

2023 | SECOND EDITION



# BRAZIL week

SHOWCASING THE BEST OF BRAZIL

WELCOME





# THE BRIDGE FOR BUSINESS, TRADE AND INVESTMENT BETWEEN AUSTRALIA AND BRAZIL



ABCC is proudly creating and executing BRAZIL WEEK among an amazing team of collaborators. The entity seeks to promote bilateral trade between Australia and Brazil and increase awareness of Australia-Brazil business opportunities. Established in 1978 in Sydney, the ABCC is a registered Australian not-for-profit membership-based association with board representatives across Australia.

**In the following slides, the project of BRAZIL WEEK as a series of cultural events will be introduced and you are invited to join with us.**





**A SERIES OF EVENTS  
FROM AUGUST TO SEPTEMBER  
GENERATING BUSINESS,  
COLLABORATION  
AND STRONGER TIES WITH  
AUSTRALIA.  
SECOND EDITION**



# FIRST YEAR HIGHLIGHTS







**11 DAYS**  
OF EVENTS

**2,000**  
PARTICIPANTS







**BRAZIL**  
week



# SUPPORTED BY DIGNITARIES

Her Excellency the Honourable Dr Jeannette Young AC PSM; H.E. Mr Mauricio Lyrio Ambassador of Brazil in Canberra; H.E Mr Jorge Kadri Consul-General of Brazil in Sydney; Hon Leanne Linard MP, Minister for Children and Youth Justice and Minister for Multicultural Affairs; Mr David Crisafulli MP Leader of the Opposition in Queensland; Mr John-Paul Langbroek MP Shadow Minister for Seniors, Communities, Disability Services, Shadow Minister for Multiculturalism and Aboriginal and Torres Strait Islander Partnerships, Mr Steve Minnikin MP Shadow Minister for Customer Service, Shadow Minister for Transport and Main Roads. Lord Mayor Adrian Schrinner, Cr Vicki Howard and Cr Angela Owen, Brisbane City Council.



# ATTENDED BY PUBLIC FIGURES

Nelson Freitas - Brazilian actor and singer  
Travis Fimmell - Australian actor.

**1,300** SM FOLLOWERS  
**2,300** WEBSITE VISITS

**7,110** PAID AD IMPRESSIONS

# MENTIONED ON



# BUSINESS NETWORK

**21** SPONSORS  
**37** SUPPORTERS



BRAZIL WEEK 2023

# PROGRAM

## BRISBANE

**23.08 WEDNESDAY**

*Sports Night*

**31.08 THURSDAY**

*Brisbane **Official Opening***

**01.09 FRIDAY**

*Brisbane Business Day*

**05.09 TUESDAY**

*Film Night*

**07.09 THURSDAY**

*A Night in Brazil - Brisbane*

**10.09 SUNDAY**

*PM | Fashion Day*

## GOLD COAST

**10.09 SUNDAY**

*AM | Brazilian Jiu-Jitsu Independence Cup*

## SUNSHINE COAST

**09.09 SATURDAY**

*Entrepreneur Day*

## SYDNEY

**14.09 THURSDAY**

*Sydney **Official Opening***

**15.09 FRIDAY**

*Sydney Business Day*

**17.09 SUNDAY**

*Fashion Day*

*\*Disclaimer: Dates and Themes subject to change.*

AUGUST / SEPTEMBER



**BRAZIL**  
week

# BRAND OPPORTUNITIES

SPONSORSHIP VISIBILITY AND PRESENCE





## BRAND OPPORTUNITIES

Becoming a sponsor gives you the opportunity to **align your brand** with a serie of events and to include your **logo in all marketing materials.**

Brazil Week is promoted to the Brazilian + Australia community throughout the year with an extensive **multi-channel marketing campaign** to position your brand in the market.

### EVENT MARKETING

- ★ Visibility Opportunity Sponsors Logo
- ★ Display Screen - Video - logo inserts
- ★ Permission to hand out Mkt Material
- ★ Business Network Opportunities

### SOCIAL MEDIA & PUBLIC RELATION

- ★ Exclusive Content Creation
- ★ FB + Instagram + LinkedIn Mentions
- ★ Event Live streamings
- ★ Facebook Communities and Event Pages
- ★ Re-posts, Tag, Mentions, Follow us
- ★ Design Templates for SM

### DIGITAL CHANNELS

- ★ Exclusive Website - logo inclusions
- ★ E-mail Marketing Campaign

### EXTRAS

- ★ Special thanks speech
- ★ Access to post-photos
- ★ 1 Year ABCC membership
- ★ Event Tickets
- ★ Gift Bag

## BUSINESS DAY

### EXPO - SPACE FOR YOUR BUSINESS

- ★ Contact us for information

## FASHION DAY

### EXCLUSIVE OPPORTUNITIES

- ★ Event Booth (3x3m)
- ★ Catwalk participation

## SPORT NIGHT

### EXCLUSIVE OPPORTUNITIES

- ★ Contact us for information

\* Dependent on sponsorship level

Sponsorship packages are customised based on your objectives. Please contact our team for more information.



The logo for Brazil Week, featuring the word "BRAZIL" in a bold, black, sans-serif font above the word "week" in a smaller, black, sans-serif font. To the left of "week" are three vertical bars in yellow, green, and blue, representing the colors of the Brazilian flag.

**BRAZIL**  
week

A close-up, macro shot of a parrot's feathers, showing intricate patterns and a vibrant color gradient from deep blue to bright green. The feathers are layered and overlapping, creating a sense of depth and texture.

# SPONSOR PACKAGES



# PACKAGES - GLOBAL

## BRAND EXPOSURE AND AWARENESS

### INCLUSIONS

- ★ Logo in BW website
- ★ ABCC website: Mention
- ★ Newsletter - Promotion
- ★ Press Release - Mention
- ★ Social Media Content - Mentions (minimum)
- ★ Tickets
- ★ Video or Speech at opening or close
- ★ Showcase Marketing Material at Events
- ★ ABCC Membership (Business Membership)
- ★ Exclusive Lives Content
- ★ Gift bag at launch event

### BRONZE

### SILVER

### GOLD

### PLATINUM



No

No

No

02 times

01

No

At 01 event



No

1 piece



No

No

04 times

03

No

At 01 event plus 2



No

2 pieces



No

10+

04

No



05 pieces



20+

06



05 pieces

TOTAL INVESTMENT:

\$ 1,000.00

\$ 3,000.00

\$ 5,000.00

\$ 10,000.00

Tax invoice issued by ABCC



# EVENT DAY PACKAGES

BRAND EXPOSURE AND AWARENESS

## BUSINESS DAY

- ★ Contact us for opportunities to be part of the Business EXPO at the Business event days

## FASHION DAY

\$ 650.00

- ★ Pop-Up Stall and Catwalk ( Qld OR NSW )

\$ 350.00

- ★ Pop-Up Stall ( Qld or NSW )

\$ 1,100.00

- ★ Pop-Up Stall and Catwalk ( Qld AND NSW )

## SPORTS DAY

- ★ Contact us for more details

Tax invoice issued by ABCC





MARKETING AND SPONSOR MANAGEMENT

# CONTACT US

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