



**sendi** VITÓRIA  
**2023**  
XXIV SEMINÁRIO NACIONAL DE  
DISTRIBUIÇÃO DE ENERGIA ELÉTRICA

**07<sup>a</sup> a 10<sup>a</sup>**  
**NOV**  
**2023**

**Pavilhão  
de Carapina**  
Serra / ES

**THE BIGGEST  
ELECTRICAL POWER  
DISTRIBUTION EVENT  
IN LATIN AMERICA**

EXECUTION



COORDINATION





# Welcome to XXIV SENDI

Welcome to XXIV Sendi  
2023 Held every two years,  
Electrical Energy Distribution  
National Seminar - SENDI:  
Seminário Nacional de  
Energia Elétrica – is the  
biggest electrical power  
distribution event in Latin  
America.

## Local

Pavilhão de Carapina - Serra – ES-  
Brazil

## Dates

November 07<sup>th</sup> a 10<sup>th</sup>, 2023

## Target

Distributor's representatives  
Researchers, students, managers  
Public authorities.



## Goals

- To present and to discuss the sector's trends
- To promote innovation and development on the electrical energy distribution area
- To share and to discuss improvements to the brazilian regulatory model
- To promote the exchange of experiences between electrical power distribution companies

# SENDI 2018

## Main Highlights

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**3.800** Participants

**14** Countries

**26** States + Federal District

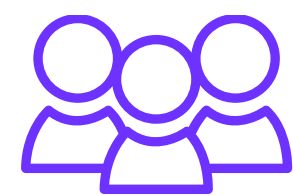
**151** Companies

**720** Mentions on news media

**972** Trabalhos técnicos submetidos

**A good opportunity to  
increase visibility in the area.**

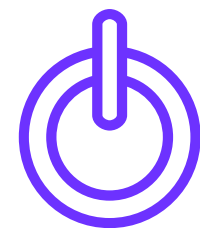
# Energy distribution Segment in Brazil



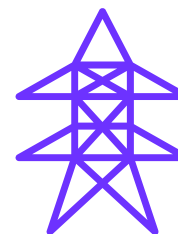
Consumers  
**88,3 million**  
Population: 213,3 million



Charges and taxes  
R\$ **130,8 billion**  
Only for distribution



New connections  
**1,7 million**



Market Free + Captive  
**466,7 thousand GWh**  
312,0 thousand GWh - Captive



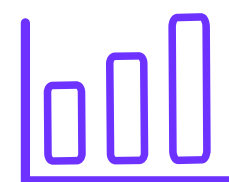
Universalization  
**99,8%** of homes



Participation on PIB  
**4,2%**



Employees  
**205,2 thousand**



Annual investment  
R\$ **26 billion**



Gros revenue  
R\$ **363,4 billion**



ISQP (may 2022)  
Perceived Quality Satisfaction Index  
(ISQP)  
**67%**







**i | ABRADDEE**  
INSTITUTO ABRADDEE DA ENERGIA

The Brazilian Electrical Energy Distributors Association (ABRADEE: Associação Brasileira de Distribuidores de Energia Elétrica) is a nonprofit civil society ruled by private law, which gathers 41 electric power utilities – state-owned and private – that acts in every part of the country and together are responsible for the supply of 99,6% of Brazilian consumers.

ABRADEE has as mission to contribute to the country development by means of a sustainable and efficient distribution on the sector, delivering quality services acknowledged by the clients.





## EDP in Espírito Santo: hostess

EDP, an energy distributor based in Espírito Santo, supplies 70 from the 78 state's municipalities, bringing electric power to 1,6 million consumer units.

Contributing to the economical and sustainable development of Espírito Santo, it is among the private companies which invest the most in the state. Over the last five years, has made investments that amount to R\$ 1,9 billion.

The utility investment plan increases expansion areas and power grid modernization, makes preventive replacement of equipment, acts in loss management, and improves infrastructure and the relationship with customers, fundamental for the continuity of a high quality service, as well as the enhancement on electrical system safety.

The EDP in Espírito Santo is among the best utilities in Brazil in terms of service quality and Vitória is the best evaluated Brazilian state capital on this matter, with an average interruption shorter than 2 hours a year.

Conscious of its socioenvironmental responsibility, EDP develops actions that benefit communities. With Instituto EDP, the distributor develops initiatives for income generation, improvements for student atmosphere, promotion of sport and health incentives. Over the last 10 years, about 90 thousand people have been benefited on more than 150 social actions in Espírito Santo.



A state that surprises us for its diversity and peculiarities! While its coast is flat and features famous beaches like Itaúnas, Praia dos Padres and Praia do Riacho Doce, the country side is hilly, where Pico da Bandeira is found, the tallest point of Southeastern region and Brazilians' third. In Cidade Velha city, at 500 feet of altitude, we find Convento da Penha.

## Espírito Santo

One of Espírito Santo's icons, the sanctuary was built by slaves in 1558 over a great rock. From there is possible to get a beautiful view to Vitória's and Vila Velha's bays, as well as to wonderful beaches.

In addition to the natural beauty and the historical heritage, the state surprises the visitors' ears with capixaba congo, a typical rhythm which has a huge influence over the local bands.

On gastronomy, the highlight is the moqueca capixaba. The plate has an unique feature: is served on traditional pottery, some of the most representative pieces of capixaba handicraft. This manual production is a family practice that has been passing on several generations for at least 400 years, and is protected by IPHAN (Instituto do Patrimônio Histórico e Artístico Nacional, or National Historical and Artistic Heritage Institute).







