



**PUBLIC CALL NOTICE  
FOR SPONSORSHIP  
SELECTION**

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**2025**

**1. Object**

**2. Areas of action**

**3. Strategic Markets**

**4. Project Requirements**

**5. Registrations**

**6. Prohibitions**

**7. Projects Selection**

**8. Counterparties**

**9. Accountability**

**10. Final Benefits**

**11. Provisions**

**12. Contact**

**13. Legal References**

# 1. Object

1.1. This notice aims to select events and projects that promote international tourism in Brazil, aligned with Embratur's Strategic Plan 2024-2027, according to Resolution DIREX No. 56/2024.

1.2. The proposals must demonstrate impact on:

I - Strengthening Brazil's image abroad;

II - Leveraging and expanding actions in strategic markets;

III - Alignment with Embratur's Strategic Objectives;

IV - Promotion of priority segments, such as:

**A** Innovation;

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**B** Sustainability;

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**C** Inclusion (afro-tourism, LGBTQIA+, accessibility);

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**D** MICE (Meetings, Incentives, Conferences, and Exhibitions).

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1.3. Sponsorships that will not be considered:

I - Characterize;

**A** Donations or exchanges;

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**B** Free transfer of goods, services, or resources.

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II - Do not demonstrate impact on international tourism;

### III - Are directed towards:

- A Advertising media projects or isolated promotional actions;

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- B Exchange of materials, products, or services for the dissemination of positioning concept and/or brand exposure;

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- C Financial contribution with exclusive return of time and/or media space, without association to the sponsored project;

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- D Compensatory action resulting from the sponsor's legal obligation;

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- E Simple occupation of space and/or booth setup, without disclosure of products, services, brands, or public policies associated with the event.

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#### 1.4. Financial contribution:

- I - The amount will be defined based on the sponsorship quota agreed upon with the proponents and conditioned to the budget availability of Embratur;
- II - The amount of the sponsorship granted cannot exceed 60% (sixty percent) of the total project cost, unless the amount is less than R\$ 200,000.00 (two hundred thousand reais);
- III - Unselected projects may compose the Embratur Project Bank.

#### 1.5. Provisions regarding the Project Bank:

- I - The registration of projects in the Project Bank does not obligate their hiring by Embratur;
- II - The eventual hiring will depend on:

- A Budget availability;

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- B Institutional interest of Embratur.

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# 2. Areas of action

The call for proposals is open for projects that fit into the following areas of action related to tourism:

## 2.1. Culture and Creative Economy

I - Music festivals, promoting Brazilian artists and national music genres;

II - Art exhibitions (visual arts, photography, and multimedia);

III - Cinema and audiovisual, including festivals and documentaries with narratives focused on:



a) Tourist locations in Brazil;

b) Sustainable tourism, afro tourism, LGBTQIA+, accessibility, and cultural heritage.

IV - Literature and literary events, such as book fairs and international launches;

V - Workshops and creative classes, such as crafts, fashion, and gastronomy;

VI - Creative economy fairs focusing on cultural, innovative, and sustainable products.

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## 2.2. Gastronomy



I - Gastronomic festivals with Brazilian chefs and typical ingredients;

II - International gastronomic fairs and exhibitions;

III - Immersive experiences, such as cooking workshops and tastings.

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## 2.3. Adventure and Nature Tourism



I - Adventure competitions and events (trails, climbing, rafting, etc.);

II - Promotion of natural destinations in parks and reserves;

III - Wildlife observation, with environmental conservation practices.

