

Brazilica

LIVERPOOL INTERNATIONAL SAMBA CARNIVAL

15TH, 16TH & 17TH JULY 2011



BRAZILICA IS AN EXCITING THREE DAY, FREE FOR ALL FESTIVAL BRINGING A TASTE OF SOUTH AMERICA'S CARNIVAL ATMOSPHERE TO LIVERPOOL'S CITY STREETS.

BRAZILICA Three whole days filled with music, dance, sport and entertainment for all ages. Art, cultural events and fantastic food and drink to tempt your senses. Brazilica will be the place to party this summer in true Samba style!

BRAZILICA Has grown from its beginnings as the Liverpool Carnival Company's Samba Parade, an exciting night-time event that began in 2008 Liverpool's Capital of Culture year, and attracts professional performers from all over the world for a colourful, vibrant carnival procession that weaves its way through the city centre.



FOR MORE INFORMATION VISIT THE WEBSITE AT WWW.BRAZILICAFESTIVAL.COM

A LIVERPOOL CARNIVAL COMPANY PRODUCTION COMPANY REGISTRATION NO: 6208453 CHARITY REGISTRATION NO: 1123036

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NOW, FOR 2011, THE FESTIVAL HAS GROWN AND WILL BE BIGGER AND BETTER THAN EVER BEFORE!

BRAZILICA FRI 15TH JULY

Liverpool city centre's shops and bars will play host to the '**Samba in the City**' event, a colourful taster of the carnival, to get Liverpool in the mood to party. The carnival will officially begin at the VIP Carnival Ball.

BRAZILICA SAT 16TH JULY

The city will come to life 'Latin style' with '**The Main Event**' a FREE all day South American street party taking place in Williamson Square. The carnival steps up a gear in the evening as Liverpool's streets are set ablaze with colour as the carnival parade of over 1,000 people makes its way to the festival site. Festivities will continue well into the evening finishing with an exciting after party in the city centre.

BRAZILICA SUN 17TH JULY

Wind down your weekend with '**Samba Sunday**' on 17th July. Enjoy special discounts on food, drink and shopping. Why not join us as the carnival gets cultural with sports, film and artistic events taking place across the city.



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ACCESS TO AUDIENCES

LOCATION Liverpool – the most successful European Capital of Culture ever - describes itself as ‘the world in one city’, with communities from all over the globe making it their home. Nearly 450,000 people live in the city centre region alone. In Liverpool, our love affair with all things South American continues to grow, with a wealth of new Brazilian bars, restaurants and sporting events, along with an abundance of samba schools and capoeira groups established in the North West.

INSPIRATION Brazil is a country and economy really in the ascent, and will host the World Cup in 2014 and Olympics in 2016. As the eyes of the world turn to these events, the opportunities for the future of Brazilica are bright. The Liverpool Carnival company is also working with Instituto Plataforma Brasil to establish cultural links between Liverpool and Sao Paulo.

Brazilians love Liverpool – our shared loves of football and music, and strong sense of community spirit, mean we’ve got a lot in common!

AUDIENCE Brazilica is inspired by the annual Carnaval held in Rio de Janeiro, Sao Paulo and cities across Brazil. 30,000 people watched the Liverpool samba parade in 2010; up to 50,000 spectators are expected to pass through the festival site and/or watch the parade in 2011.

DID YOU KNOW?

- Liverpool’s festival calendar brings millions of pounds into the local economy.
- In 2008, Capital of Culture year, there were 15m cultural visits to the city and 7000 events.
- Visitor spend that year totalled a massive £1.6bn.
- Visitor numbers are still rising.
- Figures from 2010 showed visitors were spending more money than they did in 2009.
- More than 200,000 Brazilians currently live in the UK - 10,000 in the North West.



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GET INVOLVED

BRAZILICA WILL BE A TRULY MEMORABLE WEEKEND. BUT THERE IS SO MUCH MORE TO IT THAN THAT...

HELPING COMMUNITIES In Brazil, the carnivals are more than just a fun celebration – they are their own cottage industry, creating jobs, encouraging trades and really giving something back.

Brazilica is an authentic taste of that experience, and is run with that same spirit of social responsibility and community engagement. The work of Liverpool Carnival Company encourages apprenticeships in areas of art, design, carpentry and metalwork to help create the fantastic floats and costumes that are used annually during Brazilica. This is an investment we remain committed to year round.

