

Banco do Brasil Americas Sponsorship Program - Rules

Banco do Brasil Americas sponsors cultural, sports-related or projects complied with the Community Reinvestment Act (CRA) in the communities in which we work. This initiative is part of our Banco do Brasil Americas Sponsorship Program.

In order to make the selection and implementation process for these sponsorships as transparent as possible, Banco do Brasil Americas announces to the public that its cultural and sports projects selection process is open to proposals in the months of November and December of every year, for projects beginning on January 15 and ending on December 31 of the following year.

GENERAL SUPPORT POLICY

These efforts should focus on achieving market share and promoting the institution, with emphasis on developing strategies that will enable Banco do Brasil Americas to generate business and improve its brand name recognition.

Outcomes of outreach efforts are evaluated based on the following:

- a) Image enhancement – performance of the Bank's near-term to long-range institutional image, whether measurable or not – arising from the securing of our brand position and improving customer relations;
- b) Increased business – improving business performance for products and services throughout the course of the project, and increasing revenue that brings measurable economic or financial benefit to the bank.

Support guidelines:

Support may be provided to groups, associations, foundations, private companies or NGOs, and may involve cultural development and/or sports-related programs, activities and projects in the community served by Banco do Brasil Americas.

Types of support:

I - One-Off Events – support for events that involve business, marketing and/or institutional opportunities, without recurring sponsorship from Banco do Brasil Americas.

II - Recurring Sponsorship – events that receive recurring sponsorship from Banco do Brasil Americas, whether as exhibitor or sponsor.

PROJECT SELECTION CRITERIA GUIDELINES

Sponsorship by Banco do Brasil Americas will be considered following examination of projects submitted. In order to qualify, candidates must show proof of at least two (2) years' experience and prior performance.

Banco do Brasil Americas' participation as a project sponsor is also subject to budget constraints.

All sponsorships are related to qualifying events located within the community served by Banco do Brasil Americas.

1. Candidates should submit their proposals by e-mail to: sponsorshipprogram@bbamericas.com.
2. Banco do Brasil Americas assumes no liability whatsoever for technical and/or content-related problems involving proposals submitted via e-mail. Proposals delivered in person or submitted after the deadline will not be accepted.
3. Banco do Brasil Americas don't sponsor events performed by religious organizations or events with a political theme.
4. Payments of approved sponsorships will, preferably, be made to Banco do Brasil Americas accounts.

PROJECT STRUCTURE

1. Proposals must include projects to be undertaken within the timeframe running from January 15 through December 31 of the year following their submission.
2. The "Project Sponsorship Proposal Form", available at www.bbamericas.com, must be completed and submitted with the proposal.

3. Applicant must license Banco do Brasil Americas to publish images and use products of the sponsored project in the Bank's institutional outreach efforts and promotional materials at no additional cost.

DEADLINES FOR REGISTRATION, SELECTION AND ANNOUNCEMENT OF SELECTIONS

1. Proposals must be presented between November and December of the year preceding the event proposed.
2. Proposals presented after the above deadline will be disqualified and ineligible for the selection process.

Analysis and selection period:

All proposals will be analyzed during the period of January 1 until January 31.

Approved projects announcement date:

Proposals selected to receive Banco do Brasil Americas sponsorship will be announced until the first week of February of the following year, that is, the year the project is to be undertaken.

REGISTRATION, SELECTION AND ANNOUNCEMENT OF PROJECTS

1. Projects will be analyzed by Banco do Brasil Americas.
2. This analyze will include: review the content submitted for each project (classifying them according to its characteristics, as institutional, commercial or both) and decision if the project is or isn't approved.
3. The following technical aspects of each project will be evaluated:
 - a) Complied with Banco do Brasil Americas' Sponsorship Policies and general guidelines;
 - b) The reasoning for the goals and purposes of each project proposed;
 - c) Relevance of the proposal from a local context perspective;
 - d) Social and Cultural Relevance: the project's contribution to the development of communities served by Banco do Brasil Americas;
 - e) Local marketing standpoint: the needs of the community in which the event is supposed to occur;
 - f) Technical and professional capacity of the organizers: logistical structure for putting on the event and prior experience in similar events;
 - g) Ability to enter into strategic partnerships: potential for imparting continuity to the proposed event through effective partnering efforts;

- h) Appropriateness of the budget proposed, setting forth the responsibilities of each partner;
- i) Feasibility of the timetable for setting up the proposed project, and
- j) Outreach Plan.

4. Successful candidates will be notified directly of the approval of their projects and schedules.

5 Decisions are final and Banco do Brasil Americas may fail to approve the sponsorship of any project, at any point, depending on its quality or violation of any item displayed on this program.

OBLIGATIONS

1. In submitting their projects to the Banco do Brasil Americas Sponsorship Program, all candidates agree to fully perform the terms of the proposal approved, and to create their promotional material in accordance with technical specifications set forth by Banco do Brasil Americas.

2. The applicant will submit a final report indicating the results achieved with accountability, within 30 days after completion of the project. Failure to do so will indicate that the candidate is indebted to the Banco do Brasil Americas, preventing new sponsorship requests, so long as the report is not submitted, but without prejudice to any other reasonable administrative action.

3. In the event of contractual nonperformance, in whole or in part, Banco do Brasil Americas may unilaterally cancel any sponsorship funding, in whole or in part, in proportion to said contractual nonperformance.

IN CLOSING

1. Banco do Brasil Americas' Sponsorship Program may be suspended or canceled, in whole or in part, on account of political or economic developments, by court order or regulatory action, or as decided for cause by Banco do Brasil Americas.

2. Selection of a project does not imply allocation of the funding amount solicited. Banco do Brasil Americas reserves the right to pass on financing for each project, based on considerations offered and negotiations conducted among the parties.