 20 posts (4 posts per week)

Offline

- Actions in the schools of Salvador
- Branding action along the city's volleyball clubs and schools

Social Media Templates





SporTV Channel editorial commitment

- Live flashes of the event inside the TV show Redação and/or Seleção
- Report inside the TV show Tá na área
- Report in the show SporTV News
- 2 to 3 minutes piece

The tournament

- SUPER SACADA is inspired by the competition Hajraa Buitentoernooi, tournament held annually in the city of Eindhoven in the Netherlands. Hajraa is considered to be the world's greatest volleyball championship for amateur players and takes place in the gardens of the Technology College.
- A report on the event can be viewed in the video link <http://globoesporte.globo.com/programas/esporte-espetacular/noticia/2012/09/naholanda-tande-descobre-o-maior-torneio-de-volei-de-grama-do-mundo.html>
- For its unique characteristics and the high visibility of the number of participants, teams and categories, SUPER SACADA will also be a powerful tool for the dissemination of values linked to sport, as the benefits of physical activity and sport, the pleasant leisure, socializing social, the opportunity to meet new people and make new friends, and others.
- After the event, the sports equipment used in the tournament will be donated to institutions that will make use of them in volleyball activities with children and youth in need.

The importance of the event

- Super Sacada aims to be one of world's largest volleyball competitions for amateur players, surpassing the number of participants in its Dutch inspiration Hajra Buitentoernooi.
- If we do remember volleyball's recognition as the second most popular sport in the country, having been pointed in researches as the most awaited sport by Brazilian fans in recent Olympic Games (as the website <http://olimpiadas.ig.com.br/2012-07-27/segundopesquisa-volei-e-esporte-mais-esperado-por-brasileiros-nas-olimpiadas.html>), we can then have an accurate picture of the sport's scope in our country.
- The execution of the project in the city of Salvador, in addition to the potential for spontaneous display of Super Sacada in the media, creates great conditions for thousands of people to have access to an environment disseminating sports values and the existing playful pleasure in the practice of physical activity.



The importance of the event

- Coming after the realization of the World Cup in Brazil and before the Olympic Games in Rio de Janeiro, Super Sacada will also have the advantage of an environment naturally full of references to sport to enhance the speech that great events can be for all citizens and not only for high-performance athletes.
- Super Sacada also shows a significant project for its own specific goals and objectives, including the organization of one of the largest amateur volleyball championships, creating a benchmark in Brazilian participation events in a project of recognized technical quality, promoting the practice of physical activity, sports and its associated values, as well as the integration of participants, including those with special needs and those over 60 years old.
- The project will also provide technical and practical experience for students of Physical Education and training for professionals, and will promote the collection of food for charities and the reuse of sports materials used in the event.

The dynamics

- The number of participants expected at this event will be more than 4000 participants, divided into 100 volleyball nets, gathering teenagers, adults, seniors and people with special needs.
- SUPER SACADA will take place in a single day every year, establishing a schedule for achieving this great event.
- Participants may register in one of the following categories:
 - SporTV Volleyball School (12-16 years)
 - Adult Volleyball (from 17 years up)
 - Master Volleyball (over 60 years)
 - Sitting Volleyball



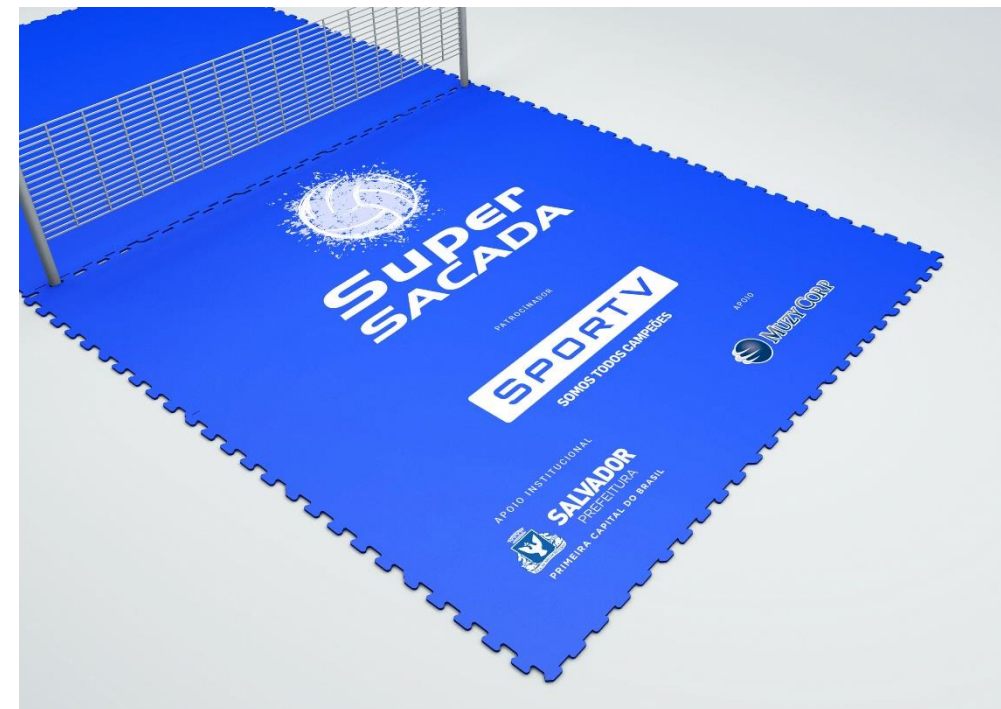
Participation

- SUPER SACADA will not take into account technical criteria, because the purpose of the event is to promote integration and wellbeing through sport.
- To participate, interested parties should fill out the registration form and donate 2 kg of non-perishable food (except for salt and sugar) in order to receive the official event kit. SUPER SACADA KIT includes a t-shirt, without which one will not be allowed to participate in the competition.



