

PRESENTATION



PROMOTE
"THE FIRST
CHAMPIONSHIP OF
CHEERING FOR
BEHAVIOR" IN YOUR
COUNTRY!!

INTERNATIONAL EXPANSION

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INNOVATIVE PRODUCTS: EQUAL ARENA

"THE FIRST
CHAMPIONSHIP
**OF CHEERING FOR
BEHAVIOR
IN THE WORLD**".

AMONG OTHERS
GOODS...

EQUAL ARENA
MOVABLE

"THE FIRST
EDUCATIONAL
TRANSPORTABLE
STADIUM
IN THE WORLD".

**THE BIGGEST CHEERING
SHOW ON THE PLANET!
IT'S GOING TO START!!**

THE WORLD'S FIRST BEHAVIORAL CHEERING
CHAMPIONSHIP



"THE FIRST
CHAMPIONSHIP **OF**
CHEERING FOR
BEHAVIOR
OF THE WORLD".

**THE BIGGEST CHEERING SHOW
ON THE PLANET!
IT'S GOING TO START!!**



EQUAL ARENA (CHOSEN COUNTRY) IN COMBAT

THE FIRST CHAMPIONSHIP OF CHEERLEADERS FOR BEHAVIOR IN THE WORLD!



PRESENTATION: EQUAL ARENA MOVABLE



EQUAL ARENA MOVABLE

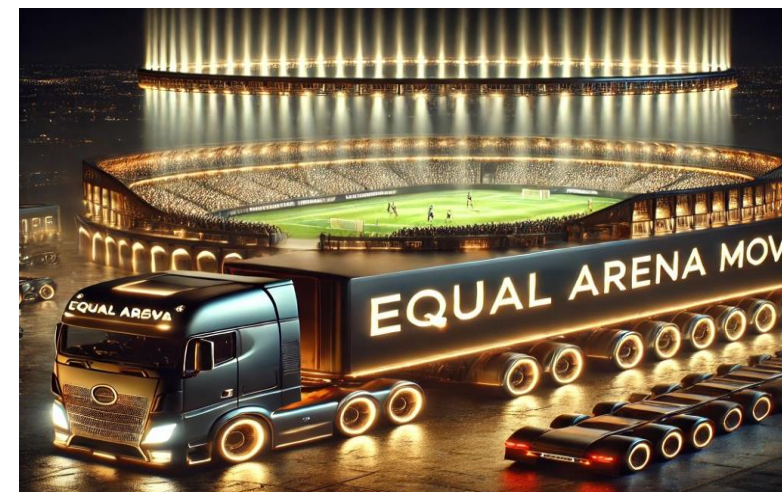
"THE FIRST EDUCATIONAL
TRANSPORTABLE STADIUM
IN THE WORLD".

**THE BIGGEST CHEERING
SHOW ON THE PLANET!
IT'S GOING TO START!!**



EQUAL ARENA MOBILE

THE WORLD'S FIRST EDUCATIONAL MOBILE STADIUM!





PROJECTION FOR INTERNATIONAL EXPANSION!

EQUAL ARENA **(CHOSEN COUNTRY)**

**The first national championship of fans for
behavior in his country.**



OPENING AN EQUITY HOLDING COMPANY

FIRST STEP:

**BE ONE
PARTNER
ADMINISTRATOR**

- Creation of an international equity holding company, in partnership with the EQUAL ARENA GROUP, where you can choose the percentage in the corporate structure of up to 60%.
- Exclusivity, he will be the CEO of EQUAL ARENA in the chosen country, will be responsible for the implementation and administration of all products and services of Equal Arena in that country.
- All companies created and that are interested in building a partnership with EQUAL ARENA in the chosen country, will always be linked to the Asset Holding that will be constituted jointly; between the EQUAL ARENA GROUP and the MANAGING PARTNER of the chosen country.
- The Managing Partner will have full autonomy to manage his group of companies and formulate commercial agreements with partners, sponsors and supporters, in the chosen country.



BE PART OF THIS REVOLUTION!

EXPANSION:

**HAVE A
INTERNATIONAL
ENTERPRISE**

- First company in the chosen country to implement social entrepreneurship in the sports segment (Football, among others...), supporting a global and revolutionary project, which aims to combat violence and prejudice inside and outside the football stadiums of the chosen country.
- An innovative company, concerned with ethical and human principles, always attentive to social causes and the well-being of the society of the chosen country.
- When the Player, Vinicius Jr. suffered racism in Spain, the Santander group was a sponsor of La Liga and was one of the first companies to take a stand against any type of prejudice, assertive attitude, which generated a sense of pride to the thousands of Santander customers around the world, this example shows that it is an assertive attitude, the possibility of partnership between an INTERNATIONAL MANAGING PARTNER and the EQUAL ARENA GROUP.
- It will be remembered as one of the first companies in the world to contribute to the reduction of violence and prejudice inside and outside the football stadiums of the chosen country, and this noble gesture can be extended to various championships and sports in that country.
- Obs: All fans registered on the Platform and members of the project will have to open a digital account, at the project's partner bank, to receive their prizes and benefits generated by the EQUAL ARENA GROUP system.



