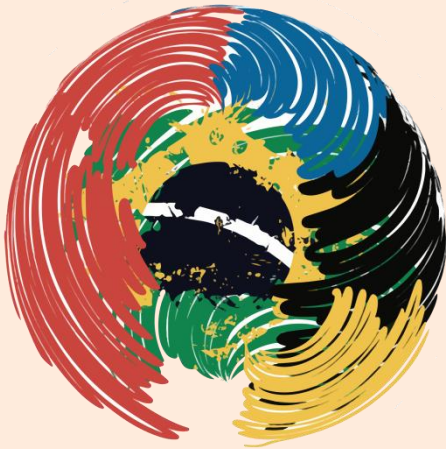


Centenary of D. Ivone Tura



November 04-13 | Salvador - BA
INTERNATIONAL SAMBA CONGRESS

Who we are



The International Samba Congress is an annual gathering that brings together professionals and dance lovers so that, through Samba and other Brazilian rhythms, each participant is able to feel connected and included, working together to nurture positive social relationships that expand the reach of one of the most important manifestations of our culture: music.

The Congress



Once again hosted in person, the sixth edition of **the International Samba Congress** will take place from November 4th to 13th in the city of Salvador, an important center of cultural resistance in Brazil.

Our mission is to inspire, empower and support Brazilian and international dancers and musicians who are dedicated to the advancement of Samba and Brazilian culture. We want to recover and reclaim the true roots and nuances of Brazilian culture by promoting it internationally through the participation of a diverse audience.



Salvador - BA



Capital of Bahia, Salvador has the most authentic popular cultural manifestations in Brazil, especially regarding music. Dance, heritage from our African ancestors, permeates the city through the different rhythms that range from Axé to samba de roda. Full of meaning and symbolism in each of its tourist spots, the city that will host the 2022 edition **of the International Samba Congress** was specially chosen to mark the return of our beloved Congress to the face-to-face modality after two years of the global pandemic.



Instructors



An stellar line up of Brazilian instructors, whose extensive resume revolves around our main objective: sustaining and sharing our culture through the rhythms that we will explore together. Jongo, maracatu, maxixe, samba de roda, samba no pé, frevo and all the cultural heritage and messages they carry will be at the heart of the International Samba Congress 2022, an invaluable opportunity to meet and expand our knowledge through dance.



Dona Yvone Lara



Always with the aim of advancing our cultural roots, **the 2022 International Samba Congress** will pay homage to Dona Ivone Lara, the great Dama of Samba, whose centenary is celebrated this year.

An empowered black woman and a pioneer, well ahead of her time and one of the greatest icons of our music, Dona Ivone leaves a legacy that goes far beyond her musical compositions.



Why Sponsor Us

Dance is a social manifestation that carries all the historical and cultural memory of a people. It is also a form of expression, inclusion and inner healing. Having your brand as a partner of an event like **the International Samba Congress** is, above all:



A way to add value to your brand



A way to showcase your appreciation for the Brazilian culture



An investment in actions that encourage diversity, inclusion and the sharing of ancestral legacy that advances a positive image of our country across the world.



Sponsorship Levels



Support Level (10 spots)

AMOUNT: US\$ 1,000.00

BENEFITS:

- a “thank you” post on ISC's social media 1 + 2 stories during the event



Bronze Level (06 spots)

AMOUNT: US\$5.000,00

BENEFITS:

- post for partnership announcement and thanks on social networks,
- 4 stories,
- logo on the event banner,
- logo on the sleeve of the teachers' shirt



Sponsorship Levels

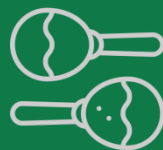


Silver Level (4 shares)

AMOUNT: US\$ 7,000.00

BENEFITS:

- post announcement of partnership on social networks
- display of institutional video in the feed,
- 4 stories,
- logo on banner and video inserts
- logo on the back of the teachers' shirt



Gold Level (2 spots)

VALUE: US\$ 15,000

BENEFITS:

- post announcement of partnership on social networks
- display of institutional video in the feed,
- 4 stories,
- live with the brand representative,
- logo on banner and video inserts
- logo on the back of the teachers' shirt
- visibility marketing action (squeeze, cap, fan)