Accessibility

- Super Sacada will have an exclusive area especially organized for the practice of sitting volleyball.
- The accessibility structure to the extension of the beach where sitting volleyball will take place is being organized together with Salvador Prefecture.



Cooperation

Instituto Vencer seeks for partners and institutional supporters for the event. Among them, there are (and will be):

- Most important universities in Salvador, to attract volunteers and interns;
- The Municipal and State departments of Education and Sport, for dissemination in schools and sports centers;
- State Volleyball Federations and the Brazilian Volleyball Confederation, so that the event is official;
- Regional Council of Physical Education of the State of São Paulo;
- As the largest support of all, FIVB, International Volleyball Federation.
- Through established partnerships, Super Sacada should promote the participation of more than 4000 people.



The importance of sports practice

UNESCO's International Charter of Physical Education, Physical Activity and Sport (1978) explains the value that the United Nations recognize in sports. The complete document is the link: www.unesco.pt/cgi-bin/educacao/docs/edu_doc.php?idd=19. For this project, we choose to highlight six sections:

"The effective exercise of human rights depends in part on the possibility given to all human beings to develop and freely protect their physical, intellectual and moral capacities and, as such, universal access to physical education and sport should be secured and guaranteed ... "

"The protection and development of physical, intellectual and moral capacities of the human person contribute to improving the quality of life in the national and international levels ..."

The importance of sports practice

- "Physical Education and Sport should aspire to promote relations between peoples and individuals, unselfish competition, solidarity and fraternity, respect and mutual understanding and recognition of the integrity and dignity of human beings ... "
- "The inclusion in the natural environment enriches the Physical Education and Sport, inspires respect for the planet's resources and promotes efforts for its conservation and use, in service of all mankind ..."
- "All human beings have the right to Physical Education and Sport, essential to development of his personality."
- "Teaching, supervision and administration of Physical Education and Sport must be entrusted to qualified personnel."

Awards

- All participants will receive a medal. Each participant will also receive a t-shirt and a hat of the event.
- Since this is an event that promotes sports participation, the shirt will be the only uniform of mandatory use.
- The event will allow the use of any type of shorts and, considering its realization on the beach, barefoot dispute will be allowed.



Education through sport



- Understanding sport as socio-educational and cultural activity, Super Sacada is an ongoing effort of educators and organizers to prepare young people for life and for a better use of spare time.
- All activities related to the event seek the integral development of young people, promoting team spirit, collaboration and mutual respect. At all stages, the presence of the educator and the family plays an essential role.



The importance of the Physical Education professional

- Contributes to the formation of the youth and develop the habit of regular sport practice;
- Creates the necessary premises for young people to achieve, at each stage, the optimal level of their development;
- Develops in practitioners a positive attitude of participation and persistence;
- Guides the expectations of young people in a realistic sense;
- Ensures learning and improving basic techniques.

Secondary goals

- To offer participants rich and varied situations in contact with the ball.
- To give beginners the possibility to express themselves, whatever is their level of practice, through a set of games that respect their mental and physical state.
- To promote the efficiency of the athlete, by the frequency of contact with the balls and the number of points one can score in each game.





SPONSORSHIP

Platinum Sponsor – SporTV Confirmed

- Promotional activities, in charge of the sponsor, in the location of the event at every stage of the competition;
- Sponsor banners in the event's location;
- Sponsor logo included in the virtual pages of Super Sacada;
- Sponsor letter included in the material distributed to the present public;
- Continued dissemination of the sponsoring company, with logo in all authorized media;
- Sponsor letter included in *press kits* sent to the press, communicating their involvement and support to sports practice;
- Sponsor logo in court boards (background);

Platinum Sponsor – SporTV Confirmed

- Sponsor logo in the technical team uniforms during the competition (shoulders) (480 uniforms);
- Sponsor logo in the uniforms of the tournament staff (shoulders) (560 uniforms).
- Sponsor logo in t-shirts (shoulder) and hats (side) distributed during the tournament (10,000 units each)
- Sponsor logo in publicity material: pamphlets (200,000 units), posters (320 units) and banners (160 units).
- The suggested contribution would be from R \$ 1,000,000.00 and will be applied in conjunction with one or two co-sponsors.

