REVEILLON

'27

SPONSORSHIP DECK

6 DAYS · 1 ISLAND

A new way to ring in the year

Mar D'*Paraty*

Brazil's first New Year's celebration built around **EXPERIENCE**, *not just a party. Wellness, sport, excursions and gastronomy — and the countdown in a paradise setting.*

SPONSORSHIP PROPOSAL

26.12 — 01.01

Paraty · Brazil

Wellness, sport and sea.
The countdown is just the finale.

Brazil's New Year's events have become the same formula: ***exhausting line-ups, high price, low delivery***. Guests paid premium prices to stand for 6 hours. Wellness showed up as a sticker.

Mar D'Paraty proposes the opposite: a week where ***wellness is the central pillar***, not the garnish. Sunrise yoga, ice bath, sports clinics with named coaches, sunset schooner on the open sea — and, at the end, the countdown.

It's the first Brazilian New Year's built on the concept that defines this generation's premium lifestyle: ***living well means living fully***.

DIFFERENTIATOR · WELLNESS AT THE CENTER

Other New Year's events offer a party. We deliver an experience — the party comes with it.

> *"Where other celebrations offer wellness superficially, Mar D'Paraty delivers programming that truly honors it."*

Paraty
A World Heritage Site.

65 islands, *300 beaches*, hidden waterfalls in the *Atlantic Rainforest*.

Colonial historic center free of cars, 18th-century cobblestones intact. Fish on a clay tile, award-winning artisanal cachaça and the addresses that put Paraty on Brazil's premium map.







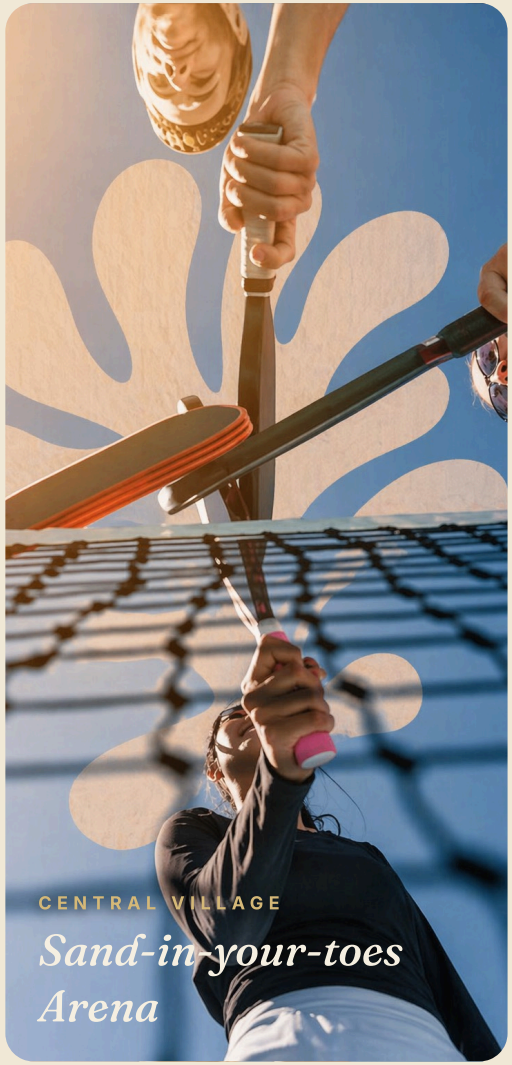
2019 UNESCO | ***240km*** DO RIO | **1667** FOUNDED

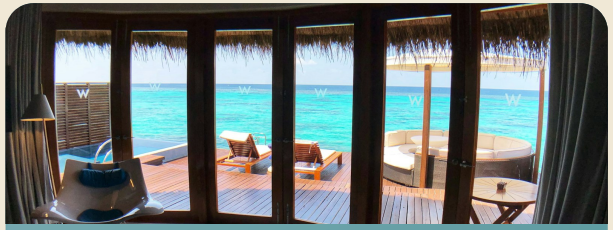
The daily hub *of every guest.*

Facing the sea, the ***Beach Club and Sports Arena*** is where the event's life unfolds — not a waiting room for the party. ***It IS the event.***

A complete sports arena, a relaxation area with ***hot jacuzzi and ice bath***, curated dining, partner brand shops, loungers and bungalows on the sand. A stage for the DJ and bands performing ***from breakfast to sunset***.

