

BRAZILIAN

HEAT

EXPO



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website coming soon

JAX Society For Arts And Culture
Justifying **A**rtistic **X**hibitions
5016536921

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About Brazilian Heat

Brazilian Heat is a Family Friendly Brazilian Arts Event, held Saturday August 22, 2015 at the Hillhurst Sunnyside Community Centre in Calgary. The Festival will showcase Local and National Brazilian Musicians and Dancers. The event will allow Calgarians to explore traditions of late and modern day Brazil. As Brazil's global presence continues to grow it is important to understand this nation's diverse culture. Brazilian Heat, different from most, aims to provide Affordable Family Fun and allow public of all ages to not only observe these traditions in action, but also to connect with them through interactive workshops. The focus is not only to bring community together, but to support local culture and art!

Brazilian Heat Vision

It is the intention of the Brazilian Heat coordinators to Build Community in Calgary through Artistic Thought and Expression; Meanwhile Developing and Uniting the Brazilian Artists of Calgary & Canada to create broader and more diverse performances. Not secondary to this vision, it is with great intention Brazilian Heat coordinators aim to create educational venues for the youth of Calgary & Canada to learn and participate in the Brazilian Culture and Arts.

Behind the Vision of Brazilian Heat; What is JAX Society For Arts And Culture?

JAX Main Goals Include:

1. Supporting Independent Artists in the City by way of Payment, Promotion & Professional Development
2. Further Develop Integration between Artistic Designations
3. Provide General Public the Opportunity to Experience & Participate in New Arts and Culture in their Community

JAX will Attain these Goals through:

1. **Education** – providing an opportunity for the general public to learn and participate in the Arts and Subcultures of Calgary
2. **Performance** – creating a stage for independent artists to showcase their talents and thereby providing New Entertainment for Calgarians
3. **Artistic Support** – obtaining Sponsorship and Grants to pay artists for their work in festivals and events as well as promotion of the artists
4. **Collaboration** – designing promotions, events and festivals that utilize more than one artistic designation, thereby showcasing more talent and increasing the intended audiences for the various independent artists
5. **Youth** – aim to increase youth participation and awareness of the arts to help develop the artistic community in the future and provide an outlet for youth interested in the arts

Brazilian Heat Demographics

The target audience will incorporate the general public, however more narrowly:

- ✓ Young Families with Children
- ✓ Youth ages 15 to 35
- ✓ Young Professionals and Students
- ✓ Individuals of South American Background & Decent
- ✓ Latin Ballroom Dancers
- ✓ Cultural Arts Enthusiasts

The projected attendance of Brazilian Heat is expected to be 300 – 500.

Why is Brazilian Heat a Good Fit for You?

- ✓ Be in contact with a Youthful and Influential Audience
- ✓ Conduct a broad range of advertising and promotion during the Event
- ✓ Participate in Extensive Publicity and Media Coverage
- ✓ Put your brand everywhere including opportunities on Public Overpasses/Bridges and Event Stages
- ✓ Close Contact with 300-500 Attendees

Brazilian Heat Entertainment Highlights

- ✓ Headlining Samba Maestro & Percussionists from Olinda, Brazil
- ✓ Guest Artists from Toronto & Winnipeg's Annual Brazilian Expos, BrazilFest & Folklorama
- ✓ Enjoy Local Brazilian Artists showcase Live Music, Dance and Martial Arts
- ✓ Interactive Workshops for Guests
- ✓ Food, Art, Beer

Brazilian Heat Sponsorship Packages

	PLATINUM	PRESENTING	SUPPORTING
Sponsorship	\$1000	\$500	\$400
Main Presenter	X		
Category Exclusivity	X		
Demo or Workshop For Your Business*	X	X	
Reserved Seating for 8 including Dinner	X		X
Festival Booth	X		
On-Site Promotional Activities	X		
Promotional Handouts**	X		
Inclusion in Media Advertising***	X		
Inclusion in Press Releases	X		
Logo on Print/Digital Media	X	X	
MC Announcement	5x	3x	
Festival Program Ad	Full Page	½ Page	
Logo on Stage Banners	Front	Side	
Logo on Merchandise	X	X	
Advertisement on Website	X	X	
Inclusion in Social Media	X		

*Our Brazilian performance group will come to your business for you employees or customers. This can be in the form of a workshop or performance, whichever is preferred

**The Brazilian Performers will be attending many other events throughout and after the summer months. These include but not limited to Lilac Fest, Fiestaval, Cultural Mosaic, Folklorama and others, we will hand out promotional material if requested

***We will be advertising digitally with the Calgary Herald, Great West Publishing and Avenue Magazine, we would be happy to include your company in these advertisements in a way you find supportive. Also Included in this is outdoor Banner inclusion options

For a more Detailed Description & Information Please Contact:

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