

Hello, we are the





ORGANIZED AND CURATED BY:

**DATAGRO** 

ONE OF THE **LARGEST** AGRICULTURAL  
CONSULTING COMPANIES IN THE  
WORLD.

PRESENTED BY:



**ABRAFRUTAS**  
Associação Brasileira dos Produtores e  
Exportadores de Frutas e Derivados

**ABRAMILHO**®  
ASSOCIAÇÃO BRASILEIRA DOS PRODUTORES DE MILHO

**ABPA**

ASSOCIAÇÃO  
BRASILEIRA  
DE PROTEÍNA  
ANIMAL

DATAGRO 

FORUM NACIONAL  
**SUCROENERGÉTICO**



**MAIZALL**™



**SRB**  
Sociedade Rural Brasileira  
FUNDADA EM 1919

**UNEM**  
UNIÃO NACIONAL DO  
ETANOL DE MILHO



# THE **LARGEST AND MOST RESPECTED** GLOBAL AGRIBUSINESS FORUM

The entire global agribusiness supply chain

PRODUCERS

SUPPLIERS

THINKERS

SERVICES

TECHNOLOGY

SCIENTISTS

CONSUMERS

ACADEMY

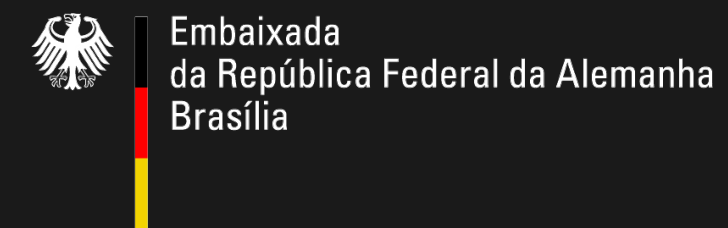
GOVERNMENTS

ONG'S



# WITH THE OFFICIAL SUPPORT OF IMPORTANT COUNTRIES

## GOVERNMENTS:







# WITH THE PRESENCE OF GLOBAL AUTHORITIES



**GAF16**  
**JOSÉ M. S. RODRIGUE**  
DIRETOR GERAL DE AGRICULTURA DA COMISSÃO EUROPEIA



**GAF14**  
**ABILIO DINIZ**  
EX-PRESIDENTE BR FOODS



**GAF16**  
**NIZAN GUANAES**  
CO-FUNDADOR DO GRUPO ABC DE COMUNICAÇÃO



**GAF16**  
**LÁZARO BRANDÃO**  
PRESIDENTE DO CONSELHO DE ADMINISTRAÇÃO DO BRADESCO



**GAF16**  
**MICHEL TEMER**  
EX-PRESIDENTE DA REPÚBLICA FEDERATIVA DO BRASIL



**GAF14**  
**ROBERTO AZEVÊDO**  
DIRETOR GERAL DA OMC (ORGANIZAÇÃO MUNDIAL DO COMÉRCIO)



**GAF14**  
**JOSEPH COOMPSON**  
CHEFE DO DEPARTAMENTO DE AGRICULTURA E AGROINDÚSTRIA DO BANCO DE DESENVOLVIMENTO AFRICANO



**GAF14**  
**WARREN PRESTON**  
DEPUTY CHIEF ECONOMIST AT THE U.S. DEPARTMENT OF AGRICULTURE



**GAF18**  
**LI JINZHANG**  
AMBASSADOR OF THE REPUBLIC POPULAR OF CHINA IN BRAZIL



**GAF14**  
**ANTÔNIO DELFIM NETTO**  
EX-MINISTRO DA FAZENDA



**GAF12**  
**LAWRENCE SUMMERS**  
SECRETÁRIO DO TESOURO DOS EUA, REITOR HARVARD UNIVERSITY



**GAF14**  
**KUMI NAIDOO**  
PRESIDENTE DO GREENPEACE



**GAF16**  
**DARCI VETTER**  
CHIEF AGRICULTURAL NEGOTIATOR FOR THE U.S. TRADE REPRESENTATIVE



**GAF16**  
**ROBERTO JAGUARIBE**  
EX-PRESIDENTE, APEX-BRASIL



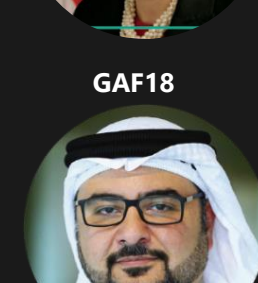
**GAF14**  
**JOSÉ GRAZIANO**  
PRESIDENTE DA FAO



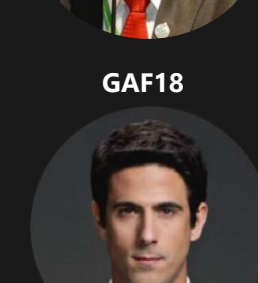
**GAF16**  
**BLAIR O MAGGI**  
AGRICULTURA DO BRASIL



**GAF16**  
**JASON CLAY**  
SENIOR VICE PRESIDENTE MARKETS AND FOOD, DA WWF



**GAF18**  
**OMAR AL-KHAN**  
INTERNATIONAL OFFICES AT DUBAI CHAMBER OF COMMERCE & INDUSTRY



**GAF18**  
**LUCAS DI GRASSI**  
CHAMPIONSHIP



**GAF14**  
**JEAN MARC ANKA**  
PRESIDENTE, INTERNATIONAL COCO ORGANIZATION (ICCO)





GLOBAL  
AGRIBUSINESS  
FORUM

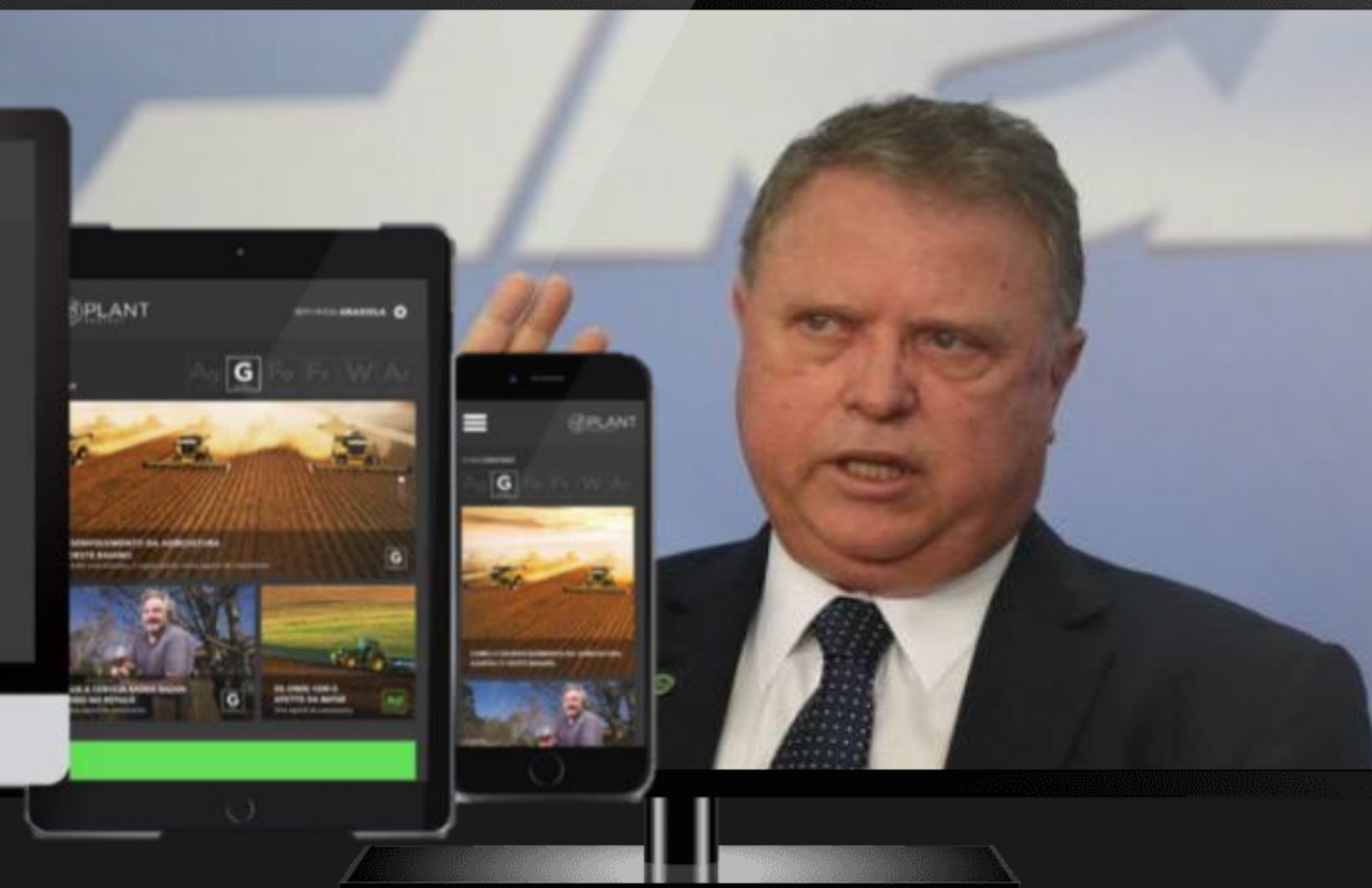
OVER  
**R\$39 MILLION**  
IN EARNED MEDIA.



# HIGH-REACHING MULTI-PLATFORM CONTENT

COMPREHENSIVE COVERAGE OF BOTH DAYS  
IN VARIOUS FORMATS.

GAF HAS A **VAST COVERAGE NETWORK** OF EVENT CONTENT THROUGH PARTNERS, CAPABLE OF DISSEMINATING FORUM INFORMATION **WORLDWIDE** IN **VARIOUS FORMATS**.





# GAF IS SIGNIFICANT **FIGURES:**



**13**

MINISTERS



**2**

PRESIDENTS



**6**

AMBASSADORS



**62**

COUNTRIES



**7**

INTERNATIONAL  
ORGANIZATIONS



**65%**

GLOBAL  
REPRESENTATIVES

X



**3.200**

PARTICIPANTS



**50K**

CONTACTS VIA  
E-MAIL MKT



**6MM**

VIEWS IN  
COVERAGE



**57**

PARTNER  
MEDIA



**12**

CHAMBERS  
AND  
ARRANGEMENTS



**15**

UNIVERSITIES



**103**

INSTITUTIONAL  
SUPPORT



**154**

JOURNALISTS



**2**

KEYNOTE  
SPEAKERS



**73**

INTERNATIONAL  
SPEAKERS



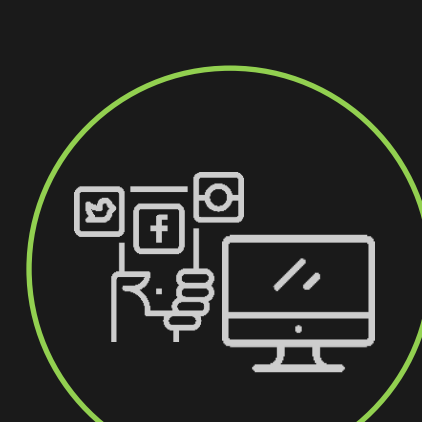
**176**

VIDEOS



**1.200**

ARTS



**500K**

MEDIA  
AUDIENCE



**45**

ADVERTISEMENTS  
IN 3 CAMPAIGNS

HOWEVEE, IN 2024, WE WILL

---

REVOLUTIONIZE

---

TRANSFORMING GAF INTO A GLOBAL CULTURAL REFERENCE, FAR BEYOND AGRIBUSINESS

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IT ALL STARTS

---

WITH

---

**AMBITION**

---

THE GLOBAL  
AGRIBUSINESS  
FORUM

---

*IS ALSO THE*

GLOBAL  
AGRIBUSINESS  
**FESTIVAL**



→ *Inspiration*

*Inspiration*

# INSPIRATION

*Inspiration*

*Inspiration*

*Inspiration*



WE SEEK REFERENCES FROM THE WORLD'S

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BIGGEST FESTIVALS:

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**SXSW** ↙

web   
**summit**

 MONTREAL  
"ONE-OF-A-KIND"  
DOS FESTIVALS

**RIO  
INNOVATION  
WEEK**

**TED**

 **campus  
party**

festival  
**path**

 FASTCOMPANY  
**INNOVATION  
FESTIVAL**

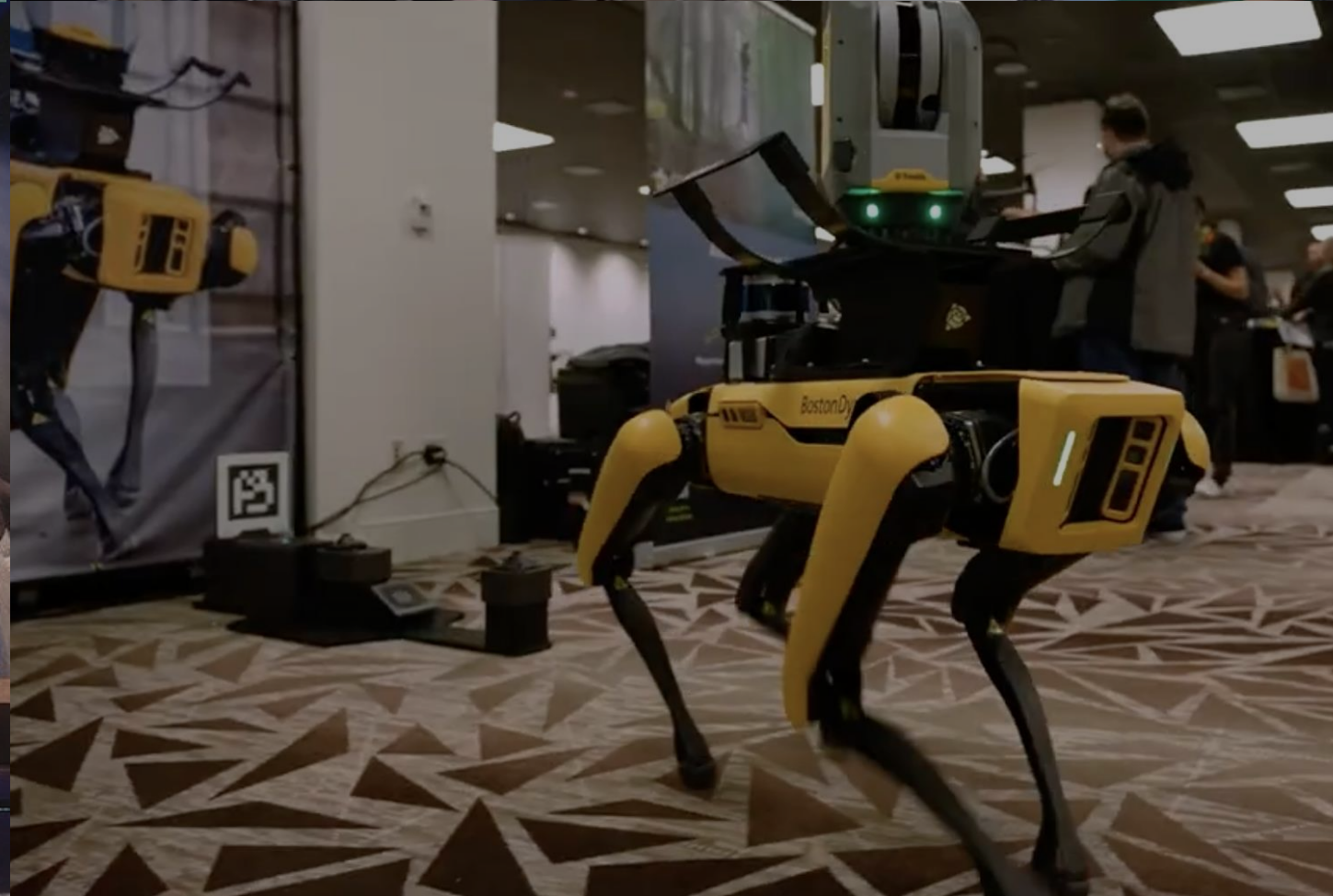
**TNW**

**SLUSH**

 **CES**

 TREND HUNTER  
**FUTURE  
FESTIVAL**







LET'S TOGETHER MAKE

---

THE BIGGEST

---

**AGRO** OF CULTURE **FESTIVAL**

IN THE WORLD?

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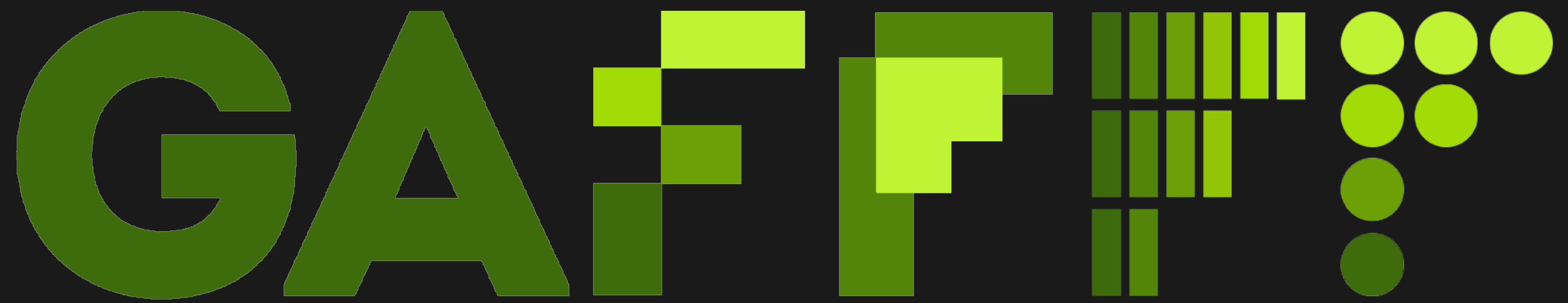




THE PLACE:

Allianz  Parque





**G L O B A L   A G R I B U S I N E S S   F E S T I V A L**



June,  
27th and 28th, 2024

# 2 DAYS

## OF CONTENT AND MUCH MORE...

8 DAYS WITH THE STADIUM AVAILABLE





*THE FESTIVAL IS ANCHORED ON 4 PILLARS:*

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→ **CONTENT:** THE FORUM

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→ **TECHNOLOGY:** FAIR, ACADEMY, AND STARTUPS

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→ **GASTRONOMY:** THE FOOD

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→ **CULTURE:** MUSIC AND ENTERTAINMENT

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**GAFF**

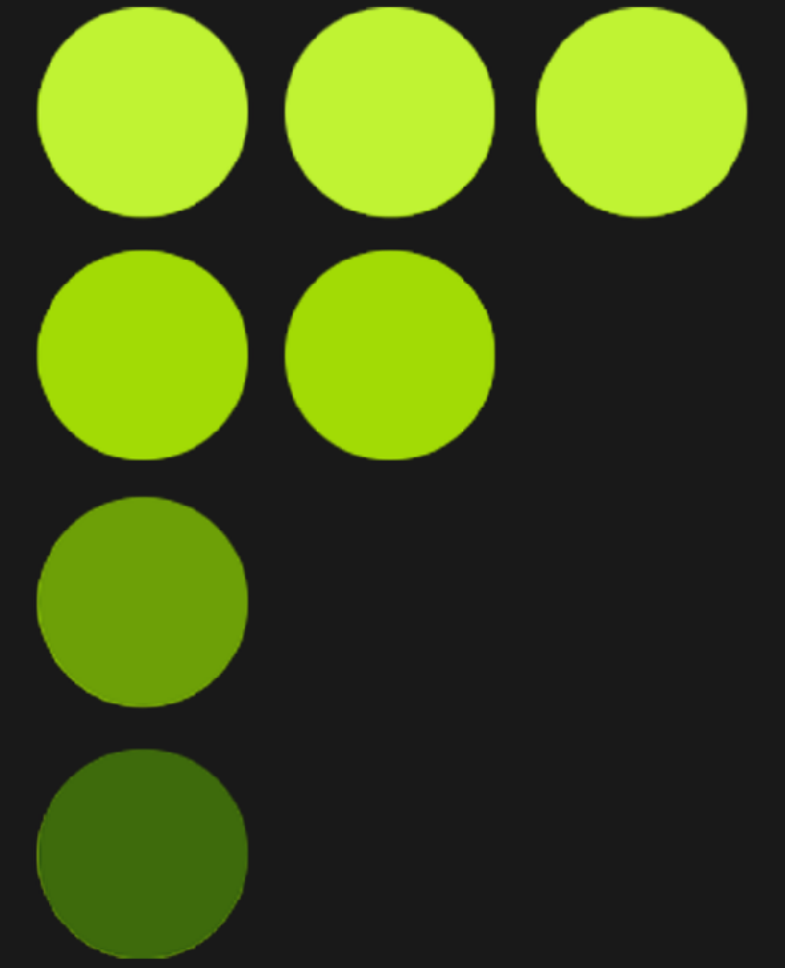
**GLOBAL  
AGRIBUSINESS  
FESTIVAL**

**2024**

**ALLIANZ PARQUE**



**FESTIVAL**



**FOOD**



**FORUM**



**FAIR**





FORUM

TECH/ACADEMY

FAIR

SECTOR-SPECIFIC  
AREAS

KEYNOTE  
SPEAKERS

STAGE

MUSIC

GASTRONOMY




FAIR

MUSIC





**Zona 1: Insumos**

	Area Cota Diamante - 12000x8000mm Qty: 1
	Area Cota Ouro - 8000x6000mm Qty: 1
	Stand Padrao Pequeno - 3000x3000mm Qty: 3

**Zona 2: Moto Mecanização**

	Area Cota Diamante - 12000x8000mm Qty: 1
	Area Cota Ouro - 8000x6000mm Qty: 1
	Stand Padrao Pequeno - 3000x3000mm Qty: 5