For the brand, it's a 360º activation platform: ***your product is lived***, not just displayed. Running, Beach Tennis, Footvolley, outdoor cycling class, strength training, Street Ball and a slam-dunk trampoline.





STRUCTURE

Running for 6 days

Sports Arena	*10+ modalities*
Beach House DJ Tent	*10h daily*
Loungers + Umbrellas	*free access*
Beachfront bungalows	*premium*
Restaurant + 3 Fast Food	*curated*
Bars	*open & cash*
Partner Brands & Shops	*retail*
Water Sports	*jet · wake · SUP*

Wellness isn't a *sticker. It's the pillar.*

*Programming open **from sunrise to sunset**. Each modality led by named duos, fighters and athletes — not interns.*

★ 01 · WELLNESS AT SUNRISE

O pilar *central* of the event.

Outros New Year'ss oferecem wellness como nota de rodapé. No Mar D'Paraty, é o que define o ritmo da semana inteira.

- Solo yoga & Pilates on the sand · at sunrise
- Guided breathwork and sound healing
- Hot jacuzzi + outdoor ice bath
- Bike classes with fitness influencers
- Functional training by renowned coaches
- Open sessions and enrollment program

02 · SPORT

Athletes *with names.*

- Beach tennis clinics · elite duos
- Footvolley mini-tournaments
- Functional training with renowned coaches
- Street Ball court with renowned player
- Beach slam-dunk trampoline
- 4k and 5k runs along the shoreline

03 · BEACH CLUB

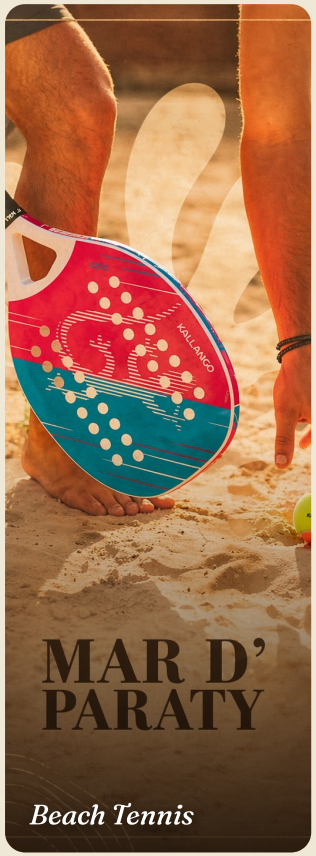
Lazer *Beachfront.*

- Free loungers + umbrellas
- Beachfront bungalows (available for sale)
- Signature drinks and curated snacks
- Resident DJ · Beach House style
- Water sports · kite · jet · wake
- Massage and rest area

How it works: *each guest signs up for up to 2-3 activities across the 6 days. Wellness and sport open at free hours for spontaneous use.*

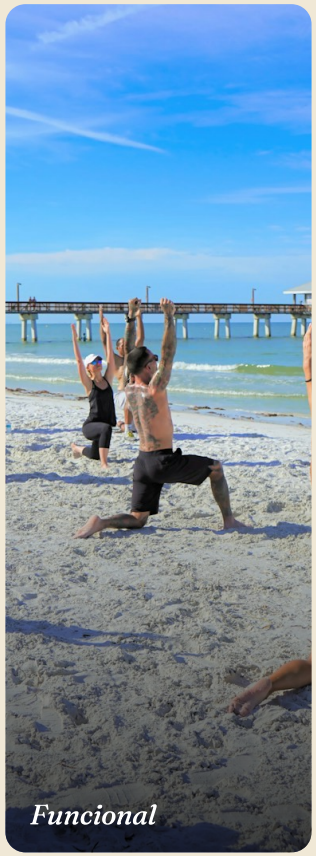
Not decoration.
It's serious programming.