SUPPORTING BRAZILICA is an opportunity to promote your business to a huge and varied audience across Liverpool city centre and beyond. We are confident that Brazilica really has the power to be an annual international event that will put a huge smile on the face of everyone who attends, through its unique combination of music, dance, sport and commitment to working with and engaging with local and international communities.

With your generosity, your organisation could play a part in making sure Brazilica is a huge success and help ensure its future.



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EVENT PARTNERS

BRAZILICA has an amazing opportunity available for companies or organisations to be event partners and help shape and develop the Brazilica experience. Event partners will receive all the benefits of our platinum sponsor package, and so much more

ENJOY THESE BENEFITS

- High-profile brand awareness with visibility right across Brazilica's colourful and vibrant three-day programme. Including big screen advertising to a potential city centre audience of 50,000 people
- Possible naming rights to Brazilica 2011
- Be closely associated with an annual event linked to one of the world's most dynamic and fast-growing economies, due to host both the World Cup in 2014 and Olympic Games in 2016
- Experience increased trading opportunities linked to this high quality event that will deliver increased tourism, trade and brand awareness. Brazilica will have a significant economic impact on the city.
- Be involved in promoting local community cohesion and supporting the involvement of the creative communities across Merseyside and beyond
- Enjoy the benefits of working directly with Action for Brazil's Children (ABC) a high profile UK-based charity dedicated to helping the most vulnerable children and young people of Brazil. The procurement of International connections with Instituto Plataforma Brasil, linking opportunities in Liverpool and Sao Paulo

BRAZILICA would love to discuss how we can work together to make sure Brazilica is the best festival it can be – ensuring that we provide unique and valuable opportunities for your business or organisation, now and in the future.

BRAZILICA will work with you to tailor a package that fully reflects your company's requirements.



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SPONSORSHIP OPPORTUNITIES

Organisations that support Brazilica will enjoy enhanced brand awareness and profile building regionally, nationally and internationally. Supporters will also benefit from a highly targeted marketing and PR campaign.

There is a number of opportunities for your organisation to get involved at a range of levels detailed below:

PLATINUM SPONSORSHIP

Cost: £5,000

BRAZILICA platinum sponsors will be recognised as Official Partners to Brazilica 2011. Official Partners will play a major part in Brazilica 2011. Sponsorship at this level will enable your company to work closely with Brazilica. Your organisation will enjoy an integral role and be involved in the shaping of the event. There will be extensive opportunities throughout all stages of the festival to ensure your support has an unmissable presence, with your company's branding featuring prominently in the promotional run up and throughout the three day programme. As well as receiving all the benefits of the Gold package (below) you will be able to take advantage of VIP hospitality at the main event and glittering after party.

GOLD SPONSORSHIP

Cost: £2,500

BRAZILICA Gold sponsors will be recognised as an Official Supporter of Brazilica 2011. Official Supporters will be provided with the opportunity to link their brand with all print and digital promotional materials including, the festival programme, website and on-site big screen advertising. Your company's status as an official supporter will give your brand access to a potential audience of 50,000 festival attendees throughout the three day program.



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SILVER SPONSORSHIP

Cost: £1,000

BRAZILICA Silver sponsors will be recognised as Official Friend of Brazilica 2011.

As an Official Friend you will be able to link your brand to the festival's promotional materials, including the festival programme, website and big screen advertising, where your logo will be part of the Official Friends' logo page. You will also be able to take advantage of the special sponsor's hospitality.

BRAZILICA has further promotional opportunities available such as sponsoring of volunteers and crew t-shirts, VIP wristbands, lanyards and merchandise. For further information email our friendly sponsorship team sponsorship@orb-events.co.uk with your inquiry.

CREATE YOUR OWN FLOAT

The Liverpool Carnival Co. are experts at making show stopping bespoke floats and large objects to carry, that will represent your brand and ensure your company has an unmissable presence in the main parade.

For further information please email carnivalcompany@aol.com with your inquiry.