OBJECTIVES AND PURPOSES

OUR PURPOSE

National Championship of Fans for Behavior

- Revolutionize and innovate the sports segment, creating a platform to combat violence and prejudice inside and outside football stadiums, emphasizing the problem of racism, a global pain, which demands urgent solutions.
- Through MMB (Multi-Benefit Marketing) – Psychological, financial and emotional triggers. (Benefits, Loyalty, incentives, motivation, Rewards, surprises and advantages).
- All fans of football clubs will be awarded prizes of decreasing amounts, taking into account their performance and behavior, inside and outside the stadiums, based on a ranking, with the biggest prizes being for the most well-behaved fans (Covering the main championships of the chosen country)
- With the help of a TV station, punctual and significant awards will be made, for some fans, through sports programs or live games, the fan will become, famous for a week! Having his image publicized in the media of the chosen country. Reinforcing, about the award of the national championship of fans! The award will be according to the behavior ranking.
- An agreement will be made with the organized fans of each participating club, that is, fans of the chosen country, so that together, we can fight all types of prejudice and violence inside and outside the football stadiums.



BUSINESS MODEL

PARTICIPANTS

Implementation of the project in the chosen country

- Naming Right Exclusive, will be featured in all media in the chosen country(**BANK or OTHER COMPANIES IN THE CHOSEN COUNTRY**)
- TV station(**IT WILL HAVE EXCLUSIVITY IN THE CHOSEN COUNTRY**)
- Partners, Sponsors and Supporters (**Various options of companies and brands from the chosen country**)
- Traditional or Digital Banking (**Diverse options**) in the international market. The chosen bank will have exclusivity in the opening of accounts and commercialization of its portfolio in the chosen country.
- Football clubs and organized fans(**Miscellaneous, in the chosen country**)
- Fans (**potential customers**), reason for the existence of the project and the business model in the chosen country.
- Businesses and stores registered in the EQUAL ARENA project (**Several options in the chosen country**)



MOTIVATION AND BENEFITS

MOTIVATION

Project benefits

- Global repercussion (Positively impacting various sectors and especially society)
- Decrease in crime around stadiums.
- Combating violence and prejudice among fans.
- Return of families to the stadiums.
- Significant increase in customers, sponsors, supporters, among others...
- Rescue the passion of the fans, who because of the violence, stopped attending the stadiums and actively cheering for their favorite team.
- The impact of the project on national and international media, automatically driven by the execution of the Equal Arena project.



INTELLECTUAL RECORD OF THE PROJECT

INTERNATIONAL REGISTRATION

Certificado de Registro

OBRA GENÉRICA OU DOCUMENTO

NÚMERO DE REGISTRO: 514260631

TIMESTAMP: 2024-04-10 16:57:38 GMT

TÍTULO DA OBRA: EQUAL ARENA - PRIMEIRO CAMPEONATO NACIONAL DE TORCIDAS POR COMPORTAMENTO NO MUNDO

ARQUIVO DA OBRA: registro-equal-arena2.pdf[20240410_165738].zip

REGISTRADO POR: PAULO SERGIO CORDEIRO DA SILVA (AUTOR)

ANO DE CONCLUSÃO: 2023

IDIOMA: PORTUGUÊS [BR]

AUTORES (NASCIMENTO / PAÍS):
PAULO SERGIO CORDEIRO DA SILVA (1973-04-04 / BRASIL)
MATHEUS CORDEIRO DA SILVA (2003-06-18 / BRASIL)
LUIZ CLÁUDIO DO CARMO DO ESPÍRITO SANTO (1978-11-08 / BRASIL)
GRUPO MC PARTICIPAÇÕES E INVESTIMENTOS LTDA (2019-10-23 / BRASIL)

:: eDNA DA OBRA - IDENTIFICADOR ELETRÔNICO ::

- Our registration certificate guarantees legal protection for our innovative idea, being recognized in more than 180 countries. This global validation not only secures our intellectual property on an international scale, but also lays a solid foundation for partnerships and global expansion.