Each modality has a name attached — renowned duos, fighters, coaches and players brought in to lead clinics, competitions and experiences.

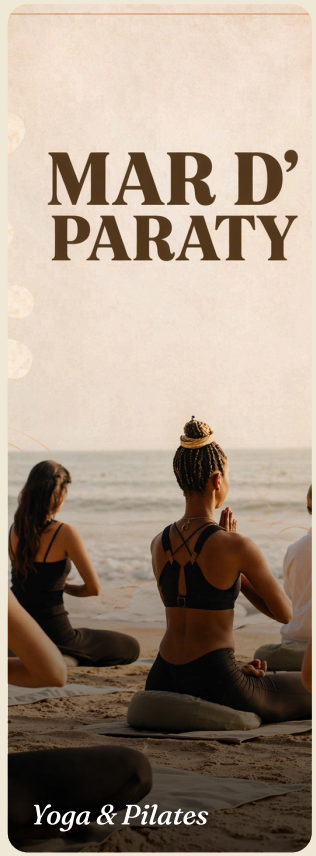












ANCHOR EXPERIENCE

Sunset *schooner with DJ at open sea.*

PROGRAMA PRINCIPAL

*Collective departure from the marina with **DJs on the open sea**, drinks aboard, prime view of the bay with ~65 islands. A "Brasilidades" set at sunset — the strongest visual moment of the week.*

2h30	~65	1 DJ
SAILING	ISLANDS IN VIEW	+ OPEN BAR

Other experiences

WELLNESS

Yoga & Ice Bath *at sunrise*

Guided session on the sand + cold jacuzzi. Every day.

NATURE

Cachoeiras *Paraty*

Tarzan Slide, Pedra Branca, Trindade. Half-day itinerary.

GASTRONOMY

Roteiros *gastronomic*

Banana da Terra, Quintal das Letras, Margarida Café.

LIQUID CULTURE

Artisanal cachaça *artesanal*

5 distilleries with INPI Geographical Indication. Guided tasting.

THE WEEK

6 dias *days.*

03 exclusive parties
open bar

03 sunsets at the Beach Club
— ATRAÇÕES INÉDITAS

Arena de Esportes

Renowned bands
of Brazilian soul

DJs nacionais *&* internacionais

Sunsets on the schooners

The muscle *of the event.*

+R$300K

already mapped in fees for national and international acts. The largest musical investment for a premium New Year's in Paraty.

We combine ***major names from the global electronic scene*** with Brazilian soul references — pagode, premium MPB and top-tier national DJs — delivering a curation that connects generations without compromising sophistication.

INTERNATIONAL PROSPECTS

Headliners globais

DJ Levi · **Ashibah** · Bob Moses

Vision · Mozambo · Jackson

★ DJ LEVI E ASHIBAH CONFIRMADOS

NATIONAL PROSPECTS

O peso brasileiro

+5521 · **Bhaskar** · **Aglomerou**

Badaró · Copolla · Unfazed · Mary Grippa

★ +5521 E AGLOMEROU CONFIRMADOS

CONFIRMED LINE-UP

International *Headliners.*

International curation anchoring the line-up before public announcement. Sponsor brands get naming rights alongside these artists.



NORWAY · IBIZA

DJ Levi

Norwegian DJ and producer based in Ibiza, a rising reference on Europe's house and melodic techno circuit. Builds emotive, cinematic sets with a Nordic identity and Mediterranean signature. Consolidated presence in top-tier Ibiza booths and tours across Europe and Asia.

STYLE
House · Melodic Techno

STAGES
Pacha · Ushuaïa · Blue Marlin



DENMARK · GHANA

Ashibah

Danish singer, songwriter and DJ with Ghanaian roots — one of today's signature voices of European house. Releases on labels like Kittball, Get Physical and Defected, with hits surpassing 40 million streams. Shared the stage with Solomun, Black Coffee and Adam Port.