**the event**



# SENDI 2023



## PANELS AND TECHNICAL PAPERS

- . Seminars featuring local and international speakers, debating the future of the sector
- . Presentation of the country's best technical papers

## DEMODAY

- . Presentations of Startups in an innovation-focused arena

## LEGAL LAB

### LEGAL SEMINAR

- . Legal seminar with experts from the energy distribution sector
- . Exhibition and networking space, stimulating business opportunities and partnerships

## ELECTRICIANS RODEO

- . Competition with electricians from the entire country
- . Focus on safety
- . Exchange of best practices






## EXPOSENDI

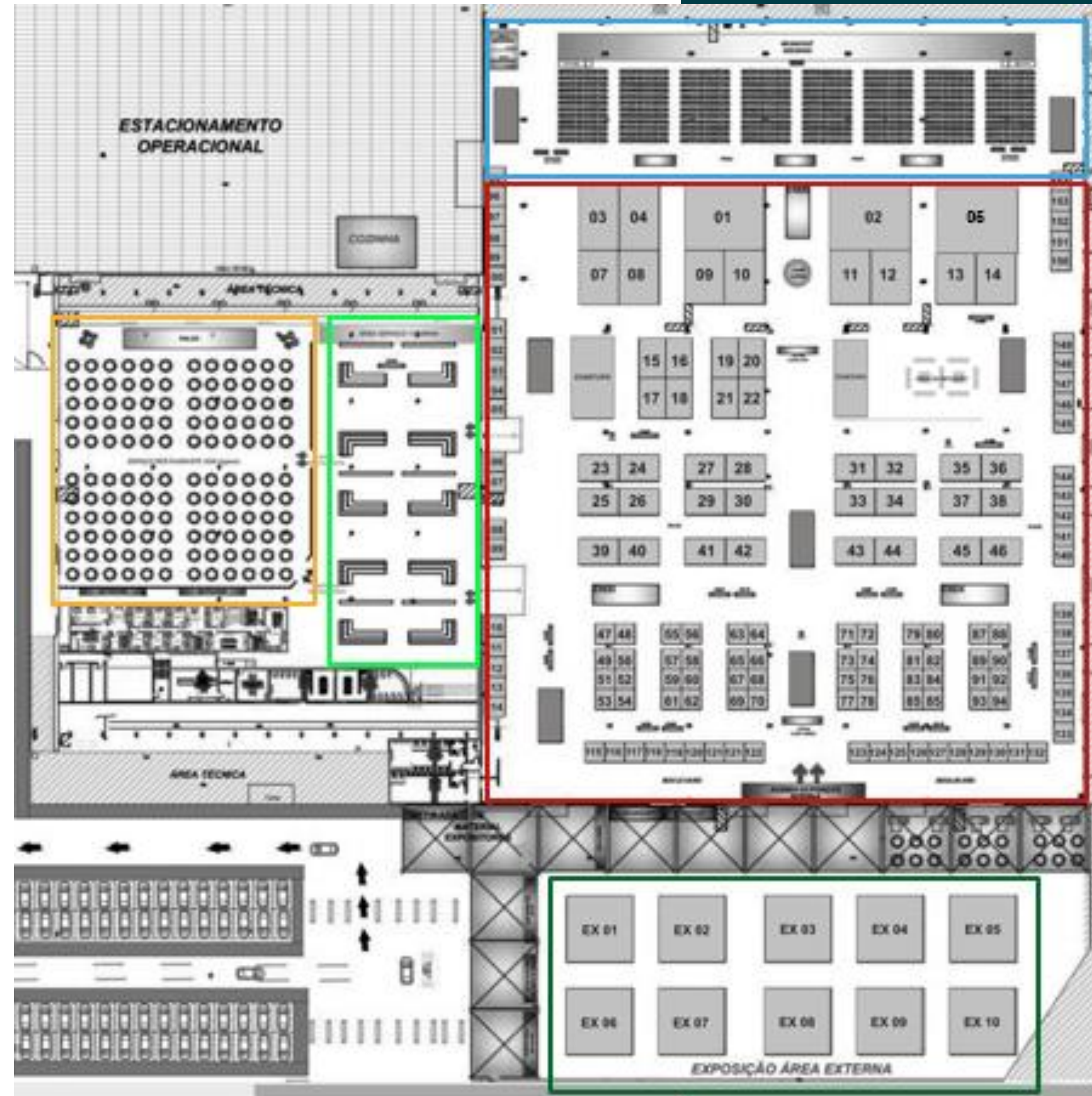
- . Booths and activation for Business generation and networking
- . Products and equipments exhibition



# Overview

## Implementation

-  Technical Papers
-  Device Exhibition
-  Debate Panels
-  Business Lunch
-  ExpoSENDI – Exhibitors and Activation area



entrance





**business  
opportunities**



# Opportunity

Traditional Quotas	DIAMOND QUOTA	GOLD PLUS QUOTA	GOLD QUOTA	SILVER QUOTA	BRONZE QUOTA	ALUMINIUM QUOTA
<b>Experience Quotas</b>  New 2023	Name tag string Backpack Seat cover Headphone Audio promotion		External Area Advertising Debate Panel Energy longe Hydration Photo Opportunity		Coffee Break Lunch Diner Concert	
<b>RODEO</b>	Arena T-shirt EVA hat Sponsors' products demonstration Rodeo poster					







**traditional  
quotas**

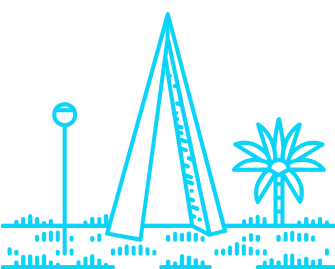


# Overview

## Traditional Quotas

AUDITORIUM ACCESS

- DT** DIAMOND QUOTA  
03 booths
- OP** GOLD PLUS QUOTA  
02 booths
- OU** GOLD QUOTA  
08 booths
- PT** SILVER QUOTA  
32 booths
- BZ** BRONZE QUOTA  
48 booths
- AL** ALUMINIUM QUOTA  
62 booths



EVENT ENTRANCE



# Diamond Quota

INVESTMENT R\$ **380** thousand



## QUOTA'S BENEFITS AND SERVICES:

- 1290 square feet in ExpoSENDI area
- Rotating banner in a stablished space on the official app's launch screen
- Logo at the event's entrance
- Logo on the stage panel
- Logo on the event's official website
- Logo on e-mail marketing
- Logo on the event's printed program
- 08 posts on the event's official Instagram and Facebook pages
- 20 full admissions
- 10 exhibitor admissions
- Pass to VIPArea (one access, availability to be arranged)
- Mention to the sponsor on acknowledgements

Floor plant subject to chan



**LAST UNIT**

Every activation is subject to approval from the event's organizati



# Gold Plus Quota

INVESTMENT R\$ 250 thousand



## QUOTA'S BENEFITS AND SERVICES:

- 645 square feet area in ExpoSENDI
- Banner as big as 02 posts on feeds on the official app's launch screen
- Logo at the event's entrance
- Logo on stage panel
- Logo on the event's official website
- Logo on e-mail marketing
- Logo on the event's printed program
- 06 posts on the event's official Instagram and Facebook pages
- 13 full admissions
- 09 exhibitor admissions
- Mention to the sponsor on acknowledgements

Floor plant subject to change.