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#### 2.4. Sustainable Tourism



- I - Ecotourism projects that value Brazilian biomes;
  - II - Community-based tourism, with itineraries managed by local communities;
  - III - Environmental conservation actions integrated with tourism.
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#### 2.5. Diversity and Inclusion



- I - Afro-tourism, with itineraries focused on Afro-Brazilian culture;
  - II - LGBTQIA+ Tourism, promoting Brazil as an inclusive destination;
  - III - Accessible tourism, aimed at people with disabilities;
  - IV - Ethnic tourism, valuing indigenous, quilombola, and traditional communities.
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#### 2.6. Business and MICE Tourism



- I - International fairs and exhibitions;
  - II - Global congresses and conferences.
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#### 2.7. Innovation and Technology in Tourism



- I - Support for startups and technological solutions;
- II - Use of virtual and augmented reality;
- III - Technological events applied to tourism;
- IV - Social Innovation Experiences: Community-based tourism, use of social technologies applied to tourism, corporate governance;
- V - Projects with educational and research institutions: Development of applied and

foundational research for the tourism sector, scholarships for study, academic events, and academic publications;

VI - R&D Project: Project for the application and/or development of technology and/or innovation in tourism trade companies.

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### 2.8. Historical and Cultural Heritage



I - Historical tourist itineraries in listed heritage sites;

II - Cultural festivals that highlight traditional Brazilian manifestations.

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### 2.9. Rural Tourism



I - Rural tourism experiences, such as agricultural itineraries and stays on farms;

II - Rural festivals and fairs.

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### 2.10. Scientific Tourism



I - Scientific exploration in archaeological sites and natural environments;

II - Environmental observation aimed at research and preservation.

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### 2.11. Sports and Health Tourism



I - International sports events (cycling, surfing, running, etc.);

II - Health tourism, promoting well-being and therapeutic practices.

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### 2.12. Audiovisual

I - Promotion of Brazilian tourist destinations through films that highlight locations, stories, characters, or tourist experiences;



II - Holding relevant national or international festivals, preferably with previous editions held;

III - On-site activations for destination promotion, in partnership with cultural bodies, tourism trade, conventions, or film commissions;

IV- Mobilization of key players in the tourism and audiovisual sector to strengthen networks of Brazilian Film Commissions and expand the impact of activations.

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### **2.13. ESG (Environmental, Social, and Governance)**

I - Projects that encourage the training of local communities to engage in tourism.



II - Initiatives that promote diversity and social inclusion, supporting quilombolas, indigenous peoples, and other traditional communities.

III - Campaigns to reduce inequalities and strengthen regenerative and community-based tourism.

IV - Carbon neutralization initiatives in tourism activities.

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### **2.14. Institutional**

I - Promotion of Brazil's image and Embratur programs.

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# 3. Strategic Markets

The projects should preferably target the Strategic Markets outlined in [the Strategic Plan 2024-2027](#)

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|------------------------|----------------------|
| 1 – Argentina          | 14 - Peru            |
| 2- The United States   | 15 – Switzerland     |
| 3 - Germany            | 16 – The Netherlands |
| 4 – Portugal           | 17 – Bolivia         |
| 5 – Chile              | 18 – Panama          |
| 6 – The United Kingdom | 19 – Mexico          |
| 7 - France             | 20 – Venezuela       |
| 8 – Italy              | 21 – Ecuador         |
| 9 – Uruguay            | 22 – Belgium         |
| 10 – Paraguay          | 23 – Japan           |
| 11 – China             | 24 – South Korea     |
| 12 – Colombia          | 25 - Canada          |
| 13 – Spain             |                      |

# 4. Project Requirements

4.1. To compete for Embratur sponsorship, projects must meet the following requirements:

I - Alignment with the strategic objectives and priority areas mentioned in item 2 of this notice;

II - Potential contribution to the increase of international tourism in Brazil;

III - Presentation of a detailed execution plan, containing:

**A** Objects and goals;

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**B** Schedule;

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**C** Promotion strategies;

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**D** Detailed budget

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IV - Financial viability, with a well-structured budget;

V - Dissemination plan that reaches a broad and diverse audience;

VI - Commitment to transparent accountability of the resources received;

VII - Proposals for innovative counterparties, as described in item 6;

VIII - Proven technical and financial solutions, as well as post-event evaluation analyses.