STYLE
Vocal House · Afro

LABELS
Kittball · Get Physical · Defected



SOUTH SUDAN · TORONTO

Emmanuel Jal

South Sudanese DJ, singer, producer and activist based between Nairobi and Toronto — one of the most in-demand names in global Afro House. Collaborations with Nitefreak and Henrik Schwarz, hits on Diplo's Higher Ground label. Coachella, Glastonbury and Ushuaïa Dubai on his résumé.

STYLE
Afro House · Afro Tech

STAGES
Coachella · Glastonbury · Higher Ground

Where the entire *week happens.*

Paraty offers a high-end hospitality network ready for an event of this scale. Three reference addresses with corporate rates negotiated by production — block confirmed for VIP guests and sponsors.



INN · 63 UNITS

Pousada *S Design*

Contemporary design, curved wooden architecture, balconies with private pools and premium lounge steps from the pier.

SDESIGNPARATYHOTEL.COM.BR



HOTEL · 86 ROOMS

Hotel *Imperatriz*

Boutique in the heart of Paraty, pools, sophisticated leisure areas and premium service for guests seeking comfort and charm.

IMPERATRIZPARATY.COM.BR



RESORT · 70 APARTMENTS

Villa *del Sol*

Beachfront resort with spacious apartments, pools, spa and Paraty Bay views — ideal for families and VIP groups.

VILLADELSOLPARATY.COM.BR

CONFIRMED BLOCK

~220 units reserved across these three official partners for the event's premium audience — sponsors, VIP guests and press.

The city handles *the event — with room to spare.*

Paraty has been a high-end tourism destination for decades. The hospitality network, receptive infrastructure and track record of national-scale events eliminate any logistical risk for the sponsor.

HOSPITALITY NETWORK

+300

lodging properties

Boutique inns, hotels, resorts and vacation rentals registered in the destination.

PEAK SEASON

~80k

visitors/month in Dec–Jan

Paraty has operated at New Year's capacity for decades — the whole supply chain (transport, dining, services) is tuned for it.

OUR EVENT

1,200

guests / day

Mar D'Paraty's target audience represents **less than 2%** of the city's natural New Year's flow.

ACCESS NETWORK

Dual highway to downtown

BR-101 Rio–Santos doubled ensures direct flow from São Paulo (4h), Rio (3h) and Curitiba (7h). Angra airport 1h away for executive arrivals.

TRACK RECORD

A festival city

Home to FLIP (Paraty International Literary Festival), Bourbon Festival, Paraty em Foco and New Year's celebrations drawing 80k+. The city hall and trade run national-scale events every year.

Sources: Cadastur / Brazilian Ministry of Tourism, Setur-RJ, Rio de Janeiro State Tourism Observatory.

PRE-LAUNCH

The brand arrives *The old New Year's.*

*Four launch parties in four cities, with PR curation and **50 invited influencers**. The sponsor enters the conversation months before the countdown — not just during event week.*

★ KICKOFF

Paraty

Launch event with 50 influencers invited by PR. Where the story begins.

EM BREVE

LAUNCH 02

Rio

Launch party in Rio's Zona Sul.

EM BREVE

LAUNCH 03

São Paulo

Launch party in Jardins.

EM BREVE

LAUNCH 04

Porto Alegre

Launch party on the southern axis.

EM BREVE

4
CITIES

50
INFLUENCERS

~6 months
OF BRAND RUNWAY

The numbers *that back the pitch.*

6

EVENT DAYS

12.26 to 01.01, in high season

+300K

LINE-UP INVESTMENT

Fees for national and international acts national and international already mapped

1.200

CURATED GUESTS

~14 touchpoints per guest across 6 days

3 + 3

PARTIES AND SUNSETS

3 open-bar nights + 3 sunsets at the Beach Club

The old *New Year's*

TRADITIONAL MODEL

- ~~Focus only on the countdown party~~
- ~~Wellness as a sticker~~
- ~~Guests standing for 6 hrs~~
- ~~1 day, 1 delivery~~