**Zona 3: Governo e Universidades**

	Area Cota Ouro - 8000x6000mm Qty: 2
	Stand Padrao Pequeno - 3000x3000mm Qty: 2



**Zona 4: ESG Social**

	Area Cota Prata - 6000x5000mm Qty: 1
	Stand Padrao Pequeno - 3000x3000mm Qty: 2

**Zona 5: Serviços**

	Area Cota Prata - 6000x5000mm Qty: 1
	Stand Padrao Pequeno - 3000x3000mm Qty: 1

**Zona 6: Finanças**

	Area Cota Ouro - 8000x6000mm Qty: 2
	Stand Padrao Pequeno - 3000x3000mm Qty: 4

1  
Scale: 1:600  
Plan

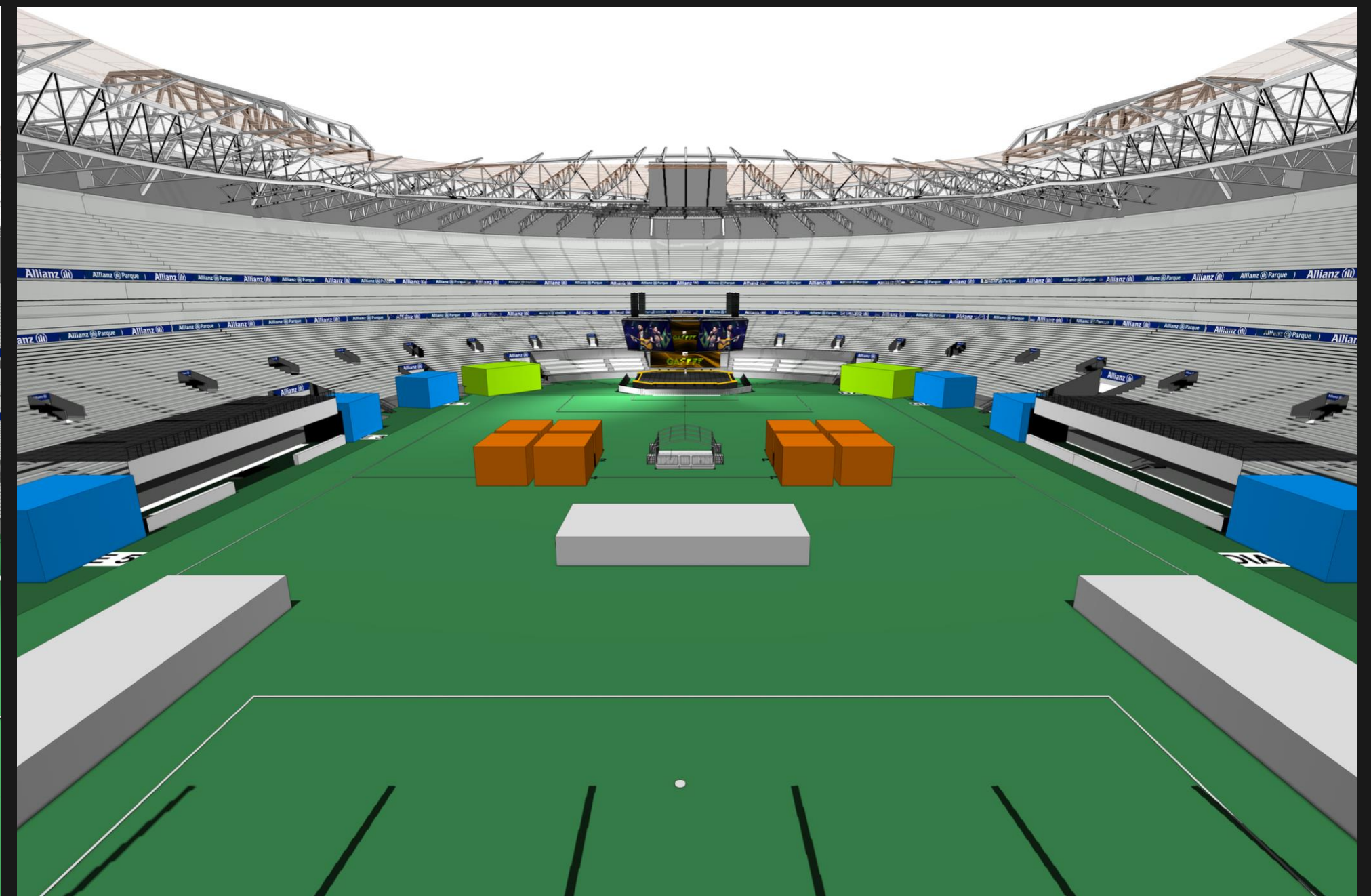
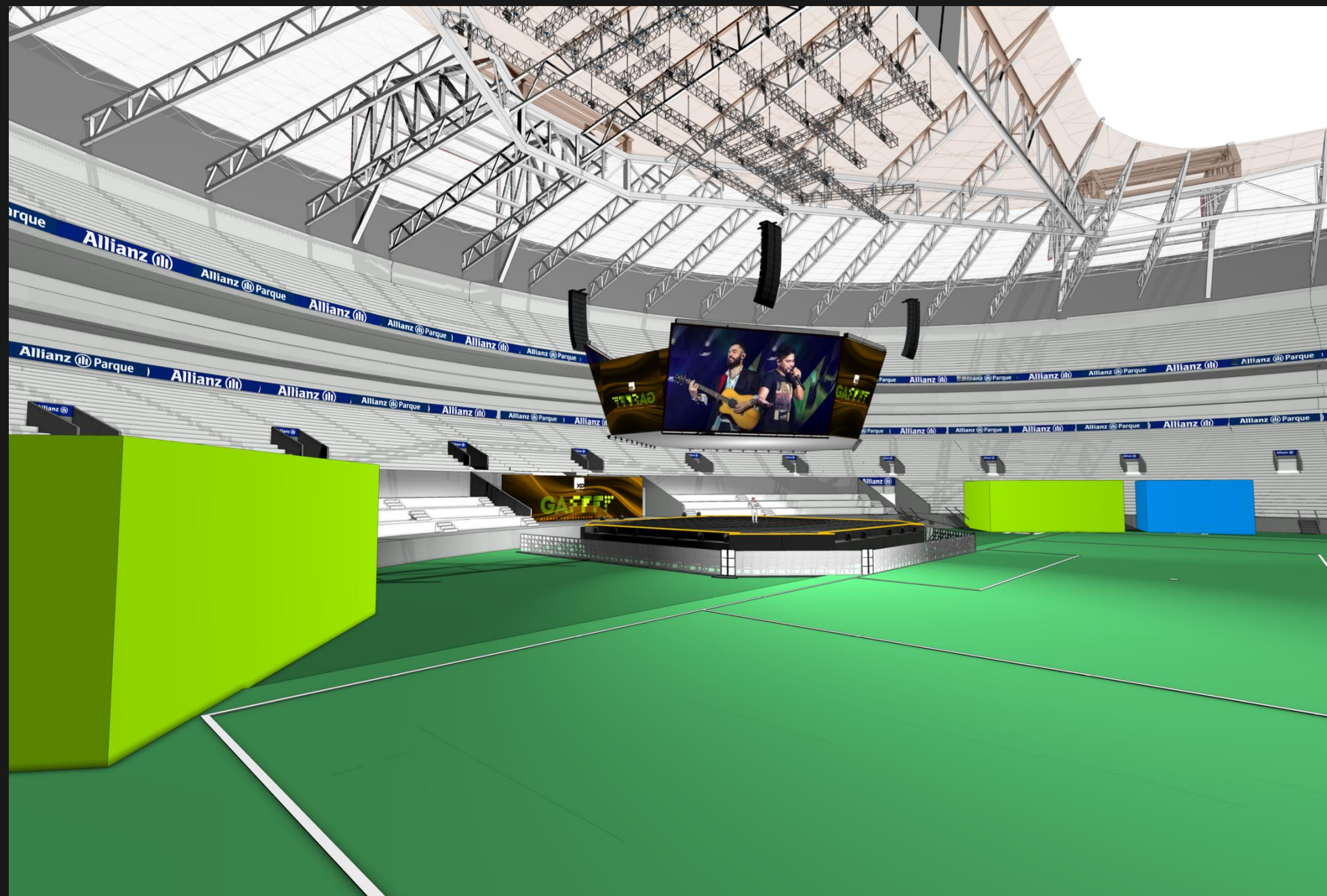
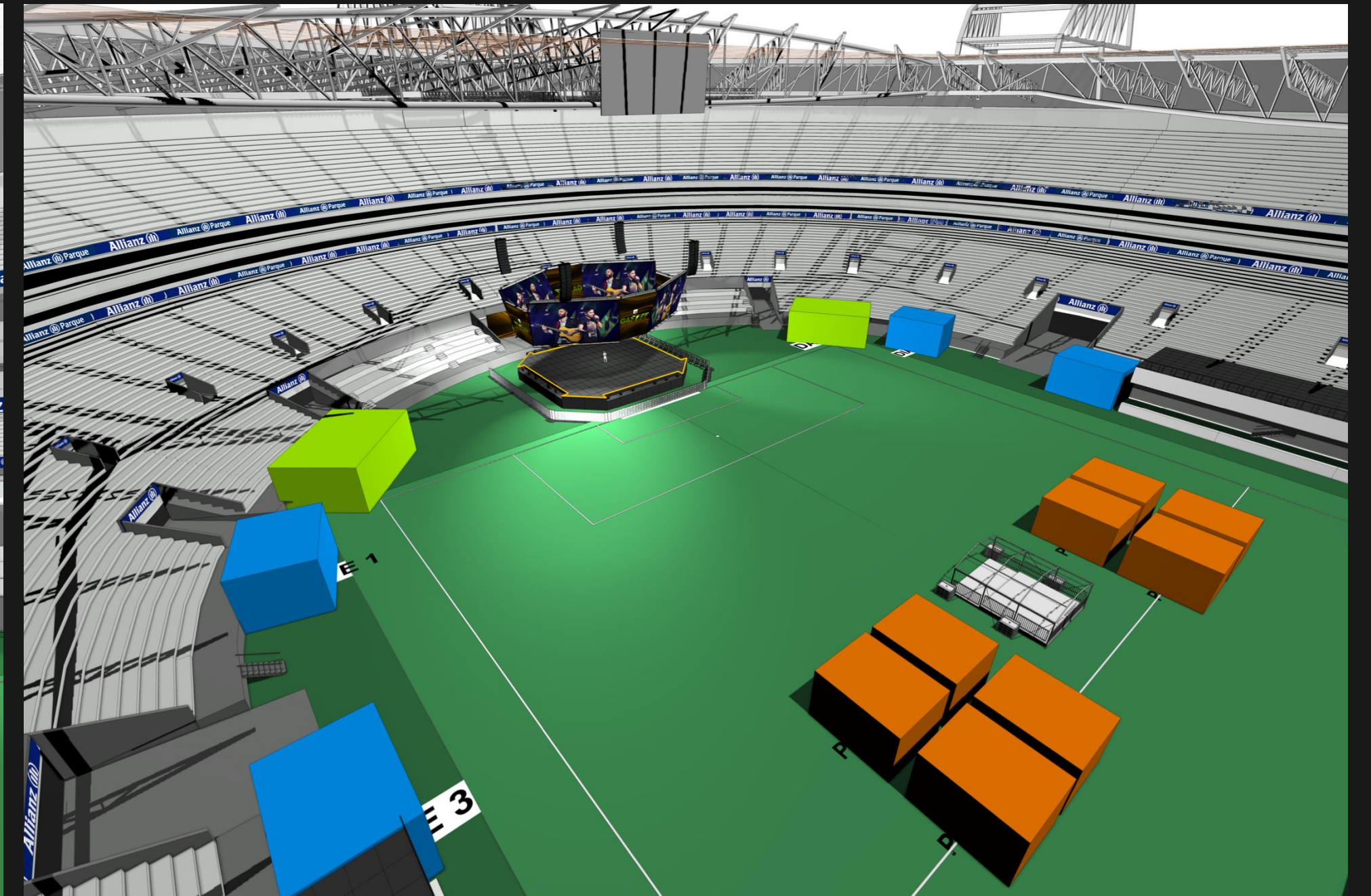