INVESTMENTS

NEGOTIATION

Values

- **TO NEGOTIATE** – Amount paid upon adhesion to the contract, amount charged only once, for the duration of the partnership (Term of the partnership, established in the contract).
- **OBSERVATION:** We are looking for investors and leaders to occupy positions as international managing partners, in the projection of global expansion of the Equal Arena project. We will study case by case, always confidentially, because we believe that each negotiation has its particularity!



A REVOLUTIONARY CONCEPT

EQUAL ARENA

Consideration

- **The project aims to give back to those who make all this possible!**
- **After all, what would a company, a bank or a football club be without its employees, without its customers and without its fans?**
- **Long-lasting and very successful partnership between the international managing partners and the Equal Arena Group.**

TOGETHER WE ARE STRONGER!!!



SOME OF THE COUNTRIES AVAILABLE FOR PROJECT IMPLEMENTATION





BUSINESS MODEL ALREADY IN OPERATION



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Following the example below, do an analysis of the potential of this project in your country.

EXAMPLE: BRAZIL

TORCEDORES
Clientes em potencial!

Ranking of the top 16 fans in Brazil

- | | |
|--------------------------------|-------------------------------|
| 1. Flamengo: 45,28 milhões | 9. Santos: 4,57 milhões |
| 2. Corinthians: 32,20 milhões | 10. Atlético-MG: 4,36 milhões |
| 3. São Paulo: 17,03 milhões | 11. Bahia: 3,53 milhões |
| 4. Palmeiras: 15,37 milhões | 12. Botafogo: 2,70 milhões |
| 5. Vasco: 8,72 milhões | 13. Fortaleza: 2,70 milhões |
| 6. Grêmio: 6,64 milhões | 14. Sport: 2,49 milhões |
| 7. Cruzeiro: 6,44 milhões | 15. Fluminense: 2,28 milhões |
| 8. Internacional: 4,57 milhões | 16. Ceará: 1,66 milhões |

Total Potential Customers: 160,54 Millions of Fans

Obs: Many sponsors invest lots of money to have the possibility of consuming their products and services from fans of a single club. Now, as part of this project, sponsors will have the possibility of consumption being made by fans of all clubs, that is, 160 million fans and future customers.



WORKING PLATFORM IN BRAZIL



[HOME](#)

[INSIGHT E IMPACTO](#)

[METODOLOGIAS DE CONVERGÊNCIA](#)

[SOBRE A EQUAL ARENA](#)

[PROPÓSITOS INSTITUCIONAIS](#)

[APLICAÇÕES E PROFUNDIDADE](#)