Every activation is subject to approval from the event's organizati

LAST UNITS



# Gold Quota

INVESTMENT R\$ **200 thousand**



## QUOTA'S BENEFITS AND SERVICES:

- 520 square feet area in ExpoSENDI
- Banner as big as 02 posts on feeds on the official app's launch screen
- Logo at the event's entrance
- Logo on stage panel
- Logo on the event's official website
- Logo on e-mail marketing
- Logo on the event's printed program
- 04 posts on the event's official Instagram and Facebook pages
- 10 full admissions
- 08 exhibitor admissions
- Mention to the sponsor on acknowledgements

Floor plant subject to change.



Every activation is subject to approval from the event's organization.



# Silver Quota

INVESTMENT R\$ **110 thousand**



## QUOTA'S BENEFITS AND SERVICES:

- 260 square feet area in ExpoSENDI
- Banner as big as 01 posts on feeds on the official app's launch screen
- Logo on the event's official website
- Logo on e-mail marketing
- 02 posts on the event's official Instagram and Facebook pages
- 05 full admissions
- 06 exhibitor admissions

Floor plant subject to change.



Every activation is subject to approval from the event's organization.

**LAST UNITS**



# Bronze Quota

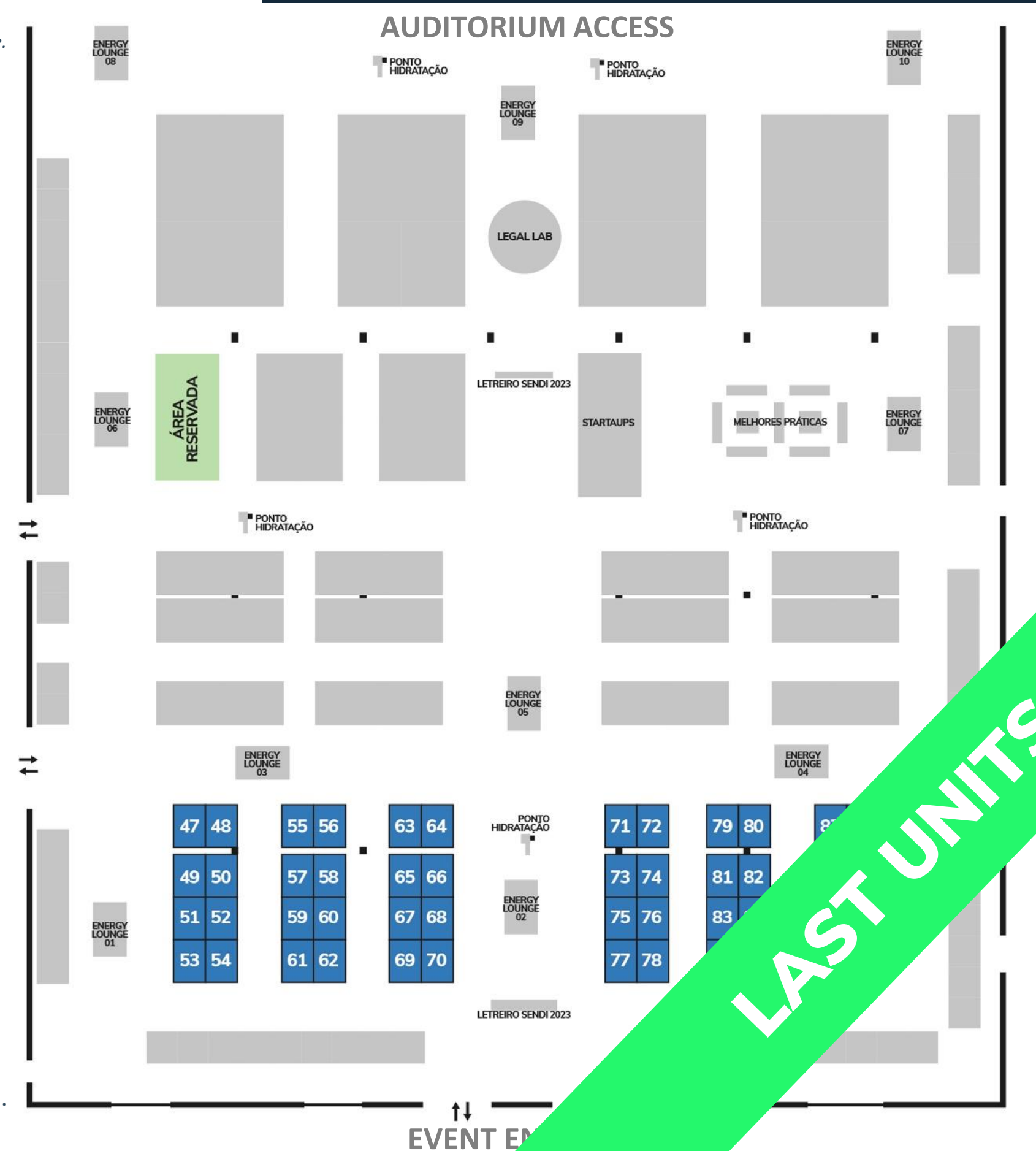
INVESTMENT R\$ 57 thousand



## QUOTA'S BENEFITS AND SERVICES:

- 130 square feet area in ExpoSENDI
- Logo on the event's official website
- Logo on e-mail marketing
- 01 post on the event's official Instagram and Facebook pages
- 03 full admissions
- 04 exhibitor admissions

Floor plant subject to change.



Every activation is subject to approval from the event's organization.

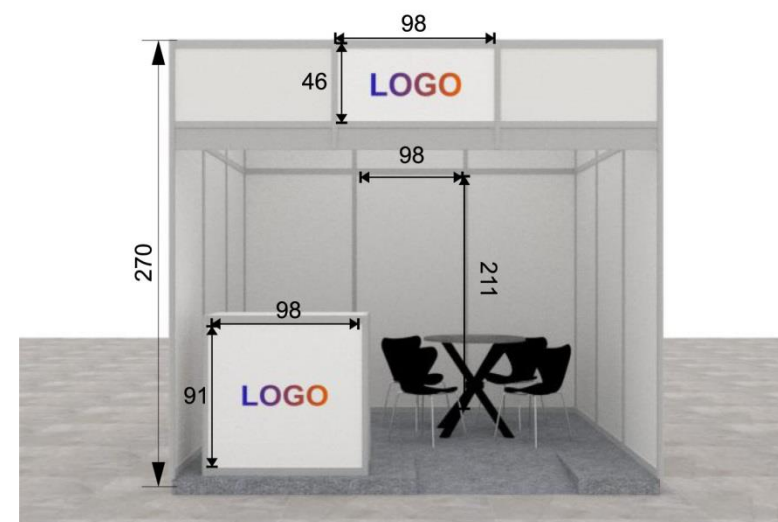


# Aluminium Quota

INVESTMENT R\$ **33 thousand**

## QUOTA'S BENEFITS AND SERVICES:

- 97 square feet area in ExpoSENDI
- Logo on the event's official website
- 01 full admission
- 02 exhibitor admissions



**\*Includes basic octanorm structure with logo on booth header and table with 04 chairs.**

Floor plant subject to change.