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SPONSORSHIP OPPORTUNITIES AT A GLANCE

PACKAGE	PLATINUM	GOLD	SILVER
BIG SCREEN ADVERTISING ON FESTIVAL SITE (SAT)	60 seconds of big screen advertising time repeating every 30mins. Value £2,000 every 30mins	30 seconds of big screen advertising time repeating every 45mins. Value £1,000 every 45 mins	Your logo as part of event supporters advertisement repeating every 60mins. Value £250 every 60 mins
FESTIVAL PROGRAMME ADVERT (30,000 COPIES)	Full page advert plus logo on sponsor page. Value £1,000	½ page advert plus logo on sponsor page. Value £500	¼page advert plus Logo on sponsor page. Value £250
WEBSITE PROMOTION	Feature and link. Value £500	Banner and link Value £250	Listing and link Value £100
LOGO ON E-FLYER AND E-MARKETING CAMPAIGNS	✓	Logo inclusion as part of event supporters page	x
USE OF THE BRAZILICA LOGO	✓	✓	✓
LOGO INCLUDED ON ALL PRINTED MARKETING MATERIALS	✓	x	x
INCLUSION ON BRAZILICA SOCIAL NETWORKS	✓	✓	✓
VIP HOSPITALITY AT THE MAIN EVENT (SAT)	10 WRISTBANDS	4 WRISTBANDS	2 WRISTBANDS
VIP TICKETS TO OFFICIAL AFTER PARTY	10 TICKETS	4 TICKETS	2 TICKETS
VALUE	£5,000	£2,500	£1,000



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BECOMING A BRAZILICA SPONSOR

THE BENEFITS

This is a fantastic opportunity for your company to have brand association with a unique arts, music, dance and sport festival expected to attract 50,000 people into the city centre over three days.

ACCESS

Your company will have access to tens of thousands of people from all backgrounds expected to visit the festival over the weekend – including families, young people, and fans of arts, music and sport and people interested in travel and different cultures. There will be the opportunity for brand awareness across all promotional materials, and the chance to work closely with specific community groups.

FESTIVAL BROCHURE

The Brazilica 2011 festival brochure will be the perfect place to promote your business:

- 30,000 copies to be printed
- Full colour A5 size
- The definitive, must see guide to the festival
- Parade map and profiles of the acts performing
- Available throughout the festival weekend
- Distribution across the North West and beyond in the run-up
- A high quality, sought-after souvenir of the weekend.

What are you waiting for? Put yourself on the map! Our competitive advertising rates start from just £100 for a business listing on the festival map, going up to £1000 for a full page.



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BRANDING AND ADVERTISING

- Flyers (20,000 for distribution across the North West)
- A3 poster campaign (2,000 for distribution across the North West)
- Month long A0 Liverpool city centre poster campaign
- Use of the Brazilica 2011 official logo for your own events and publications
- Sponsors logos included in print advertising (Local, National and International)
- Sponsors logos included in any additional Brazilica branded advertising
- Sponsors logos included on weekly press releases

BIG SCREEN ADVERTISING

There will also be the opportunity to advertise on a big screen that will be placed prominently on the festival site on Saturday, July 16.

This is a fantastic chance to reach and engage with Brazilica's visitors, as well as shoppers passing by the site. Sponsors of the event will be able to take advantage of free screen time as part of that package.

EVLED 1024SMD MEDIA SCREEN: Ideal for both indoor & outdoor use, using Tri-colour SMD RGB LED's capable of outputting up to 14 trillion colours. With a 20mm pixel pitch.

Panel Size 640 x 640 cm **Pixel Resolution** 2500 pixels m²

WEBSITE PROMOTION AND E-MARKETING ACTIVITY

- Inclusion of your company logo on the Brazilica website
- Logo inclusion within fortnightly e-newsletters to our ever increasing database
- Promotional editorial for your company on the website
- A direct link to your website placed on the Brazilica homepage
- Downloadable vouchers promoting your business on the Brazilica website
- Inclusion of your company logo in email marketing flyer campaigns
- Links and e-marketing through Brazilica social networking sites (Facebook, Twitter, Foursquare)

MARKETING AND PR

Brazilica will be working with a specialist marketing and PR Company to make sure the event is as widely publicised as possible. Bill Elms Associates will co-ordinate a full marketing campaign, organising promotional materials and press releases in the run up and on the day, as well as maintaining the festival's presence on social networks, data capture and media relations.



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MEDIA & CHARITY PARTNERS

The festival has teamed up with **Action for Brazil's Children (ABC)** as its official charity partner. The media partner for Brazilica will be regional radio station, **Juice FM**.

OFFICIAL PHOTOGRAPHER

Mark McNulty

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PRESS & MEDIA ENQUIRIES

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