4.2. Participation in this selection process:

I - It is open only to legal entities, for profit or non-profit, national or international, whose corporate purpose is compatible with the activity to be carried out in the registered project.

# 5. Registrations

- 5.1. Registrations will occur exclusively through the website [patrocinio.embratur.com.br](http://patrocinio.embratur.com.br), during the period from January to **December 2025**.
- 5.2. Projects should preferably be registered at least 60 days in advance of their execution.
- 5.3. Mandatory documents:
- 5.4. Presentation of the project with a detailed execution plan and offered counterparties;
- 5.5. Financial budget;
- 5.6. Identity documents and Individual Taxpayer Registration (CPF) of the legal representative;
- 5.7. Proof of National Register of Legal Entities (CNPJ)
- 5.8. Articles of Incorporation or bylaws with amendments, if any, duly registered with the competent authorities
- 5.9. Minutes of election and/or act of designation of the persons authorized to represent the legal entity, if applicable
- 5.10. Certificate of no debts related to Federal Taxes and Active Debt of the Union
- 5.11. Certificate of compliance with FGTS
- 5.12. Declarative document signed by the legal representative certifying that the proponent is qualified to enter into a contract with Embratur and, therefore, has no pending issues with the agency regarding sponsorships, agreements, or service provision/goods supply contracts.
- 5.13.
- 5.14. Proposals with incomplete or missing information will be disqualified.
- 5.15. Embratur may request, at any time, proof of the information presented.
- 5.16. The proposal must present a technical and financial feasibility spreadsheet in PDF format.
- 5.17. The registration and documents to be attached should preferably be done in Portuguese.

# 6. Prohibitions

6.1. The registration, selection, and hiring of projects that are prohibited:

- I** - Do not present a date or period of execution;
- II** - Violate public order;
- III** - Harm the image and integrity of Embratur and/or Brazil in any way;
- IV** - Do not have a legal entity as the proponent;
- V** - Are linked to gambling or speculative games, unless regulated by specific legislation;
- VI** - Have as proponent, organizer, and/or promoter a person or entity with:
  - A** Registration restriction;

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- B** Impediment to operate;

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- C** Litigation with Embratur.

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- VII** - Are of a merely commemorative, festive, or social nature;
- VIII** - Are of a discriminatory nature, encourage child labor, or cause environmental damage;
- IX** - Are not aligned with the guidelines and strategic objectives of Embratur;

**X** - Are exclusively focused on the payment of:

- A** Daily rates;

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- B** Accommodation;

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- C** Tickets;

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- D** Food

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- E** Transport;

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- F** Purchase of Equipment;

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- G** Rental of spaces.

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**XI** - Present pending issues related to projects previously sponsored by Embratur, including:

- A** Counterparts;

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- B** Accountability;

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- C** Other contractual obligations.

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**XII** - Compensate, for the provision of services, or have as partners:

- A** Embratur collaborators;

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- B** Spouse or partner of collaborators;

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- C** Relatives of collaborators, in a straight or collateral line, up to the third degree (father, mother, child, brother, uncle, nephew, grandchild, great-grandchild, grandfather, and great-grandfather).

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**XIII** - Have as proposer, organizer and/or promoter a company bid by Embratur, or whose partner or manager is:

- A** Professional linked to Embratur;
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- B** Relative, up to the third degree, of a professional linked to Embratur.
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# 7. Selection of Projects

**7.1.** The evaluation will be conducted by the Embratur Evaluation Committee, based on the following criteria:

- I** - Potential for visibility and international impact;
- II** - Alignment with strategic objectives;
- III** - Innovation and creativity;
- IV** - Technical and financial feasibility;
- V** - Sustainability and social impact.

**7.2.** Projects that present greater priority will be given to:

- I** - Potential for international promotion;
- II** - Institutional return;
- III** - Degree of innovation in the counterparties.