Every activation is subject to approval from the event's organization.

EVENT EN





**experience  
quotas**



## Experience Quota

# Name Tag String

INVESTMENT R\$ **70 thousand**

### QUOTA'S BENEFITS AND SERVICES:

- Presence of logo on oficial name tag string (01 color)
- 02 full admissions
- 02 exhibitor admissions
- 01 post on the event's official social medias
- Logo on the event's official website



ILLUSTRATIVE IMAGE

Approximately 3.000 units.

**SOLD OUT**



## Experience Quota

# Backpack

INVESTMENT R\$ **90 thousand**

### QUOTA'S BENEFITS AND SERVICES:

- Presence of logo on the event's official backpack (01 color)
- 03 full admissions
- 02 exhibitor admissions
- 01 post on the event's official social medias
- Logo on the event's official website



Approximately 3.000 units.

The quota will be enabled after sale of a minimum of 02 quotas

**LAST UNIT**

ATIVE IMAGE



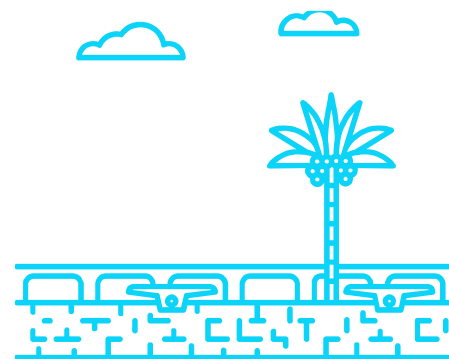
## Experience Quota

# Seat Cover

INVESTMENT R\$ **75 thousand**

### QUOTA'S BENEFITS AND SERVICES:

- Sponsor's logo (01 color) on every auditorium's seat cover for every plenary
- 03 full admissions
- 02 exhibitor admissions
- 01 post on the event's official social medias
- Logo on the event's official website
- Limited to up to 06 brands



Approximately 2.000 units.

ILLUSTRATIVE IMAGE



## Experience Quota

# Headphone

INVESTMENT R\$ **60 thousand**

### QUOTA'S BENEFITS AND SERVICES:

- Sponsor's logo on the headphone
- Brand visibility on headphone's pick-up point
- 03 full admissions
- 02 exhibitor admissions
- 01 post on the event's official social medias
- Logo on the event's official website



Approximately 3.000 units.

**SOLD OUT**

STRATIVE IMAGE

Experience Quota ★ New 2023

# Audio Promotion

INVESTMENT R\$ **15 thousand**

## QUOTA'S BENEFITS AND SERVICES:

- Audio promotion mentioning the sponsor on the headphones between presentations (02 insertions of 15 seconds a day, for 02 days)
- Production of audio piece included
- 01 full admission
- 01 post on the event's official social medias
- Logo on the event's official website



ILLUSTRATIVE IMAGE



Experience Quota ★ New 2023

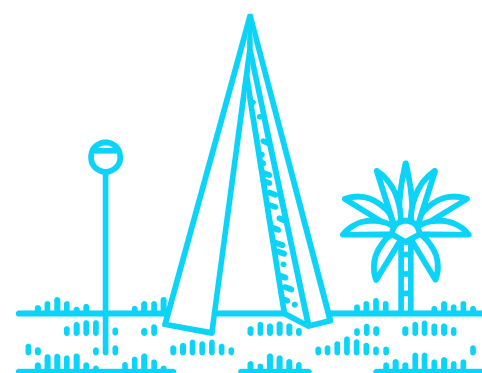
# External Area Advertising

INVESTMENT R\$ **20 thousand**

## QUOTA'S BENEFITS AND SERVICES:

Privileged open air area in the public circulation pathway between Content, Exhibition and Rodeo areas

- Exhibition space of 1076 square feet for 01 equipment and/or machinery on the event's external area
- 01 full admission
- 02 exhibitor admissions
- 01 post on the event's official social medias
- Logo on the event's official website



ILLUSTRATIVE IMAGE

**LAST UNITS**



## Experience Quota

# Debate Panel

INVESTMENT R\$ **185 thousand**

### QUOTA'S BENEFITS AND SERVICES:

- Mention to the brand on cerimonial
- Moderator of the panel named by the sponsor
- Insertion of logo on the stage
- 08 full admissions
- 08 exhibitor admissions
- 01 post on the event's official social medias
- Logo on the event's official website



