Non-profit organization that acts as a network of relationships between

ATHLETES + ENTITIES AND COMPANIES
GOVERNMENT + COMMUNITY

Fostering business and disseminating good practices in the sporting environment.
Mission:
Transform Brazil into a sports nation.

Vision:
To be the driving force of good practices in the sports environment, encouraging, in a positive way, the actions of all sectors of this industry.

Values:
Ethics, transparency, Teamwork and Responsibility with himself and the others.
Expertise:

- GOVERNANCE APPLIED TO SPORT
- SUSTAINABLE SPONSORSHIP NETWORK
- QUALIFIED CONTENT GENERATION
- SOCIAL DEVELOPMENT OF COMMUNITIES
1 year before the Football World Cup

Initially our work did not catch the attention of sports and government entities.

**SCENARIO**

- Brazilian sports basically financed by public funds:
  - Ministry of Sports
  - 8 state-owned companies
  - Sport Lottery

**SCENARIO**

- Guaranteed resources for the entities
- Little need for relationship outside the sporting environment
- Much interest from the media in general
A Sou do Esporte believes that change comes through valorization of good conduct and the inspiration that provokes society in celebrating them.
In three years of the award we have,

International Recognition

AND

National Recognition by Sports Organizations
New Strategic Partners
We are being consulted daily by some Confederations and developing an evaluation tool for the Ministry of Sports of Brazil together with the Federal University of Paraná - UFPR.

**SCENARIO**

Brazilian sport seeking a new form of financing:
- Ministry of Sports, 80% lower budget
- 1 state-owned company continues to operate in the same way
- Lottery Sports decreased by about 15% in the last year.

**SCENARIO**

- Entities need to complement annual Budget;
- Search for a better position with the private sector and other external stakeholders;
- Less interest in conventional media and exposure via digital media;
THANKS FOR YOUR ATTENTION

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