## 3D STUDY



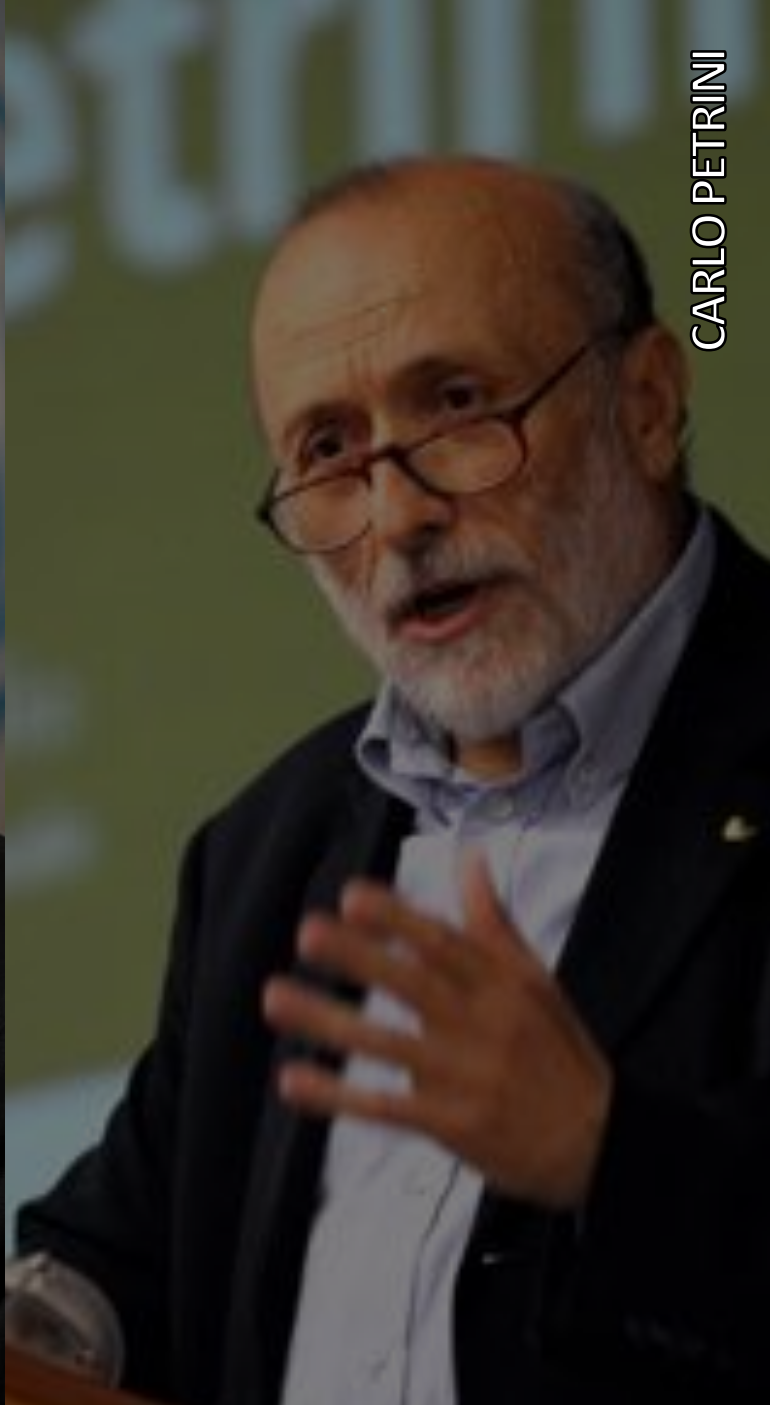




gro brundtland



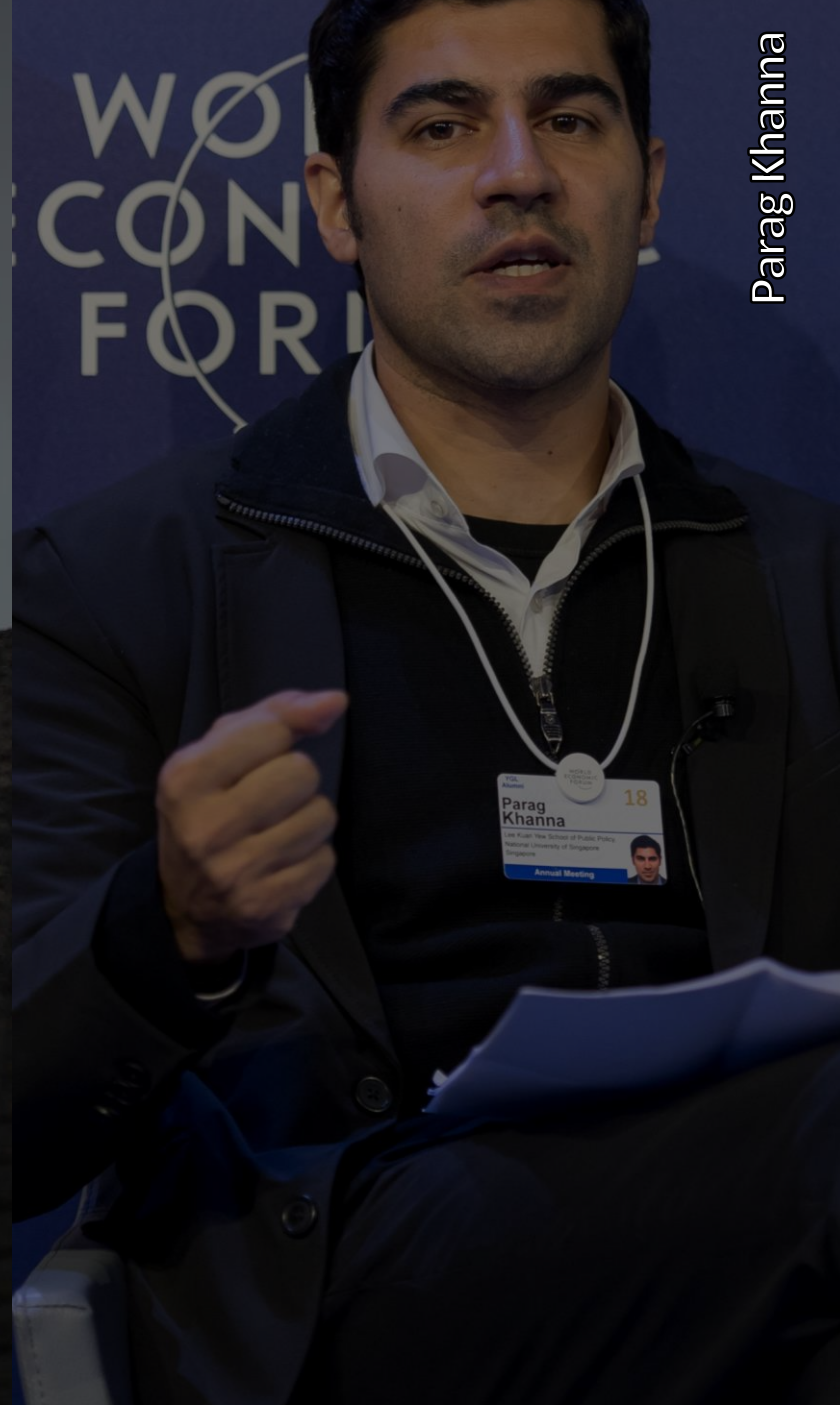
BAN KI-MOON



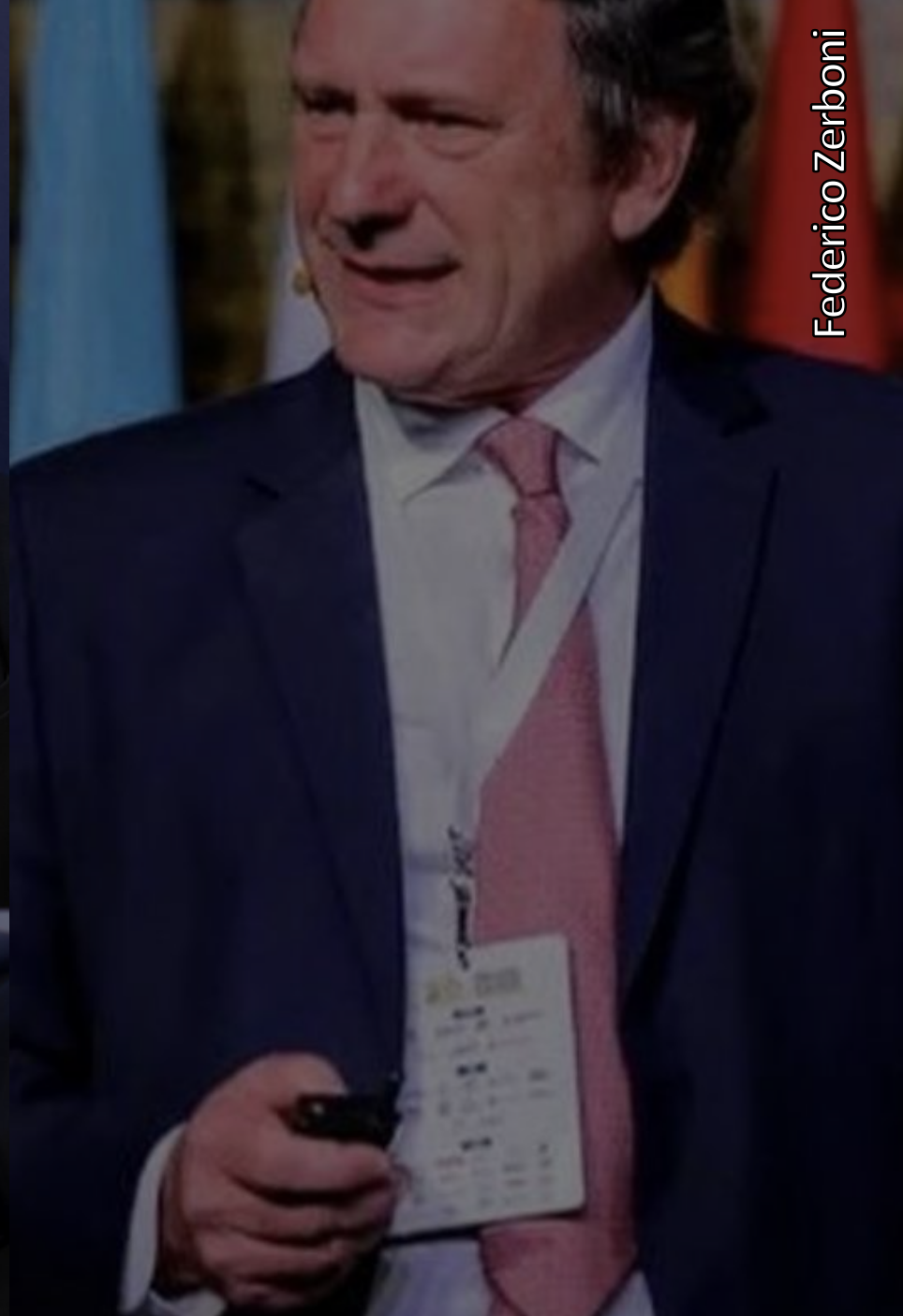
CARLO PETRINI



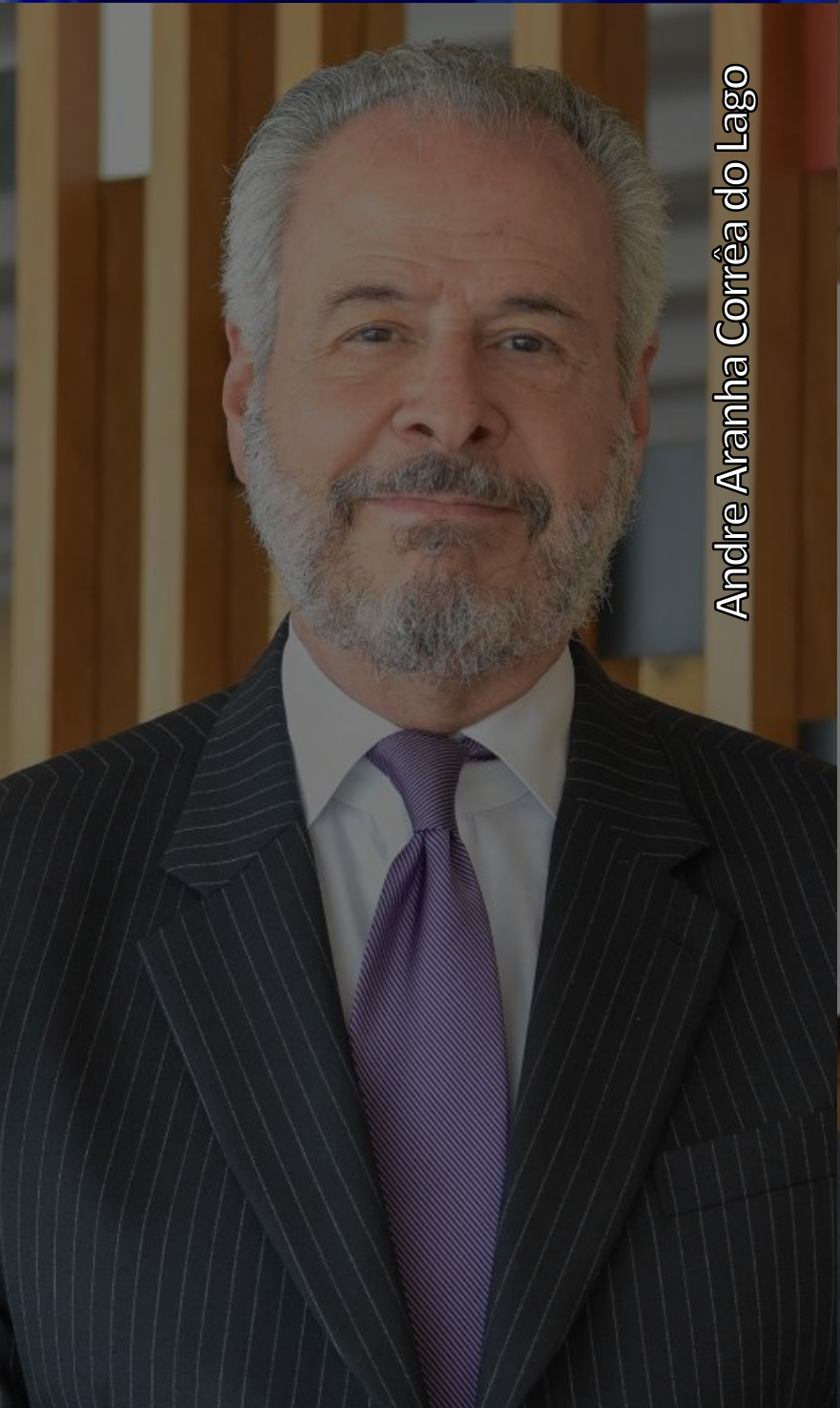
GRAÇA MACHEL MANDELA



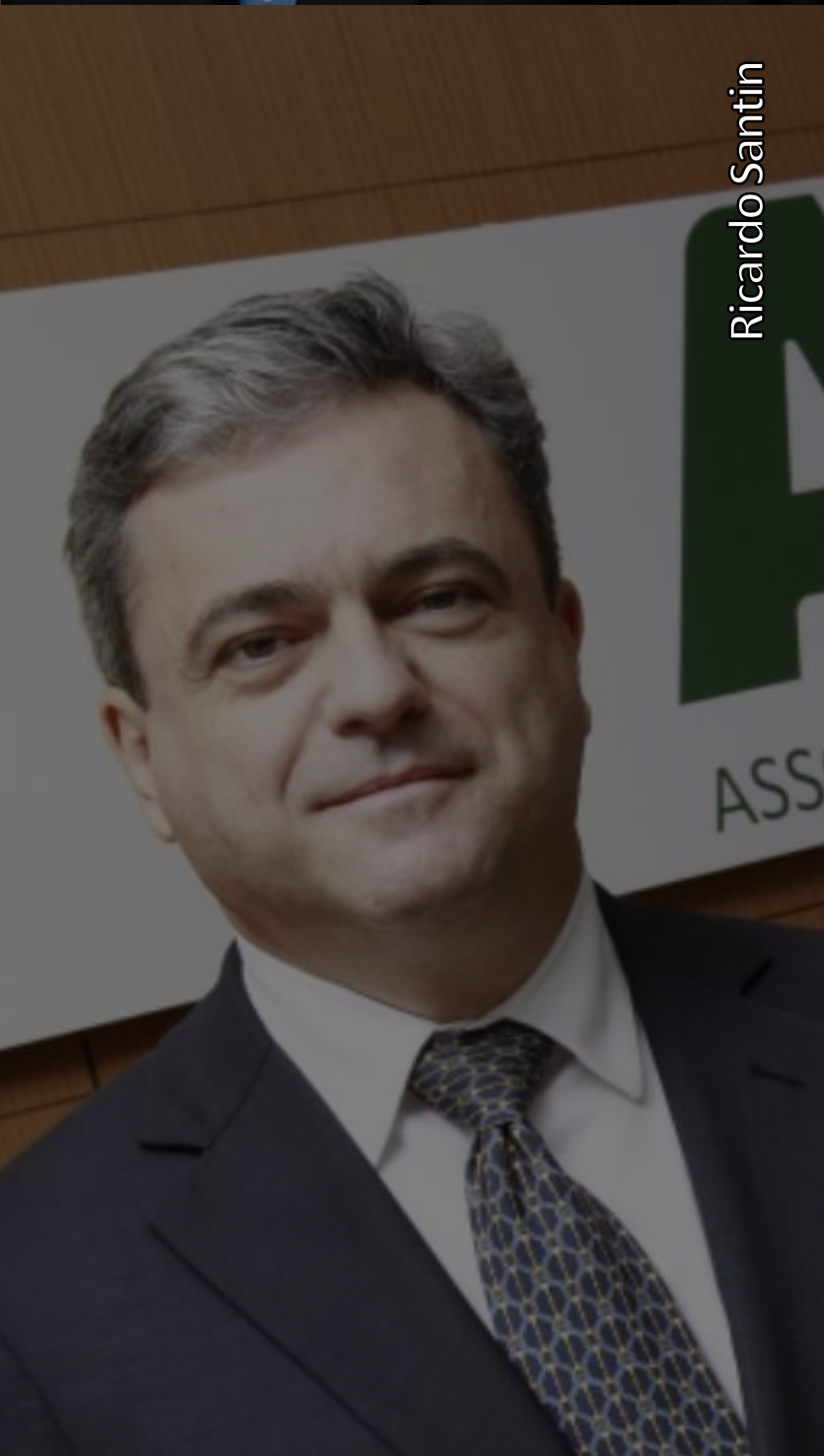
Parag Khanna



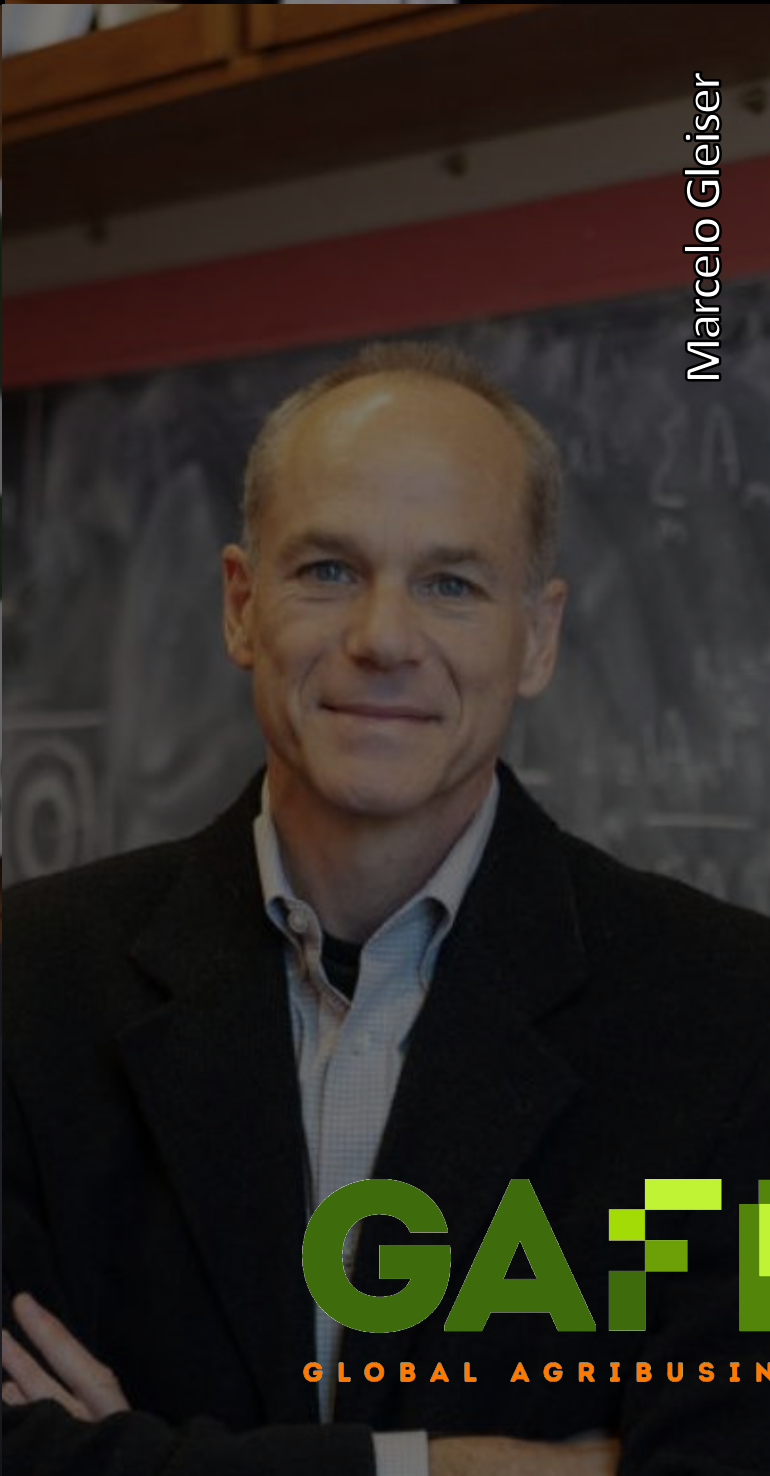
Federico Zerboni



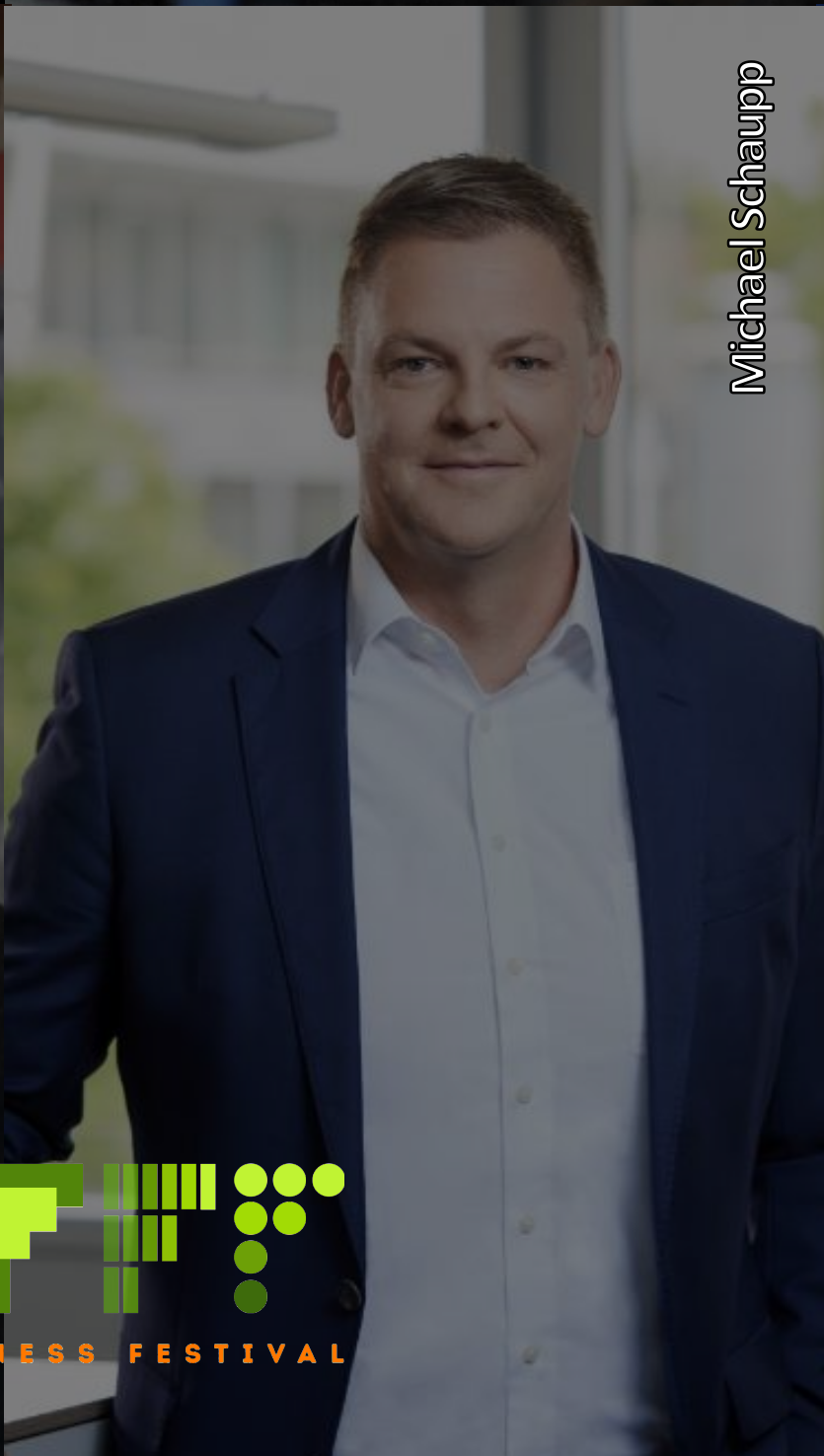
Andre Aranha Corrêa do Lago



Ricardo Santin



Marcelo Gleiser



Michael Schaupp



Janusz Wojciechowski



ANGELA MERKEL



# KEYNOTE SPEAKERS

Main



An aerial, high-angle view of a large football stadium. The central pitch is a vibrant green, marked with white lines for play. The stadium seating is arranged in multiple tiers, with the outermost rows appearing in shades of green and blue. The entire stadium is enclosed within a dark, intricate metal framework that forms a large, rounded rectangular shape. The overall lighting is dim, giving the scene a moody, atmospheric quality.