ILLUSTRATIVE IMAGE

**LAST UNITS**



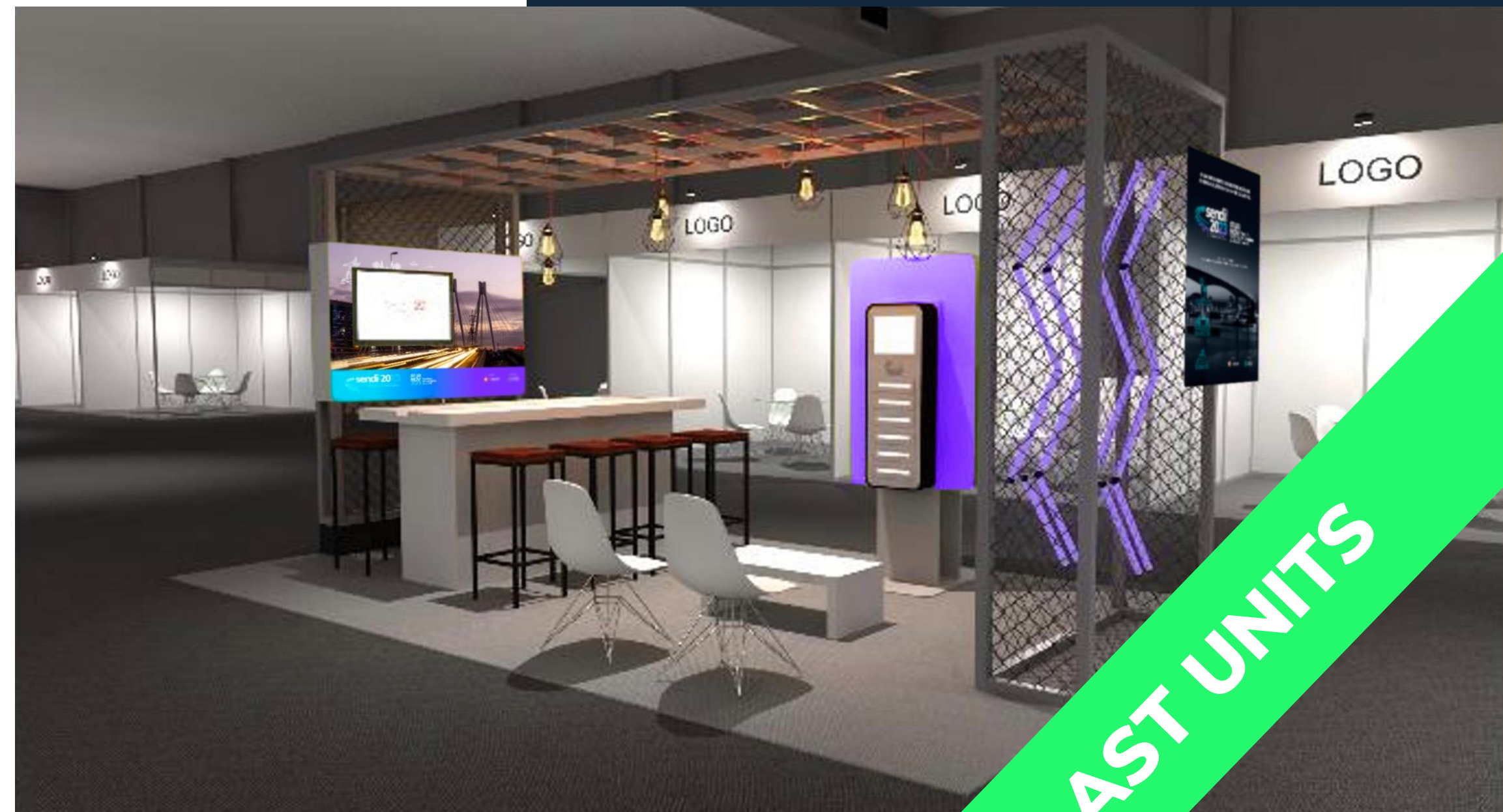
Experience Quota ★ New 2023

# Energy Lounge

INVESTMENT R\$ **80 thousand**

## QUOTA'S BENEFITS AND SERVICES:

- 160 square feet space for cell phone charging and rest
- Brand visibility on the room
- Naming Right on the room – presence on the event's printed program
- 03 full admissions
- 04 exhibitor admissions
- 01 post on the event's official social medias
- Logo on the event's official website



ILLUSTRATIVE IMAGE



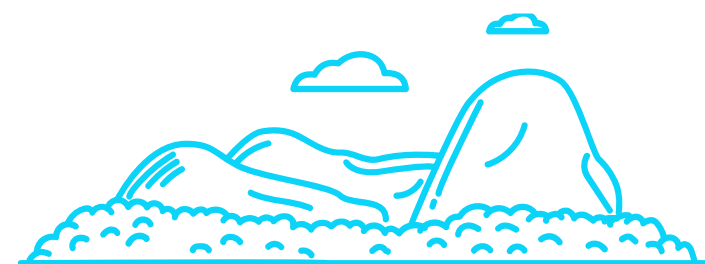
# Experience Quota★ New 2023

## Hydration

### QUOTA'S BENEFITS AND SERVICES:

06 refrigerators will be installed for the event 01 or 02 sponsor's quota available.

- Brand presence in the hydration points
- Refrigerators displaying the brand on adhesives.
- Customized water bottles = extra\*
- 01, 03 or 05 full admissions (variation according to the investment )
- 02 01, 03 or 05 exhibitor admissions (variation according to the investment )
- 01 post on the event's official social medias
- Logo on the event's official website



#### INVESTMENT Option 01

03 refrigerators R\$ **22 thousand**  
03 refrigerators +  
Customized water  
bottles\* R\$ **66 thousand**

#### INVESTMENT Option 02

06 refrigerators R\$ **33 thousand**  
06 refrigerators +  
Customized water  
bottles\* R\$ **110 thousand**