COMMON SPONSORSHIP

- ~~Logo on the screen~~
- ~~6h of exposure~~
- ~~Dispersed audience~~
- ~~ROI hard to measure~~

Por que *brands* entram

MAR D'PARATY

- → 6 days of continuous programming
- → Wellness as the central pillar
- → Complete village to live in
- → Sport, sunset, party, beach

HERE, YOUR BRAND

- → Lives 6 days with the audience
- → Natural activations by category
- → Continuous organic content
- → Memorable experience

AUDIENCE

WhoQuem está#39;s *inside the experience.*

We don't sell tickets. We sell invitations. Each guest is ***curated*** *— high purchasing power, organic influence and aspirational profile.*

DOMINANT PERSONA

Age range	**28 – 45 years**
Household income	**R$ 25k+ / month**
Social class	**A / A+ / B alta**
Origin	**SP · RJ · BH · BSB · MIA**
Relationship status	**Mix · couples and singles**
Digital behavior	**Content creator · high engagement**

Interest universe

Wellness & longevity
Yoga, breathwork, sound healing, ice bath, retreats

Sport & nature
Beach tennis, footvolley, kitesurf, SUP, trails

Premium gastronomy
Guest chefs, artisanal cachaça, beachside dining

Culture & art
Echoes of FLIP legacy, colonial townhouses, live music

Refined nightlife
Sunsets with lineup, afters on private islands, countdown

How your brand *lives inside the 6 days.*

*We combine custom formats. **You're not buying a sticker — you're designing a presence.***

FORMAT 01

Naming *station*

Your brand names an anchor moment: "Sunset by [brand]", "Wellness Sunrise by [brand]", "New Year's Island by [brand]". Dedicated visual identity and coverage.

FORMAT 02

Lounge *physical*

Space with curated design, premium hospitality and product in real use. Guests enter, photograph and stay.

FORMAT 03

Sampling *pleno*

Distribution in welcome kits, lounges, stages and island. Product in the right hands, at the right moment, with a gift feel.

FORMAT 04

Content *with creators*

Resident creators across the 6 days produce organic content in editorial format. Brand appears in context, not in advertising.

FORMAT 05

Wellness *Lab*

For beauty, supplement, fitness, hydration brands: wellness lab with guided sessions (yoga, breathwork, sound healing) under your signature.

FORMAT 06

Test drive *em paisagem*

For automotive, bike, e-bike, nautical brands: experience program with Paraty as the setting. Cinematic content.

PROJECTED RETURN

What your brand *takes home.*

Sponsoring a premium New Year's isn't spending — it's buying media with a ***multiplier****. Below, the calculation method and the estimated return per tier in EAV (Equivalent Advertising Value).*

HOW THE NUMBER FORMS

1.200 guests × 6 days × 3 stories × 800 views	~17,3M
50 influencers × 5 posts × 80k reach	~20M
70 resident creators × 3 posts × 40k	~8,4M
Imprensa editorial (Vogue, GQ, Vice, etc)	~600k
Total organic impressions	**~46M**

CPM Stories Brazil · Class A	R$ 30
PR Value multiplier (organic ≠ paid)	2,8×

TOTAL ESTIMATED PR VALUE

R$ 3.9 million

Estimated ROI per tier

	EAV	ROI
Bronze R$80K INVESTED	R$ 175k	1,75×
Silver R$180K INVESTED	R$ 304k	1,9×
Ouro ★ R$380K INVESTED	R$ 780k	2,05×
Diamond CO-PRODUCTION	R$ 1,55M+	*+ master* *+ pref. 2027*

Estimates based on benchmarks from the industry (CPM Instagram BR · classe A) e and projections de from comparable premium events. **Full media report delivered within 30 days** *after the event.*

BRONZE TIER

Bronze

Qualified presence

INVESTMENT

R$ 100.000,00

*For the brand that wants to be present, with **category exclusivity** and visibility at the right points — without setting up its own operation.*

WHAT'S INCLUDED

- ***Exclusividade*** brand/product exclusivity at the event (by category)
- Logo in all digital communication
- Custom Instagrammable panel at ***all parties***
- Product/brand insertion in the Influencer Kit
- 1 branded Instagrammable panel at the Beach Club
- Mention in 1 shared activation

HOSPITALITY

6 packages

Invitations for the brand team and strategic guests during the event.