# DESCRIPTION ACTIVITIES



Basic principles of machine learning

Dataset for education

Specialized Hardware

# GAI

Content

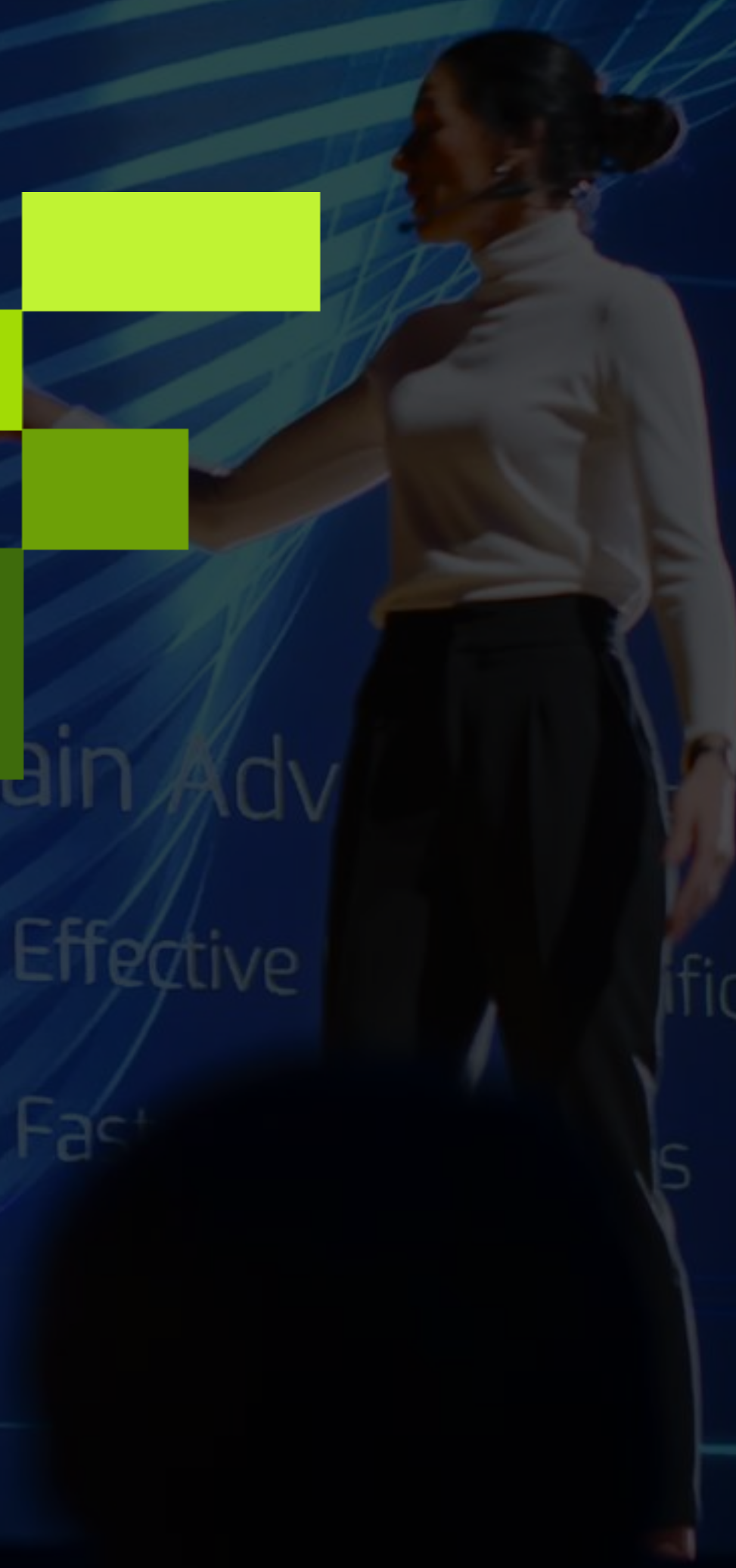
Main Adv

- Effective

- Fast

ification

S





# FORUM GAF

HOW TO END HUNGRY IN THE WORLD?

- ESG
- ACCESS TO MARKETS
- NEW GEO-POLITICAL ORDER
- WOMEN IN AGRICULTURE
- ORIGINAL PEOPLE
- FAMILY FARMING



# COP-30

*Belém-PA, 2025*

## COP30

GAF WILL SERVE AS A STAGE TO ANTICIPATE DISCUSSIONS OF COP-30."

# PRE EVENT COP-30



**BRAZIL - PRESIDENCY G20**

In 2024, for the first time since its inception, Brazil will assume the presidency of the G20. GAF will be an official event on this agenda.



# PRESIDENCY G20



# POLITICAL OPENING

## OPENING DINNER

On the night before the start of the festival, we will invite political and business authorities to an opening dinner for the event.

Public:

Estimated 164 people



# MAIN PLENARY

## MAIN PLENARY

### Day 01

- Opening Ceremony
- Key Panels
- Roundtable Discussions
- Keynote Speakers

Starts at 08:00  
Ends at 12:30

### Day 02

- Key Panels
- Roundtable Discussions
- Keynote Speakers

Starts at 08:00  
Ends at 18:30

- Closing Ceremony

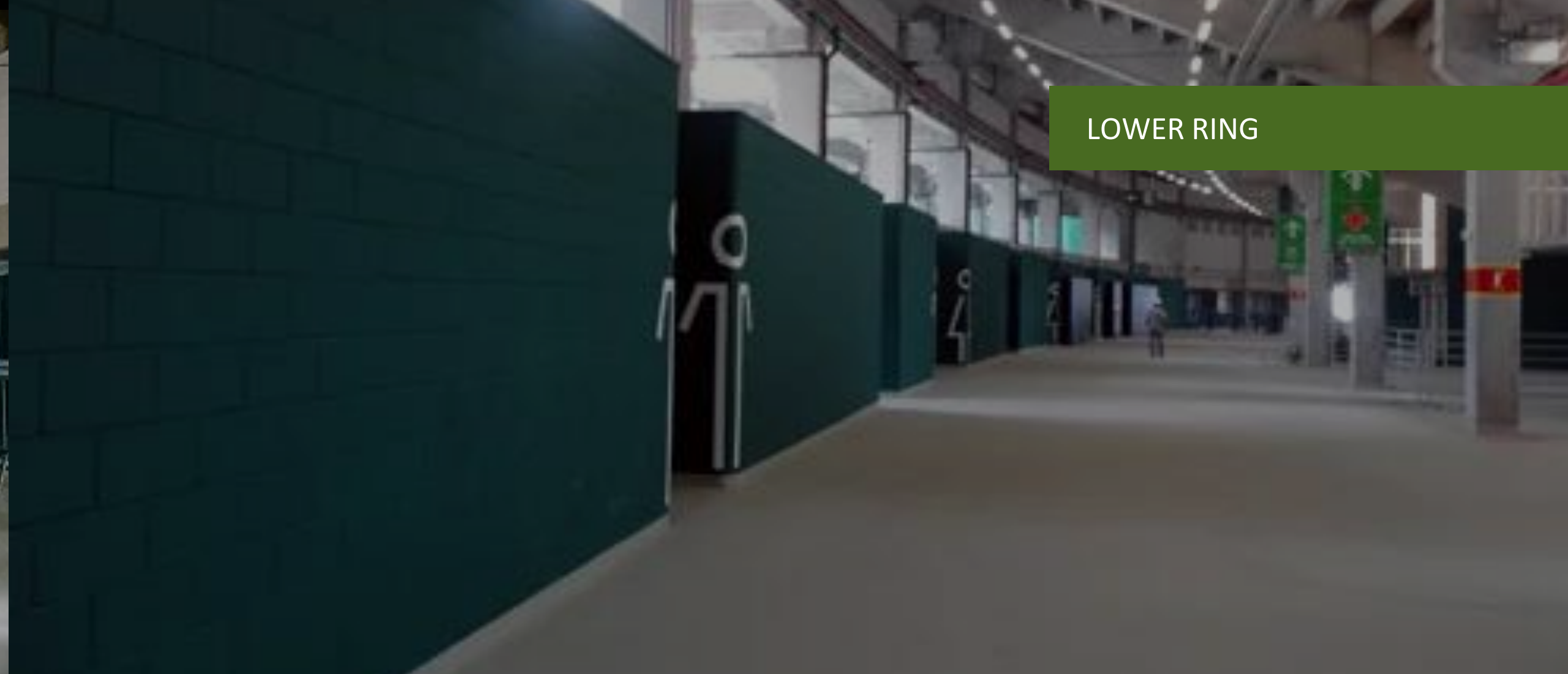
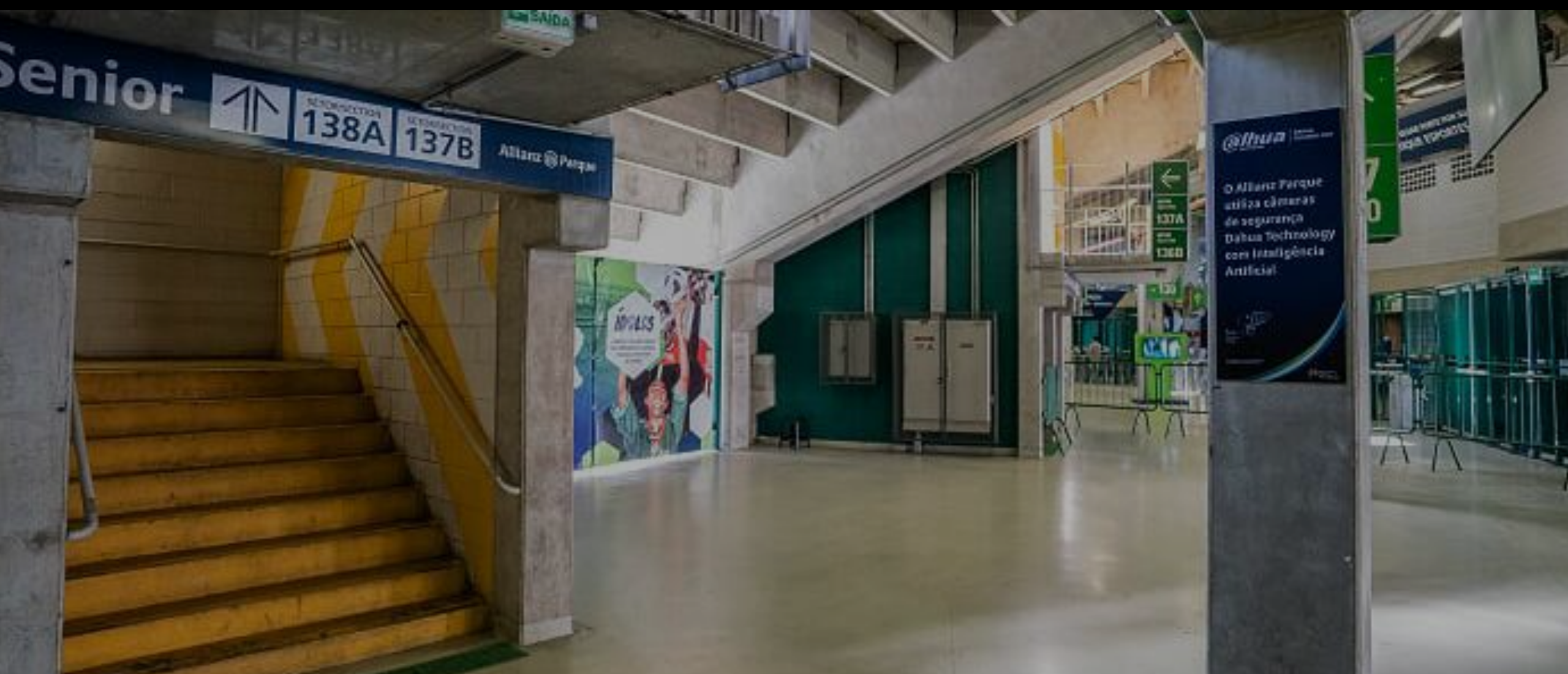
Ends at 18:30

Public

Estimated 3,500 people







# SECTORIAL FAIR



## EXHIBITORS FAIR

Days 01 and 02

• 30 Exhibitors

Starts at 12:30  
Ends at 18:30

Public

Estimated 4,500 people



WOMEN IN AGRIBUSINESS

Day 01

- Chat with a Prominent Woman in Agribusiness
- Activation with UN Women

AFTERNOON OF DAY 01

UN WOMEN PANEL

SECONDARY PANELS THROUGHOUT THE EVENT

# WOMEN IN AGRIBUSINESS



A person is shown from the side, wearing a blue VR headset. The background is dark with a network of glowing white lines and nodes. The text 'GAI' is prominently displayed in the center, with 'G' and 'A' in a medium green color and 'I' in a bright yellow-green color. Below it, the word 'Technology' is written in a light orange color.

**GAI**

Technology



UNIVERSITIES

WE WILL invite the top universities from Brazil and AROUND THE WORLD, offering courses related to agribusiness, along with their students and professors, to discuss the future of the industry AND SHOWCASE THE LATEST ADVANCEMENTS AND ACHIEVEMENTS FROM EACH OF THEM TO THE COMMUNITY.

Day 01

- OPENING PANEL
- ROUNDTABLE DISCUSSION

Day 02

- DEBATES
- COMPETITIONS

Public

35 UNIVERSITIES



# UNIVERSITIES AREAS



### STARTUPS

WE WILL invite the top STARTUPS from Brazil and AROUND THE WORLD, RELATED to agribusiness, TO SHOWCASE THE PRODUCTS AND SERVICES THEY ARE DEVELOPING, AND TO FOSTER COLLABORATION AMONG THEMSELVES, UNIVERSITIES, AND THE PRIVATE SECTOR.