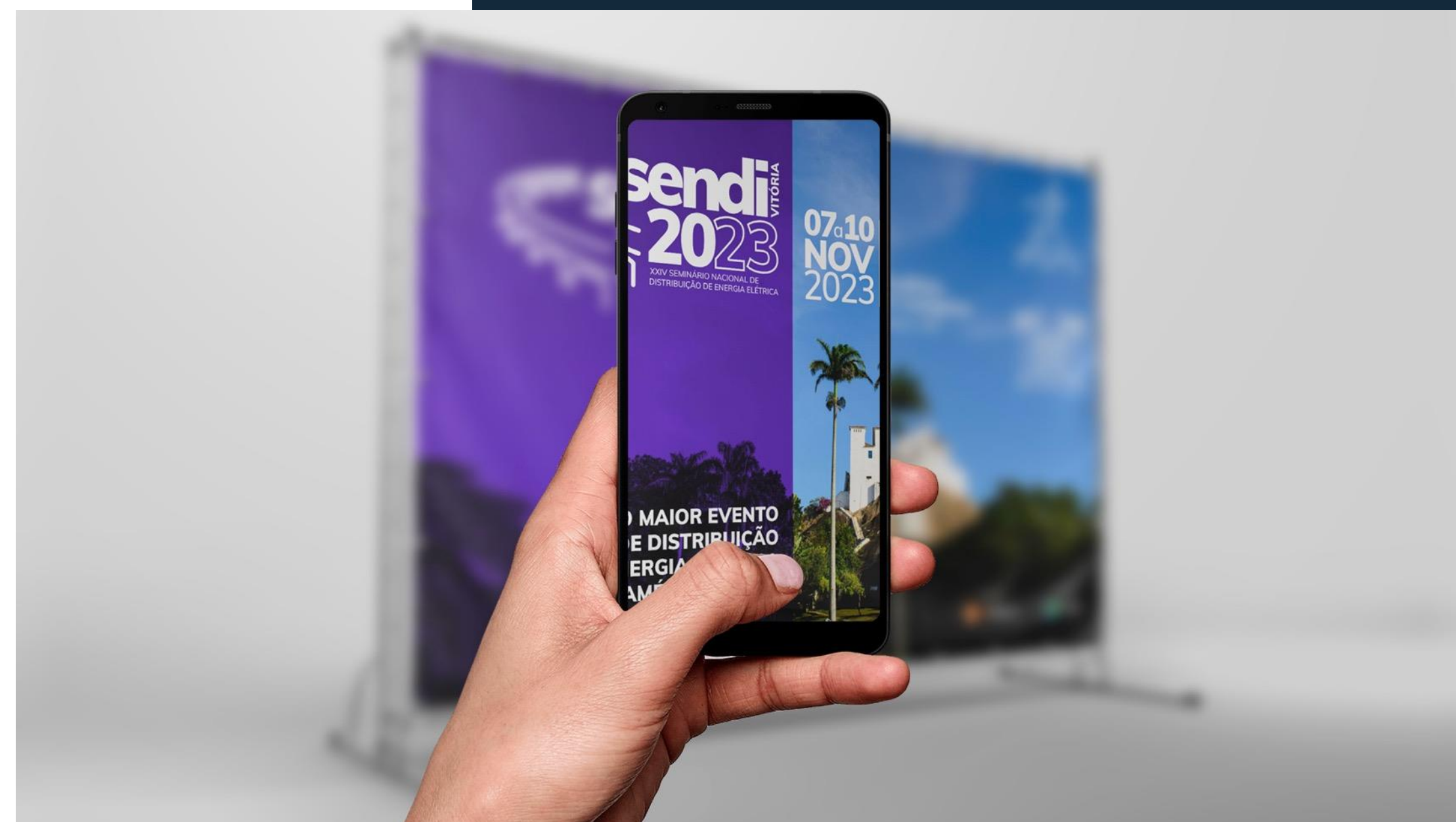
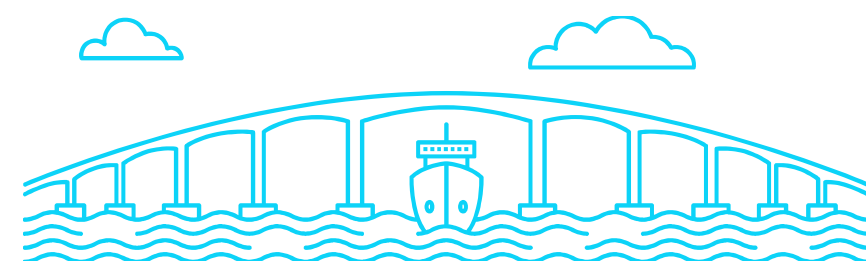
Experience Quota ★ New 2023

# Photo Opportunity

INVESTMENT R\$ **55 thousand**

## QUOTA'S BENEFITS AND SERVICES:

- Area of 5 by 6,5 feet to assembly (sponsor in charge) for Photo Opportunity activation in the event
- 02 full admissions
- 04 exhibitor admissions
- 01 post on the event's official social medias
- Logo on the event's official website



ILLUSTRATIVE IMAGE

## Experience Quota

# Coffee Break

INVESTMENT R\$ **35 thousand**

### QUOTA'S BENEFITS AND SERVICES:

03 Coffee Breaks – Nov 08, 09 and 10

- 02 banners all over the room
- Table card with sponsor's logo
- 01 full admission
- 03 exhibitor admissions
- 01 post on the event's official social medias
- Call on the event's screens for coffee break with mention of the brand
- Logo on the event's official website



ILLUSTRATIVE IMAGE



## Experience Quota

# Lunch

INVESTMENT R\$ **37 thousand**

### QUOTA'S BENEFITS AND SERVICES:

03 days of lunch: 1.800 people each day

- 04 banners all over the room
- Logo on waiters' apron
- Table card with sponsor's logo (during the lunch)
- 01 full admission
- 03 exhibitor admissions
- 01 post on the event's official social medias
- Right to promote giveaways (sponsor in charge)
- Logo on the event's official website



ILLUSTRATIVE IMAGE



## Experience Quota

# Diner

INVESTMENT R\$ **50 thousand**

### QUOTA'S BENEFITS AND SERVICES:

01 event on 10 Nov: 3,000 people

- Logo applied on digital media on stage
- 04 banners all over the room
- Logo on waiters' apron
- Table card with sponsor's logo (during diner/concert, approximately 60 units )
- 02 full admissions
- 04 exhibitor admissions
- 01 post on the event's official social medias
- Right to promote giveaways (sponsor in charge)
- Mention of the brand on acknowledgements
- Logo on the event's official website



ILLUSTRATIVE IMAGE



## Experience Quota

# Concert

INVESTMENT R\$ **110** thousand


### QUOTA'S BENEFITS AND SERVICES:

- Closing concert sponsorship
- Brand presence on the big screen before the beginning of the show
- The public will be invited to the concert by the brand on speakers
- Right to Meet&Greet with the artists (up to 05 people)
- Brand presence on the printed program as the closing concert sponsor
- 05 full admissions
- 06 exhibitor admissions
- 01 post on the event's official social medias
- Logo on the event's official website



ILLUSTRATIVE IMAGE





**rodeio**  
SENDI 2023



## Rodeo

# Arena

INVESTMENT R\$ **77 thousand**

### QUOTA'S BENEFITS AND SERVICES:

- Featured logo in entrance gate wind banner, logo on gate header and on stage backdrop
- Mention to sponsor company by the rodeo host
- Insertion of logo on the event's website (at rodeo's page)
- Right to promote giveaways (sponsor in charge)
- 03 full admissions
- 03 exhibitor admissions



ILLUSTRATIVE IMAGE

LAST UNITS



## Rodeo

# EVA Hat

INVESTMENT R\$ **55 thousand**

### QUOTA'S BENEFITS AND SERVICES:

- Insertion of logo on hat (01 color, to be defined)
- 02 full admissions
- 03 exhibitor admissions



ILLUSTRATIVE IMAGE

Approximately 500 units.



## Rodeo

# T-shirt

INVESTMENT R\$ **55 thousand**

### QUOTA'S BENEFITS AND SERVICES:

- Insertion of logo on t-shirt (01 color, to be defined)
- 02 full admissions
- 03 exhibitor admissions



ILLUSTRATIVE IMAGE

Approximately 300 units.