**7.3.** The decisions of the Evaluation Committee will be final.

# 8. Counterparties

**8.1.** The counterparties presented by the sponsored projects must offer institutional, promotional, and added value returns to Embratur, always aligned with the strategic objectives of the Agency. The counterparties listed below are examples of what Embratur considers to be of high value, and do not imply the obligation to include all of them. The selection of counterparties must respect the specific characteristics of each project and the compatibility with the agreed sponsorship quotas.

**8.1.1.** The use of the Brazil Brand and the institutional brand of Embratur will be authorized upon prior approval of the pieces and materials by Embratur. In accordance with the concept and visual identity of the Brazil Brand, observing the graphic and image guidelines.



## 8.2. Institutional Return

### a) Brand Exposure:

I. Inclusion of the Brazil Brand and the institutional brand of Embratur in promotional materials disseminated in widely circulated and/or relevant media in the target markets, both digital and printed, such as videos, banners, social media posts, and other advertising pieces related to the event;

### b) Institutional Participation:

I. Possibility of the presence of representatives from Embratur in panels, opening ceremonies, presentations, or other relevant moments during the event;

### c) Tourism Trade:

I. Integration of operators, travel agents, entities, and other Brazilian commercial partners, in order to enhance the presence and performance of the national tourism trade, as well as the generation of business.





### 8.3. Promotional Return

#### a) Content Production:

- I. Delivery of photos, videos, and audiovisual materials produced with usage rights granted to Embratur;
- II. The materials must be produced in the local language of the target markets. They should include translations that engage with the cultural particularities of the different countries, maintaining the essence of Brazil's tourist image.

#### b) Of image:

- I. Display of the Brazil Brand and the institutional brand of Embratur in the advertising material of the event, both in online and offline media, such as OOH (out-of-home media), as well as communication vehicles (radio, TV, internet, social media, yearbooks, magazines, and/or other means of dissemination);
- II. Inclusion of the Brazil Brand and the institutional brand of Embratur in specific event materials, such as banners, posters, folders, launch invitations, and similar items;
- III. Dissemination and mention of the name Embratur as the official sponsor at the opening and closing ceremonies of the event and/or project;
- IV. Display of institutional videos and/or other materials from Embratur during the event;
- V. Granting of rights to use images produced within the scope of the sponsored event and/or project.

#### c) Of Digital Media:

- I. Insertion of the institutional brands of Embratur and the Brazil Brand in partner websites, social networks, and newsletters;
- II. Publication in the social media feed, stories, and/or LinkedIn of the sponsored mentioning the support of @embraturbrasil and/or @visitbrasil;
- III. Provision of metric reports on the reach and engagement of posts related to the event and/or sponsored action. Opportunity to carry out "Guest Publication" on the event's and/or action's social media at the request of Embratur.

**d) Of Promotion and Relationship:**

- I. Institutional participation of representatives from Embratur in panels, exhibition tables, opening ceremonies, and other relevant moments during the event;
- II. Availability of registration quotas and/or invitations for representatives indicated by Embratur, proportionally to the agreed sponsorship quotas;
- III. Sending of press releases and promotional information for prior and subsequent dissemination of the event and/or project.

**e) Business:**

- I. Promotion of the Brazil Brand and the institutional brand of Embratur in actions to promote Brazilian business, products, and tourist experiences;
- II. Participation in international tourism fairs and events not scheduled in Embratur's fair calendar;
- III. Conducting business rounds between Brazilian operators and foreign buyers;
- IV. Advertising and Marketing Campaigns;
- V. Familiarization trips (famtrips) for international tour operators to get to know Brazilian destinations);
- VI. Press Trips for journalists and influencers specialized in tourism, aimed at generating reports, videos, and content about Brazil;