#### Day 01

- OPENING PANEL
- ROUNDTABLE DISCUSSION

#### Day 02

- DEBATES
- COMPETITIONS

#### Public

50 STARTUPS



# STARTUPS AREAS



# HACKATON GAF

## COMPETIÇÃO HACKATON

BRINGING A REAL INDUSTRY PROBLEM and organizing a hackathon between universities and startups to solve it through robotics.

DAY 1

CHALLENGE LAUNCH

DAY 2

PRESENTATIONS  
AWARDS CEREMONY

越疆精准采摘不伤葡萄藤







**DRONE ACTIVATION**

Guided Tour of the Arena, led by a professional pilot, covering the fair, stage, stands, and corridors.

DURING THE AFTERNOON



# DRONE ACTIVATION



# SENSOR INSTALLATION



## SENSOR INSTALLATION

Installations spread throughout the festival, showcasing the capabilities of current sensors combined with art.

Throughout the entire event.



**Hibrido 1**

Zona	Rendimento bu/ha	População sementes/ha
<b>Zona 1</b> 46,25 Ha Milho	13.5	90,000

**Hibrido 2**

Zona	Rendimento bu/ha	População sementes/ha
<b>Zona 2</b> 36,75 Ha Milho	10.5	60,000

**CONECTAR AGRO**

Utilizing the event to boost the Conectar Agro initiative, bringing connectivity and technology to the field.

# CONNECTIVITY





GA

Gastronomy



**CHEF'S TABLE**

Lecture with a Chef's Table, themed 'Ending World Hunger'.

Late afternoon of Day 1.



# CHEF'S TABLE TALK



**CEOS DINNER**

ON THE FIRST NIGHT OF THE EVENT, WE WILL INVITE THE CEOs ATTENDING THE EVENT, AS WELL AS THE SPONSOR'S GUESTS, TO A DINNER AT THE LA BRAZA RESTAURANT, FEATURING A CHEF'S TABLE. THIS DINNER WILL CONCLUDE JUST BEFORE THE START OF THE SHOW. CEOs CAN THEN DESCEND AND WATCH FROM THE VIP AREA ON THE FIELD.

# CEO'S DINNER

• The name of the Chef's Table is still to be confirmed, and it can be replaced with an equivalent name..



PRODUCERS DINNER

We will invite the largest agribusiness producers in the country for a dinner and to watch the shows alongside the chefs.

# PRODUCERS DINNER



# FOOD PARK

## FOOD PARK

Throughout the day, in the fair area, and in the evening, at the show venue, we will have a food truck fair with specific themes, based on agribusiness cultures or countries.

Thematic quotas based on product type.







**CHURRASCADA ACTIVATION**

24-hour CHURRASCADA, providing the experience of authentic Brazilian barbecue.

# CHURRASCADA ACTIVATION





**G A**

MUSIC





**POCKET SHOWS**  
Continuous Music in the Stands as Ambient Music for the Fair.

# POCKET SHOWS





CHITÃOZINHO & XORORÓ



JORGE & MATEUS

CONFIRMED

# SERTANEJOS SHOWS



An aerial, top-down view of a large football stadium. The central pitch is a vibrant green, marked with white lines for the field of play. The stadium seating is arranged in multiple tiers, with the outermost rows appearing in shades of green and blue. The entire stadium is enclosed within a dark, grid-like structure, likely the roof or a surrounding wall. The overall lighting is dim, giving the scene a moody, atmospheric quality.

# QUOTA DESCRIPTION





VALORES DAS COTAS DE PATROCÍNIO:

PRESENÇA QUOTA

SOLD

GAF QUOTA

FAIR QUOTA

TECH QUOTA

ACADEMY QUOTA

GASTRONOMY QUOTA

MUSIC QUOTA

SOLD

Main Plenary  
Thematic Arenas.

SECTORIAL FAIR

Cultures

ACADEMY

35 Universities

CHAT CHEF'S TABLE\*

Ending Global Hunger

POCKET SHOWS

Shows throughout the Event

WOMEN IN  
AGRIBUSINESS

UN Women Partnership.

EXHIBITORS FAIR

30 Exhibitors

STARTUPS

50 Agro Techs

CEOs DINNER

50 CEOs

SERTANEJO 1\*

Night 1 Show

FEIRA ARTESANATO

Regional Art

DRONES AND SENSORS

Arena Activation

CHAT WITH THE CHEFS\*

Chef- Produces Relationship

SERTANEJO 2\*\*

Night 2 Show

FOOD FAIR

Regional Food

HACKATON

Competition

PRODUCERS DINNER

50 Producers

SEBRAE CAPACITATION

Competition

FOOD PARK

Fair food and Shows

CONECTAR AGRO

Competition

CHURRASCADA

Activation

• The quotas may undergo delivery changes, always with equivalent substitutions of deliveries. \*\*Confirmation pending for the second night of the show.



PILLAR	DELIVERY	PRESENT QUOTA	MASTER QUOTA
		R\$ 7 MM 1 quota	R\$ 3 MM 6 quotas
<b>RIGHT</b>	Exclusivity in the segment;	X	X
<b>BRAND</b>	Association of your brand with the event's brand;	X	X
	Sponsor's name in all instances of the GAFFFF 24 name across applications;	ALL THE EVENT	SPONSORED PILLAR
	Brand presence (logo) in the visual communication of the festival, prominently featured in the sponsored area;	ALL THE EVENT	SPONSORED PILLAR
	Brand presence (logo) in promotional material (online and offline);	X	X
	Opening animation in all broadcasts.	X	X
	Right to use the GAF brand in sponsor's pre-events, approved in mutual agreement with the organizers;	X	X
	Right to use the GAF brand in sponsor's campaigns and communications; subject to approval by GAF;	X	X
	Brand presence (logo) in the visual communication of the festival, with prominence on the main stage screen (proportional to the defined sponsorship level);	X	X
Brand signature (logo) at the end of the official festival highlight video;	X	X	
<b>CONTENT</b>	Speaker nominated by the sponsor;	X	
	Sponsored panel IN THE CHOSEN VERTICAL (Theme suggested by the sponsor);		X
	Mention by the Anchor during the Opening and Closing Ceremonies of the event;	X	X
	Mention by the Anchor during the Opening and Closing Ceremonies of the event;	X	X
	Opportunity for distribution of giveaways or promotional material to participants;	X	X
	One-minute film during breaks in the main plenary session;	X	X
	Opening bumper in all broadcasts;	X	X
Sponsor activation;	X	X	
<b>MEDIA</b>	Posts promoting pre-festival activation on GAF's Instagram;	3 POSTS	1 POST
	Posts promoting activation during the festival on GAF's Instagram;	3 POSTS	1 POST
	Posts promoting post-festival activation on GAF's Instagram;	3 POSTS	1 POST
	Logo in the digital event program;	X	X
	Single-page advertisement in the digital event program;	X	X
	Logo in email marketing for the event mailing list (minimum of 3 sends);	X	X
	Single-page advertisement in Plant Project magazine;	X	X
	Distribution of 30 copies of Plant Project magazine with content from the supporter;	X	X
Media reapplication with partners;	R\$ 1 MM	R\$ 500 MIL	
<b>INVITATIONS</b>	Registrations with free access to the event;	40 REGISTRATIONS	30 REGISTRATIONS
	Invitations to CEOs' dinner;	20 INVITATIONS	10 INVITATIONS
	Invitations to Producers' dinner;	20 INVITATIONS	10 INVITATIONS
	Invitations for Festival Day 1;	1.000 INVITATIONS	200 INVITATIONS
	Invitations for Festival Day 2;	1.000 INVITATIONS	200 INVITATIONS
<b>FAIR</b>	Space for setting up a booth and exclusive activation for the SPONSOR.	48 M <sup>2</sup>	24 M <sup>2</sup>



# SPONSORSHIP QUOTES

FORUM





## DELIVERY – FORUM QUOTES:

VISIBILITY	LANYARD BADGE QUOTA *	BRAND PRESENCE ON LANYARD STRAPS + 7 TICKETS TO THE FORUM AND FESTIVAL	1	R\$ 100.000,00
	CHAIR COVER QUOTA *	BRAND PRESENCE ON PLENARY CHAIR COVERS + 5 TICKETS TO THE FORUM AND FESTIVAL	1	R\$ 80.000,00
	ECO BAG QUOTA *	BRAND PRESENCE ON PARTICIPANTS' ECO BAGS + 5 TICKETS TO THE FORUM AND FESTIVAL	1	R\$ 80.000,00
	MOBILE RECHARGE TOWERS QUOTA *	BRAND PRESENCE ON CELL PHONE CHARGING TOWERS + 5 TICKETS TO THE FORUM AND FESTIVAL	1	R\$ 80.000,00
	WATER STATION QUOTA *	BRAND PRESENCE ON WATER BOTTLE LABELS DISTRIBUTED TO PARTICIPANTS + 3 TICKETS TO THE FORUM AND FESTIVAL	1	R\$ 60.000,00
	SPONSORED WI-FI QUOTA *	WI-FI WITH SUPPORTER'S NAME + 3 TICKETS TO THE FORUM AND FESTIVAL	1	R\$ 60.000,00
	HAND SANITIZER QUOTA *	BRAND PRESENCE ON HAND SANITIZER STATIONS + 3 TICKETS TO THE FORUM AND FESTIVAL	1	R\$ 50.000,00
MERCHANDISING	SPEAKER GIFT QUOTA *	RIGHT TO DELIVER CUSTOMIZED GIFT FOR SPEAKERS (FORUM + AMPHITHEATER) + 3 TICKETS TO THE FORUM AND FESTIVAL	2	R\$ 60.000,00
	PANEL SUPPORT	COMPANY VIDEO AND ACKNOWLEDGMENT OF SUPPORT IN THE OPENING PANEL + 3 TICKETS TO THE FORUM AND FESTIVAL	2 / Panel	R\$ 50.000,00
	GELATO SPACE QUOTA *	BRAND PRESENCE IN THE ARTISANAL GELATO SPACE + 3 TICKETS TO THE FORUM AND FESTIVAL	1	R\$ 50.000,00
	SPECIALTY COFFEE SPACE QUOTA *	BRAND PRESENCE IN THE SPECIALTY COFFEE SPACE (Brand: COFFEE BY THEM) + 3 TICKETS TO THE FORUM AND FESTIVAL	2	R\$ 50.000,00
	OFFERING PRODUCTS FROM PARTNER BRANDS *	BRAND PRESENCE IN PRODUCTS FROM SUPPORTER'S PARTNER BRANDS. + 3 TICKETS TO THE FORUM AND FESTIVAL	5	R\$ 50.000,00
RELATIONSHIP	WELCOME COFFEE	OFFERING OF WELCOME COFFEE + 7 TICKETS TO THE FORUM AND FESTIVAL	2	R\$ 100.000,00
	COFFEE BREAK	OFFERING OF NETWORKING BREAK + 7 TICKETS TO THE FORUM AND FESTIVAL	2	R\$ 100.000,00
	VIP LUNCH	OFFERING OF VIP LUNCH (FOR UP TO 140 PEOPLE), AT ONE OF THE RESTAURANTS IN ALLIANZ PARQUE + 10 TICKETS TO THE FORUM AND FESTIVAL	2	R\$ 250.000,00
	SPEAKER VIP LOUNGE	OFFERING AND BRAND PRESENCE IN THE SPEAKERS' LOUNGE + 7 TICKETS TO THE FORUM AND FESTIVAL	2	R\$ 100.000,00
	NETWORKING COCKTAIL (FORUM TERRACE)	OFFERING OF NETWORKING COCKTAIL + 8 TICKETS TO THE FORUM AND FESTIVAL	2	R\$ 150.000,00
APP GAFFFF	SPONSORSHIP IN THE OFFICIAL GAFFFF (FESTIVAL) APP	BRAND PRESENCE + AD/BANNER + 2 POSTS ON THE OFFICIAL GAFFFF (FESTIVAL) APP FEED + 8 TICKETS TO THE FORUM AND FESTIVAL	5	R\$ 150.000,00