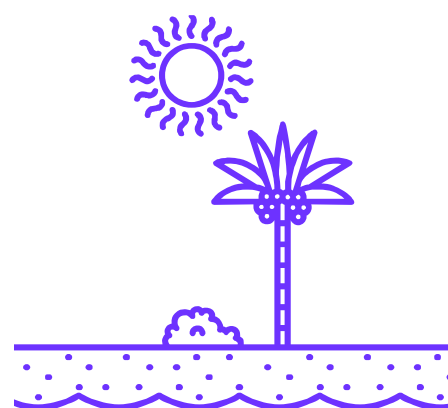
## Rodeo

# Products Demonstration

INVESTMENT R\$ **20 thousand**

### QUOTA'S BENEFITS AND SERVICES:

- Time of 20 minutes for company's products presentation



ILLUSTRATIVE IMAGE



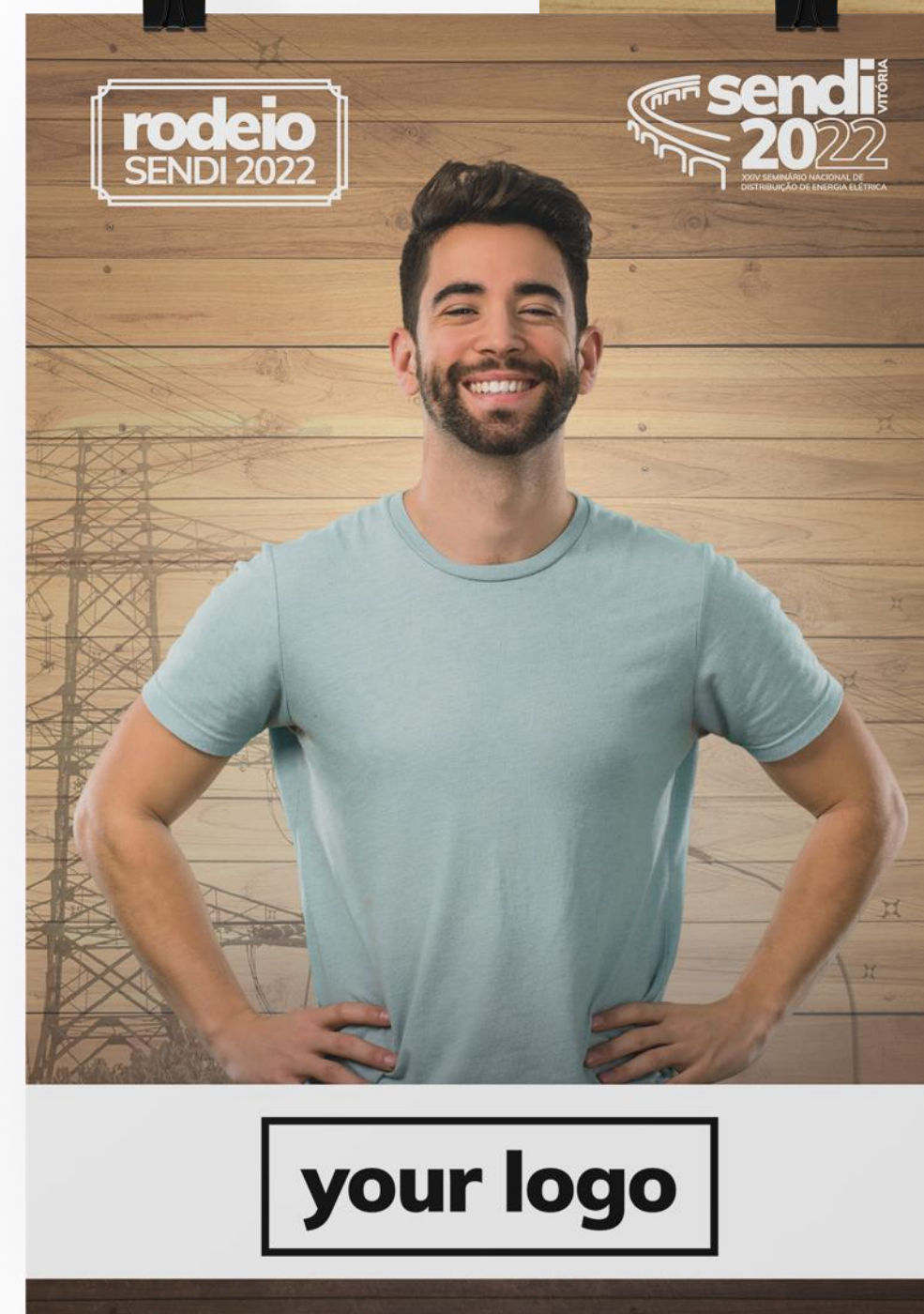
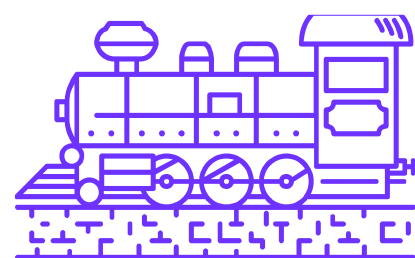
Rodeo

# Rodeo Poster

INVESTMENT R\$ **88 thousand**

## QUOTA'S BENEFITS AND SERVICES:

- Photo Opportunity activation and poster printing\*
- Brand presence on the printed poster next to SENDI 2022's logo
- 04 full admissions
- 03 exhibitor admissions
- 01 post on the event's official social medias



ILLUSTRATIVE IMAGE

\* Activation structure included.