Gold Sponsor

- Promotional activities, in charge of the sponsor, in the location of the event at every stage of the competition;
- Sponsor banners in the event's location;
- Sponsor logo included in the virtual pages of Super Sacada;
- Sponsor letter included in the material distributed to the present public;
- Continued dissemination of the sponsoring company, with logo in all authorized media;
- Sponsor letter included in *press kits* sent to the press, communicating their involvement and support to sports practice;

Gold Sponsor

- Sponsor logo in the technical team uniforms during the competition (sleeves) (480 uniforms);
- Sponsor logo in the uniforms of the tournament staff (sleeves) (560 uniforms).
- Sponsor logo in promotional t-shirts (sleeves) distributed during the tournament (10,000 units each)
- Sponsor logo in publicity material: pamphlets (200,000 units), posters (320 units) and banners (160 units).
- The suggested contribution would be from R \$ 700,000.00 and will be applied in conjunction with 3 or 4 co-sponsors.

Silver Sponsor

- Promotional activities, in charge of the sponsor, in the location of the event at every stage of the competition;
- Sponsor banners in the event's location;
- Sponsor logo included in the virtual pages of Super Sacada;
- Sponsor letter included in the material distributed to the present public;
- Continued dissemination of the sponsoring company, with logo in all authorized media;

Silver Sponsor

- Sponsor logo in publicity material: pamphlets (200,000 units), posters (320 units) and banners (160 units).
- The suggested contribution would be from R \$ 500,000.00 and will be applied in conjunction with 4-6 co-sponsors.

All other input values are accepted and welcome and benefits will be discussed whenever desired by the sponsor.

Exclusive Sponsorship (available from the 2nd edition)

- Promotional activities, in charge of the sponsor, in the location of the event at every stage of the competition;
- Sponsor banners in the event's location;
- Sponsor logo included with special focus in the virtual pages of Super Sacada;
- Sponsor letter included in the material distributed to the present public;
- Continued dissemination of the sponsoring company, with logo in all authorized media;
- Sponsorship mentioned in all *press releases* sent to the most important press media, such as newspapers, rádios, television and magazines;
- Sponsor letter included in *press kits* sent to the press, communicating their involvement and support to sports practice;
- Sponsor logo – with the EXCLUSIVE focus – in all material of the year, open to the general public;
- Sponsor mentioned in press conferences;

Exclusive Sponsorship (available from the 2nd edition)

- Sponsor logo in the participants and technical team uniforms (t-shirts and shorts – front and back) during the competition;
- Sponsor logo in the uniforms of the tournament staff (560 uniforms).
- Sponsor logo in t-shirts (front and back) and hats distributed during the tournament (10,000 units each)
- Sponsor logo in objects and materials used during the event: squeeze (500 units), bag (500 units), medals (5400 units);
- Sponsor logo in publicity material: ribbons (4m x 1m) (100 units), pamphlets (200,000 units), posters (320 units) and banners (160 units).
- Sponsor logo in net stakes and tape covers.

Exclusive Sponsorship (available from the 2nd edition)

- This Sponsorship includes all materials developed for the project:
- Court boards (side and background);
- Award and press conference backdrops;
- Net stakes;
- Court boards;
- Blimp;
- Through widespread coverage exposure in all its publications and media, the sponsorship is highlighted throughout the competition, from the launch to the closing of the event.

Amount: **R\$ 3.000.000,00**



Instituto Vencer

- Created in 2004, Instituto Vencer is a civil non-profit association that aims to develop and implement projects that promote human development through culture, education, health, sport and sustainability.
- Since its founding, the Institute has shortened the distance between the government, large organizations and the population, conducting a dialogue between the three sectors and contributing effectively to awareness and social transformation.
- That Brazil is a powerhouse in various sectors, no one doubts. Instituto Vencer, though, understands that to follow the path of development it is necessary to pay attention to people. The goal is to work towards inclusion and opportunity.
- With knowledge, each individual will be able to take advantage of opportunities. And grabbing an opportunity is all it takes. It can mean the difference between staying where you are and evolve.
- The action plan of Instituto Vencer contemplates the realization of democratic projects that aim the human development in all sectors of society through sports, education, culture and health.

Technical capability

Instituto Vencer has a solid portfolio of projects, as shown in the partial list below:

Maratoninha - Outdoor Race in nature within the Villa Lobos Park in the city of São Paulo. The goal is to create healthy habits for children between 4 and 12 years.

Volleyball Districts Cup - Economics, sustainable policies, Sports. Brazil is a force in all of them. But this ability is useless without investments. The project reflects the desire to promote volleyball among communities of Rio de Janeiro for the formation of basic categories, targeting the 2016 Olympic Games.

Volleyball School Cup – Instituto Vencer held the first edition of the event and has already approved and raised funds for the second edition.

Viva sailing – The project aims the teaching of the Olympic sport of sailboard (windsurfing) as extracurricular activity in public educational institutions in the municipality of Búzios.

National Seminar on Promotion and Development of Sports – A daring project. The Institute brought together experts for a discussion of the Brazilian sports scene, their needs and obstacles on the urgency of a great scope of opportunities that opened up with the realization of the 2014 Cup and the 2016 Olympic Games. The idea is to have the Seminar periodically.

Partners and clients