## DELIVERY – FORUM QUOTES:

PILLAR	DELIVERY	DIAMOND R\$ 750.000	GOLD R\$ 600.000	SILVER R\$ 490.000	BRONZE R\$ 250.000	SUPPORT R\$ 150.000
FAIR	BOOTH SETUP AREA AND EXCLUSIVE SPONSOR ACTIVATION AT THE FORUM	12 M <sup>2</sup>	9 M <sup>2</sup>	6 M <sup>2</sup>	3 M <sup>2</sup>	
BRAND	ASSOCIATION OF YOUR BRAND WITH THE EVENT'S BRAND;	X	X	X	X	X
	BRAND PRESENCE (LOGO) ON THE FORUM'S WEBSITE	X	X	X	X	X
	RIGHT TO USE THE GAF BRAND IN THE SPONSOR'S CAMPAIGNS AND COMMUNICATIONS; SUBJECT TO GAF APPROVAL	X	X	X	X	X
	LOGO ON THE DIGITAL PROGRAM OF THE FORUM	X	X	X	X	X
	LOGO ON THE FORUM'S SIGNAGE TOTEMS	X	X	X		
	LOGO ON ROTATION ON SCREENS DURING SESSION BREAKS	X	X	X		
	OPPORTUNITY TO INSERT A GIFT OR PROMOTIONAL MATERIAL IN THE PARTICIPANTS' BAGS	X	X	X	X	
CONTENT	RIGHT TO CAPTURE AND PRODUCE EDITORIAL CONTENT DURING THE FORUM	X	X	X	X	X
	MENTION BY THE ANCHOR DURING THE OPENING AND CLOSING CEREMONIES OF THE EVENT	X	X	X	X	X
	INSTITUTIONAL VIDEO DURING THE OPENING AND CLOSING CEREMONIES OF THE PLENARY	X	X			
	SPONSOR ACTIVATION	X	X	X	X	
MEDIA	POST OR VIDEO ADVERTISEMENT ON META, CREATED BY THE SPONSOR	X				
	POST ABOUT THE SUPPORT CONFIRMATION ON GAFFFF'S FACEBOOK, INSTAGRAM, AND LINKEDIN	X	X			
	POST PROMOTING THE PRE-FORUM ACTIVATION ON GAF'S IG	2 POSTS	1 POST			
	POST PROMOTING THE DURING-FORUM ACTIVATION ON GAF'S IG	2 POSTS	1 POST			
	POST PROMOTING THE POST-FORUM ACTIVATION ON GAF'S IG	2 POSTS	1 POST			
	LOGO IN EMAIL MARKETING TO THE FORUM'S MAILING LIST	1 EMAIL BLAST	1 EMAIL BLAST	1 EMAIL BLAST		
	BRANDED CONTENT WITH EXCLUSIVE PRODUCTION ON PLANT PROJECT	1 double-page	1 single-page			
	ADVERTISEMENT IN PLANT PROJECT MAGAZINE	1 double-page	1 single-page	1 single-page		
	DISTRIBUTION OF COPIES OF PLANT PROJECT MAGAZINE WITH SUPPORTER CONTENT	30	20	10		
INVITATIONS	REGISTRATIONS WITH FREE ACCESS TO THE FORUM	30	23	18	10	5
	SHOW NIGHT 1 INVITATIONS	30	23	18	10	3
	SHOW NIGHT 2 INVITATIONS	30	23	18	10	3



# SPONSORSHIP QUOTES

FAIR



## FAIR OPPORTUNITIES







## DELIVERY – FAIR QUOTES:

PILLAR	DELIVERY	DIAMOND R\$ 750.000 (EXCLUSIVITY)	GOLD R\$ 600.000	SILVER R\$ 490.000	BRONZE R\$ 250.000	SUPPORT R\$ 150.000
FAIR	BOOTH SETUP AREA AND EXCLUSIVE SPONSOR ACTIVATION AT THE FORUM	12 M <sup>2</sup>	9 M <sup>2</sup>	6 M <sup>2</sup>	3 M <sup>2</sup>	
BRAND	ASSOCIATION OF YOUR BRAND WITH THE EVENT'S BRAND;	X	X	X	X	X
	BRAND PRESENCE (LOGO) ON THE FORUM'S WEBSITE	X	X	X	X	X
	RIGHT TO USE THE GAF BRAND IN THE SPONSOR'S CAMPAIGNS AND COMMUNICATIONS; SUBJECT TO GAF APPROVAL	X	X	X	X	X
	LOGO ON THE DIGITAL PROGRAM OF THE FORUM	X	X	X	X	X
	LOGO ON THE FORUM'S SIGNAGE TOTEMS	X	X	X		
	LOGO ON ROTATION ON SCREENS DURING SESSION BREAKS	X	X	X		
	OPPORTUNITY TO INSERT A GIFT OR PROMOTIONAL MATERIAL IN THE PARTICIPANTS' BAGS	X	X	X	X	
CONTENT	RIGHT TO CAPTURE AND PRODUCE EDITORIAL CONTENT DURING THE FORUM	X	X	X	X	X
	MENTION BY THE ANCHOR DURING THE OPENING AND CLOSING CEREMONIES OF THE EVENT	X	X	X	X	X
	INSTITUTIONAL VIDEO DURING THE OPENING AND CLOSING CEREMONIES OF THE PLENARY	X	X			
	SPONSOR ACTIVATION	X	X	X	X	
MEDIA	POST OR VIDEO ADVERTISEMENT ON META, CREATED BY THE SPONSOR	X				
	POST ABOUT THE SUPPORT CONFIRMATION ON GAFFFF'S FACEBOOK, INSTAGRAM, AND LINKEDIN	X	X			
	POST PROMOTING THE PRE-FORUM ACTIVATION ON GAF'S IG	2 POSTS	1 POST			
	POST PROMOTING THE DURING-FORUM ACTIVATION ON GAF'S IG	2 POSTS	1 POST			
	POST PROMOTING THE POST-FORUM ACTIVATION ON GAF'S IG	2 POSTS	1 POST			
	LOGO IN EMAIL MARKETING TO THE FORUM'S MAILING LIST	1 EMAIL BLAST	1 EMAIL BLAST	1 EMAIL BLAST		
	BRANDED CONTENT WITH EXCLUSIVE PRODUCTION ON PLANT PROJECT	1 double-page	1 single-page			
	ADVERTISEMENT IN PLANT PROJECT MAGAZINE	1 double-page	1 single-page	1 single-page		
	DISTRIBUTION OF COPIES OF PLANT PROJECT MAGAZINE WITH SUPPORTER CONTENT	30	20	10		
INVITATIONS	REGISTRATIONS WITH FREE ACCESS TO THE FORUM	30 REGISTRATIONS	23 REGISTRATIONS	18 REGISTRATIONS	10 REGISTRATIONS	5 REGISTRATIONS
	SHOW NIGHT 1 INVITATIONS	30 INVITATIONS	23 INVITATIONS	18 INVITATIONS	10 INVITATIONS	3 INVITATIONS
	SHOW NIGHT 2 INVITATIONS	30 INVITATIONS	23 INVITATIONS	18 INVITATIONS	10 INVITATIONS	3 INVITATIONS



# SPONSORSHIP QUOTES

ACTIVATION



## DELIVERY – ACTIVATION QUOTES:

PILLAR	DELIVERY	QUANTITY	VALUE
VISIBILITY	Keynote Speaker Package	2	R\$ 1.500.000
	Training Package	1	R\$ 1.500.000
	Night 1 Show Package	1	R\$ 1.500.000
	Night 2 Show Package	1	R\$ 1.500.000
	Plenary Package	1	R\$ 1.500.000
THEMES	Thematic Arena Package	4	R\$ 500.000
	Hackathon Package	1	R\$ 500.000
SUPPORT	Women in Agro Package	2	R\$ 250.000
	Sustainability Package	2	R\$ 250.000
	Barbecue Package	1	R\$ 250.000
	Pocket Shows Package	1	R\$ 250.000
	Universities Package	1	R\$ 250.000
	Startups Package	1	R\$ 250.000
	Drone Package	1	R\$ 250.000
	Sensors Package	1	R\$ 250.000
	Connectivity Package	1	R\$ 250.000
	Chef's Package	1	R\$ 250.000
	CEOs Dinner Package	1	R\$ 250.000
Producers' Dinner Package	1	R\$ 250.000	
FOOD PARK	Food Park Package	20	R\$ 50.000





## DELIVERY – ACTIVATION QUOTES:

PILLAR	QUOTA	MAIN DELIVERABLE
<b>VISIBILITY</b>	<i>Keynote Speaker Package</i>	<i>Sponsorship of the day's Speakers' session. Meet &amp; Greet with the speaker for 10 people.</i>
	<i>Training Package</i>	<i>Sponsorship of the training course conducted throughout the event week.</i>
	<i>Night 1 Show Package</i>	<i>Sponsorship of the country music shows of the day. Meet &amp; Greet with the artist for 10 people.</i>
	<i>Night 2 Show Package</i>	<i>Sponsorship of the country music shows of the day. Meet &amp; Greet with the artist for 10 people.</i>
	<i>Plenary Package</i>	<i>Master Sponsorship of the Main Plenary of the Forum.</i>
<b>THEMES</b>	<i>Thematic Arena Package</i>	<i>Sponsorship of one of the thematic arenas: ESG, Market Access, New Geo-Political Order, and Women in Agro.</i>
	<i>Hackathon Package</i>	<i>Sponsorship of the Hackathon activities with prominent recognition in the awards for the winners.</i>
<b>SUPPORT</b>	<i>Women in Agro Package</i>	<i>Sponsorship of the Women in Agro pillar with lectures and cross-cutting activities throughout the event.</i>
	<i>Sustainability Package</i>	<i>Sponsorship with brand exposure in the space, 1 panel support, and exposure at the festival (subject to consultation).</i>
	<i>Barbecue Package</i>	<i>Sponsorship of the barbecue activation at the event, with the possibility of product sales.</i>
	<i>Pocket Shows Package</i>	<i>Sponsorship of the pocket shows activities throughout the two days of the festival.</i>
	<i>Universities Package</i>	<i>Sponsorship of the area dedicated to the exhibition of works from colleges and universities.</i>
	<i>Startups Package</i>	<i>Sponsorship of the area dedicated to the exhibition of AgriTechs' works.</i>
	<i>Drone Package</i>	<i>Sponsorship of the drone activation.</i>
	<i>Sensors Package</i>	<i>Sponsorship of the activation of an artistic installation with sensors.</i>
	<i>Connectivity Package</i>	<i>Sponsorship of the connectivity area.</i>
	<i>Chef's Package</i>	<i>Sponsorship of the national chef's lecture on the second day of the event. Meet &amp; Greet with the speaker for 10 people.</i>
	<i>CEOs Dinner Package</i>	<i>Sponsorship of the dinner with CEOs. Invitation + Meet &amp; Greet with the speaker for 10 people.</i>
<i>Producers' Dinner Package</i>	<i>Sponsorship of the dinner with producers. Invitation + Meet &amp; Greet with the speaker for 10 people.</i>	
<b>FOOD PARK</b>	<i>Food Park Package</i>	<i>Restaurants and kiosks for product sales at the event. Managed by the Mesa Group.</i>



## DELIVERY – ACTIVATION QUOTES:

PILLAR	DELIVERY	VISIBILITY	THEMES	SUPPORT	food PARK
		R\$ 1.500.000 6 QUOTAS	R\$ 500.000 5 QUOTAS	R\$ 250.000 13 QUOTAS	R\$ 50.000 20 QUOTAS
BRAND	Association of your brand with the event's brand;	X	X	X	X
	Brand presence (logo) on the website;	X	X	X	X
	Right to use the GAF brand in sponsor's campaigns and communications; subject to approval by GAF;	X	X	X	X
CONTENT	Right to capture and produce editorial content during the festival;	X	X	X	X
	Opening vignette in the attraction;	X			
	One-minute film before and after the content;	X			
	Sponsor activation	X	X	X	
MEDIA	Post promoting pre-festival activation on GAF's Instagram;	1 POST	1 POST		
	Post promoting activation during the festival on GAF's Instagram;	1 POST	1 POST		
	Post promoting post-festival activation on GAF's Instagram;	1 POST	1 POST		
	Logo in email marketing for the event's mailing list;	1 SHOT	1 SHOT		
INVITATIONS	Registrations with free access to the event;	20 REGISTRATIONS	20 REGISTRATIONS	10 REGISTRATIONS	
	Invitations for Festival Day 1;	20 INVITATIONS	20 INVITATIONS	10 INVITATIONS	
	Invitations for Festival Day 2;	20 INVITATIONS	20 INVITATIONS	10 INVITATIONS	



THANK YOU



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