**summary**





# Traditional Quotas

Quotas / Benefits	Diamond Quota	Gold Plus Quota	Gold Quota	Silver Quota	Bronze Quota	Aluminium Quota
Space for stands in ExpoSENDI	1290 sf	645 sf	520 sf	260 sf	130 sf	97 sf
Rotating banner in a stablished point on the official app's launch screen	YES	Equivalent to 2 posts on feeds	Equivalent to 2 posts on feeds	Equivalent to 1 post on feeds	-	-
Logo at the event's entrance	Ratio 1X	Ratio 0,75X	Ratio 0,5X	-	-	-
Logo on stage panel	Ratio 1X	Ratio 0,75X	Ratio 0,5X	-	-	-
Logo on the event's official website	YES	YES	YES	YES	YES	YES
Logo on e-mail marketing	Ratio 1X	Ratio 0,75X	Ratio 0,5X	Ratio 0,25X	Ratio 0,12X	-
Logo on printed schedule (program)	Ratio 1X	Ratio 0,75X	Ratio 0,5X	-	-	-
Post on the event's Instagram and Facebook	8X	6X	4X	2X	1X	-
Full admissions	20	13	10	5	3	1
Access to VIP Area	YES	-	-	-	-	-
Mention to sponsor on acknowledgements	YES	YES	YES	-	-	-
<b>QUOTA VALUE (R\$)</b>	<b>380.000</b>	<b>250.000</b>	<b>200.000</b>	<b>110.000</b>	<b>57.000</b>	<b>33.000</b>





# Experience Quotas

Special Quotas	Brand Presence	Amount of Quotas	Quota Value (R\$)
Name Tag String	<ul style="list-style-type: none"> <li>Presence of logo on official name tag string (01 color)</li> <li>02 full admissions</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	1	70.000
Backpack	<ul style="list-style-type: none"> <li>Presence of logo on the event's official backpack (01 color)</li> <li>03 full admissions</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	2	90.000
Seat Cover	<ul style="list-style-type: none"> <li>Logo (01 color) on every auditorium's seat cover</li> <li>03 full admissions</li> <li>01 post on the event's official website</li> <li>Logo on the event's official website</li> <li>Limited to 06 brands</li> </ul>	6	75.000
Headphone	<ul style="list-style-type: none"> <li>Logo on the headphones</li> <li>Brand visibility on headphones' pick-up point</li> <li>03 full admissions</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	1	60.000
Audio Promotion	<ul style="list-style-type: none"> <li>Audio promotion mentioning the sponsor on the headphones between presentations (02 insertions of 15 seconds a day, for 02 days)</li> <li>Production of audio piece included</li> <li>01 full admission</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	10	15.000





# Experience Quotas

Special Quotas	Brand Presence	Amount of Quotas	Quota Value (R\$)
External Area Exhibition	<ul style="list-style-type: none"> <li>Exhibition space for 01 equipment and/or machinery on the event's external area</li> <li>01 full admission</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	4	20.000
Debate Panel	<ul style="list-style-type: none"> <li>Mention on ceremonial Moderator of the panel named by the sponsor</li> <li>Digital logo showed on stage</li> <li>08 full admission</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	4	185.000
Energy Lounge	<ul style="list-style-type: none"> <li>Space (16 sf) for rest and cell phone charging</li> <li>Brand visibility on the room</li> <li>Naming Right for the room – presence in the printed program</li> <li>03 full admissions</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	6	80.000
Hydration	<ul style="list-style-type: none"> <li>Brand presence in the hydration points:</li> <li>Refrigerators displaying the brand on adhesives + Brand presence on banner next to the refrigerators</li> <li>Customized water bottles= extra*</li> <li>01, 03 or 05 full admissions (variation according with the Investment)</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	1 ou 2	22.000* 33.000** 66.000*** 110.000****
Photo Opportunity	<ul style="list-style-type: none"> <li>Area to assembly (sponsor in charge) for Photo Opportunity activation in the event</li> <li>02 full admissions</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	1	55 mil

\*03 refrigerators = R\$ 20.000 | \*\*\*03 refrigerators + Customized water bottles = R\$ 60.000. | \*\*06 refrigerators = R\$ 30.000 | \*\*\*\*06 refrigerators + Customized water bottles = R\$ 100.000





# Experience Quotas

Special Quotas	Brand Presence	Amount of Quotas	Quota Value (R\$)
Coffee Break	<ul style="list-style-type: none"> <li>02 banners banners all over the room</li> <li>Table card with sponsor's logo</li> <li>01 full admission</li> <li>01 post on the event's official social medias</li> <li>Calll on the event's screens for coffee break with mention to the brand</li> <li>Logo on the event's official website</li> </ul>	1	35.000
Lunch	<ul style="list-style-type: none"> <li>04 banners all over the room</li> <li>Brand on waiters' apron</li> <li>Table card with sponsor's logo (during lunch)</li> <li>01 full admission</li> <li>01 post on the event's official social medias</li> <li>Right to promote giveaways (sponsor in charge)</li> <li>Logo on the event's official website</li> </ul>	2	37.000
Diner	<ul style="list-style-type: none"> <li>Logo aplyed on digital media on stage</li> <li>04 banners banners all over the room</li> <li>Brand on waiters' apron</li> <li>Table card with sponsors' logo (during diner/concert)</li> <li>02 full admissions</li> <li>01 post on the event's official social medias</li> <li>Right to promote giveaways (sponsor in charge)</li> <li>Mention of the brand on acknowledgements</li> <li>Logo on the event's official website</li> </ul>	2	50.000
Concert	<ul style="list-style-type: none"> <li>Closing concert sponsorship</li> <li>Brand presence on the big screen before the beginning of the show</li> <li>The public will be invited to the concert by the brand on speakers</li> <li>Right to Meet&amp;Greet with the artists (up to 5 people)</li> <li>Brand presence on the printed program as the closing concert sponsor</li> <li>05 full admissions</li> <li>01 post on the event's official social medias</li> <li>Logo on the event's official website</li> </ul>	2	110.000





# Rodeo

Special Quotas	Brand Presence	Amount of Quotas	Quota value (R\$)
Arena	<ul style="list-style-type: none"> <li>Featured logo in entrance gate, wind banner, logo on the gate header and on stage backdrop</li> <li>Mention to sponsor company by the rodeo host</li> <li>Insertion of logo on the event's website (at rodeo's page)</li> <li>Right to promote giveaways (sponsor in charge)</li> <li>03 full admissions</li> </ul>	3	77.000
EVA Hat	<ul style="list-style-type: none"> <li>Insertion of logo on hat (01 color, to be defined)</li> <li>02 full admissions</li> </ul>	2	55.000
T-shirt	<ul style="list-style-type: none"> <li>Insertion of logo on hat (01 color, to be defined)</li> <li>02 full admissions</li> </ul>	2	55.000
Products Demonstration	<ul style="list-style-type: none"> <li>Time of 20 minutes for company's products presentation</li> </ul>	8	20.000
Rodeo Poster	<ul style="list-style-type: none"> <li>Sponsorship of Photo Opportunity activation and poster printing</li> <li>Brand presence on printed poster next to SENDI 2022 logo</li> <li>04 full admissions</li> <li>01 post on the event's official social medias</li> </ul>	1	90.000







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