- VII. Workshops and Training to empower travel agents and operators about Brazilian tourist destinations and products;
  - VIII. Cultural and Gastronomic Experiences;
  - IX. Development of partnerships with airlines for promotional campaigns and travel packages to Brazil;
  - X. Promotion of tourist packages in collaboration with online booking platforms;
  - XI. Inclusion of Brazilian destinations in reference portals for international travelers;
  - XII. Experience marketing actions (Such as: Immersive and interactive events, Virtual and Augmented Reality, Social and Community Marketing);
  - XIII. Right to distribute promotional material of interest to Embratur during the event;
  - XIV. Assignment of the mailing list of participants and guests of the event, in accordance with the rules set forth in the General Data Protection Law (LGPD);
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#### **8.4. Strategic Return**

##### **a) Innovation:**

- I. Use of augmented reality, gamification or immersive experiences that promote Brazil;
- II. Space/island for showcasing technologies from startups of the EmbraturLAB Innovation Ecosystem;
- III. Insertion of visual communication with websites or QR codes of technologies or projects from EmbraturLAB in the communication pieces and scenography of the supported project;
- IV. Mentoring hours for participating startups of the EmbraturLAB Innovation Ecosystem;
- V. Participation of representatives of the sponsored project in Embratur events as speakers, curators, and/or masters of ceremony.

##### **b) Audiovisual:**

For the granting of sponsorship, the project must offer counterparties compatible with the values and strategic objectives of Embratur, respecting the specificities of each event. The counterparties include:

I. Brand Exposure:

- a) Inclusion of the Brazil Brand and the institutional brand of Embratur in promotional, digital, and physical materials;
- b) Display of the brand in digital and printed media, social networks, promotional videos, and festival banners.

II. Content Production:

- a) Generation of audiovisual and photographic materials about the event, with rights granted to Embratur;
- b) Development of narratives that integrate tourism and audiovisual for dissemination on Embratur's channels.

### III. Institutional Participation:

- a) Space for Embratur representatives to participate in panels, round tables, or presentations;
- b) Organization of meetings with key players in the tourism and audiovisual sector during the event.

### IV. Short Sessions:

- a) Screening of an exclusive session with “Curtas da Embratur” from the Brazil with S Notice, highlighting Brazilian destinations.

### V. Activations at the Destination:

- a) On-site promotion of Brazilian tourist destinations through partnerships with cultural secretariats, tourism trade, and film commissions;
- b) Conducting activations during the event, such as round tables, workshops, and thematic presentations.

### VI. Sustainability and Inclusion:

- a) Actions with a perspective of diversity, inclusion, and sustainability, such as debates on regenerative tourism and inclusion of minorities.

### VII. Press Advisory and Public Relations:

- a) International dissemination of content about Brazil and the activated destinations.

### c) ESG:

I. Activation focused on ESG at events, with active participation from Embratur in conferences or workshops promoted by the project;

II. Requirement for recognized sustainability seals and responsible environmental practices;

III. Neutralization of carbon emissions generated by the project's activities, through certified carbon credit or reforestation programs;

IV. Production of impact reports, such as job creation or benefits for communities;

V. Inclusion of the Embratur brand in educational materials for environmental awareness distributed to tourists, such as digital guides or QR codes at tourist attractions.

**d)** Other ways of institutional return:

I. Provided that proposals are made and previously accepted by Embratur.

# 9. Accountability

9.1. The selected proponents must present:

- A Detailed final report of the actions taken;

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- B Supporting documents of the counterparties (media records, photos and videos);

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- C Impact metrics (audience, spontaneous media, engagement);

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# 10. Benefits of Sponsorship

10.1. In addition to financial support, sponsored projects may count on:

- A Promotional actions carried out by Embratur;

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- B Institutional support at strategic events.