IDEAL FOR

Brands new to experiential activation. Categories with physical or consumer products. Strategic entry into premium audience.

SILVER TIER

Silver

Dedicated activation

INVESTMENT

R$ 160.000,00

*For the brand that wants an **own physical space** at every party and a **Name Right** on a Sunset at the Beach Club.*

WHAT'S INCLUDED

- Brand/product exclusivity at the event
- Logo in all digital communication
- ***Brand space at 1 physical point*** (Bar or Lounge) at every party
- Custom Instagrammable panel at every party
- ***2 resident creators***
- Product/brand insertion in the Influencer Kit
- ***Name Right em 1 Sunset at the Beach Club***
- 1 brand exposure area at the Beach Club

HOSPITALITY

10 packages

Expanded package for team, decision-makers and strategic brand partners.

IDEAL FOR

Brands wanting sustained physical activation at parties + signing a moment (sunset). Organic creator content included.

GOLD TIER · ★ MOST SOUGHT-AFTER

Ouro

Co-leading role

INVESTMENT

R$ 380.000,00

For the brand that wants Name Rights on a night party, full lounge + 30m² retail space at the Beach Club. A real co-leading role.

WHAT'S INCLUDED

- Brand/product exclusivity at the event
- ***Name Rights on 1 Night Party***
- ***Name Right em 1 Sunset at the Beach Club***
- Logo in all digital communication
- Brand space at 1 physical point (Bar, Lounge or stage side) at all parties
- ***Immersive Full Lounge Activation + exclusive experience***
- ***1 branded 30m² retail store at the Beach Club***
- 1 custom Instagrammable panel at every party
- 6 pieces of content with resident creators + 1 post-campaign
- Product/brand insertion in the Influencer Kit

HOSPITALITY

15 **packages**

For brand leadership, decision-makers, key partners and journalists.

IDEAL FOR

Brands that want to sign a moment and run their own retail/lounge operation. Premium categories: beverages, automotive, beauty, banking, technology.

★ RECOMMENDED

The tier that converts the most content into brand desire.

Diamond

Co-Production · Master Sponsor

INVESTMENT

On Request

*It's not sponsorship — it's **co-production**. The brand signs with us, appears at maximum scale in all communication, and has an anchor activation at **every** party.*

MASTER · VISIBILITY

- ***Master Sponsor — signature in the event name***
- Brand at maximum scale in all communication
- Brand/product exclusivity at the event
- ***Anchor activation at ALL parties***
- Name Right em 1 Sunset at the Beach Club
- Brand/product exposure on the event stage
- Custom Instagrammable area at ALL parties
- Co-invested paid media package

OPERATION · CONTENT · STRATEGY

- ***1 branded 30m² retail store at the Beach Club***
- 2 Instagrammable panels at the Beach Club
- Immersive Activation · Full Lounge + exclusive experience
- 10 pieces of content with resident creators + 1 post-campaign
- Product/brand insertion in the Influencer Kit
- ***20 party packages***
- ***2 premium accommodations for 4 people***
- Dedicated brand study + exclusive report
- ***Right of first refusal for New Year's 2027***

Co-Production is a direct strategic conversation with event leadership. *Tier designed case by case. Includes first option to renew in 2027.*

LET'S TALK

Ring in the year *dentro* inside the experience with your brand.

*Mar D'Paraty New Year's '27 isn't a party you sponsor. It's an entire week your brand **lives alongside** the audience you want to reach.*

EVENT

Mar D'*Paraty* New Year's '27

December 26, 2026 → January 2, 2027

Hotel · Beach · Island in Paraty / RJ

MARDPARATY.COM.BR