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# 11. Final Provisions

- 11.1.** The selection does not guarantee sponsorship, which will be subject to budget availability.
- 11.2.** Embratur reserves the right to cancel or suspend this notice for convenience or public interest, at no cost to the proposers.
- 11.3.** Non-compliance with the counterparties will result in the termination of the contract or other applicable evaluations.
- 11.4.** Embratur reserves the right not to enter into contracts with the proposers, for reasons of risk, convenience, and opportunity, at its sole discretion, without any compensation to the applicants.
- 11.5.** Embratur reserves the right not to individually justify to the proposers the reason for the selection or rejection of the submitted projects.
- 11.6.** Registration for participation in Embratur's sponsorship notice implies acceptance of all its terms.
- 11.7.** The selection and disclosure of a project do not imply the obligation of its execution/sponsorship by Embratur.
- 11.8.** Embratur, for strategic interest upon identifying an opportunity, may analyze and select projects outside this Notice, as well as select projects both within and outside this Notice, provided they are aligned with the guidelines and strategic objectives of the Agency.
- 11.9.** The Embratur website is defined for the mandatory disclosure of any official information regarding this competition, without prejudice to the use of other communication channels that Embratur may have.



# 12. Contact

**12.1.** Questions, information, and omitted cases related to this Notice should be clarified on the official Embratur website or by the email address:



[patrocinio@embratur.com.br](mailto:patrocinio@embratur.com.br)

# 13. Legal References

- I - Law No. 14.002/2020;
- II - CDE Resolution No. 12/2020;
- III - Embratur sponsorship manual.

# Attachments to the Minute Notice



# ANNEX I

## Accountability Model

### 1. Project Identification

**Project Title:** [Project name]

**Proponent:** [Name of the responsible legal entity]

**Company Registration Number (CNPJ):** [CNPJ of the proponent]

**Contract Number:** [Contract number signed with Embratur]

**Implementation Period:** [Start and end date of the project]

**Sponsorship Amount:** [Total amount granted by Embratur]

### 2. Project Objectives

2.1. **Strategic Alignment:** Explanation of how the project aligns with Embratur's strategic objectives, such as:

- Strengthening Brazil's image abroad;
- Promotion of priority segments (ESG, afro-tourism, MICE, etc.);
- Expansion in strategic markets.

2.2. **Expected Impact:** Description of expectations in terms of institutional return, generation of visibility, and tourism promotion of Brazil.

### 3. Actions Taken

#### 3.1. Activity Report: Detailing the activities and events carried out in the project:

- Type of event (e.g.: fairs, workshops, festivals);
- Participants and target audience (e.g.: estimated number, strategic markets reached).

#### 3.2. Fulfilled Counterparties: Listing of the delivered counterparties, accompanied by evidence such as:

- Media records (photos and videos);
- Screenshots of social media posts mentioning Embratur (@embraturbrasil and @visitbrasil);
- Reports of spontaneous media (news, clippings, and promotional material);
- Record of lectures, panels, or institutional participations made by Embratur at the event;
- Promotion of the Brazil/Embratur Brand in promotional pieces and communication materials of the project.

### 4. Impact Indicators

#### 3.1. Quantitative Metrics

- Audience reached:
  - Number of participants at the in-person event;
  - Estimated reach on social media and digital platforms.
- Visibility of the Brazil Brand:
  - Brand placements in banners, videos, social media, printed materials, and other means;
  - Brand placements in banners, videos, social media, printed materials, and other means;

## 4.2. Qualitative Metrics

- Engagement in Strategic Markets:
  - Description of the markets reached (e.g.: United States, Germany, United Kingdom);
  - Feedback from participants, tourists, and business partners involved.
- Institutional and Commercial Connections:
  - Participation of tour operators, travel agents, and other players in the tourism trade.

## 5. Physical Evidences

- Photos, videos, and promotional materials that demonstrate the execution of the project;
- Institutional impact reports with detailed analysis of the results obtained;
- Links to publications on social media and clippings of spontaneous media.

## 6. Physical Evidences

Statement from the project manager certifying that the information presented is true, followed by the signature of the legal representative of the proponent.

## 7. Physical Evidences

The final report must be sent to Embratur within 60 business days after the event, via email:



[patrocinio@embratur.com.br](mailto:patrocinio@embratur.com.br)