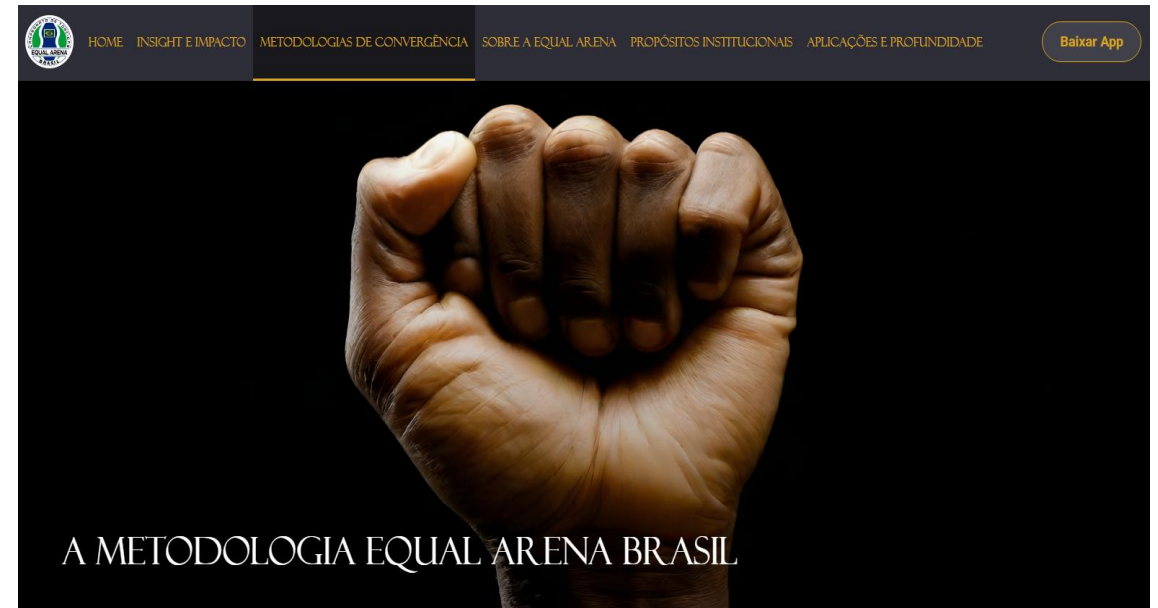
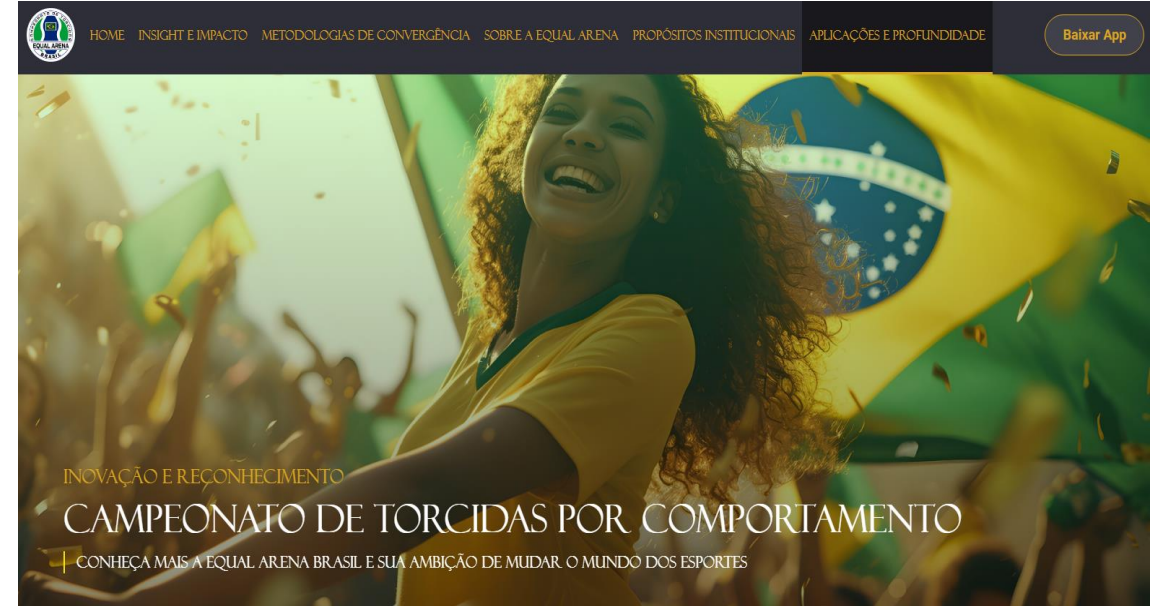
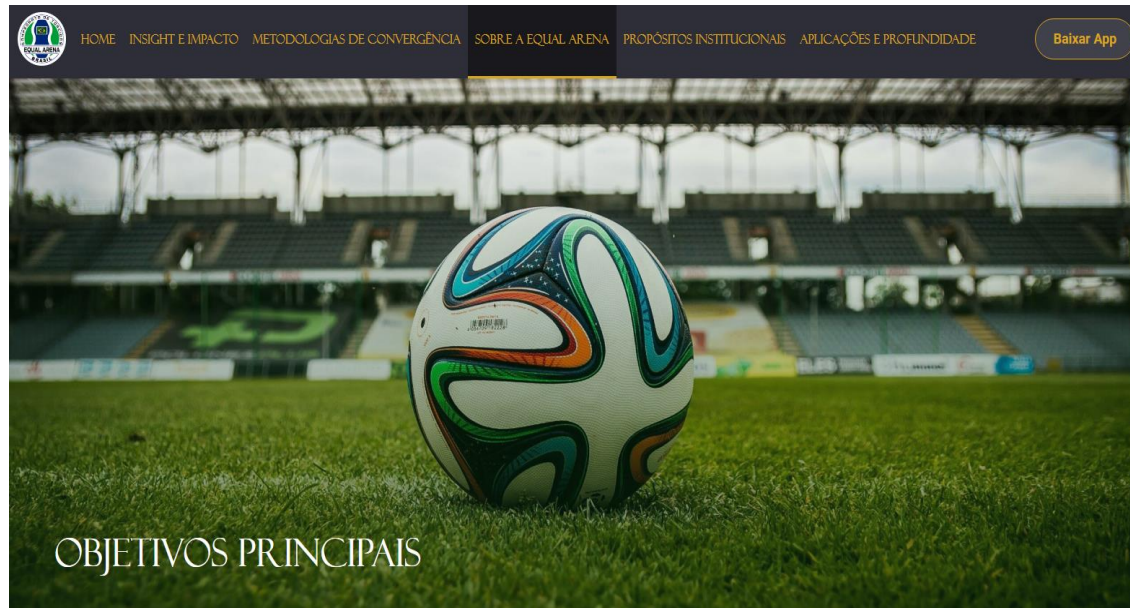
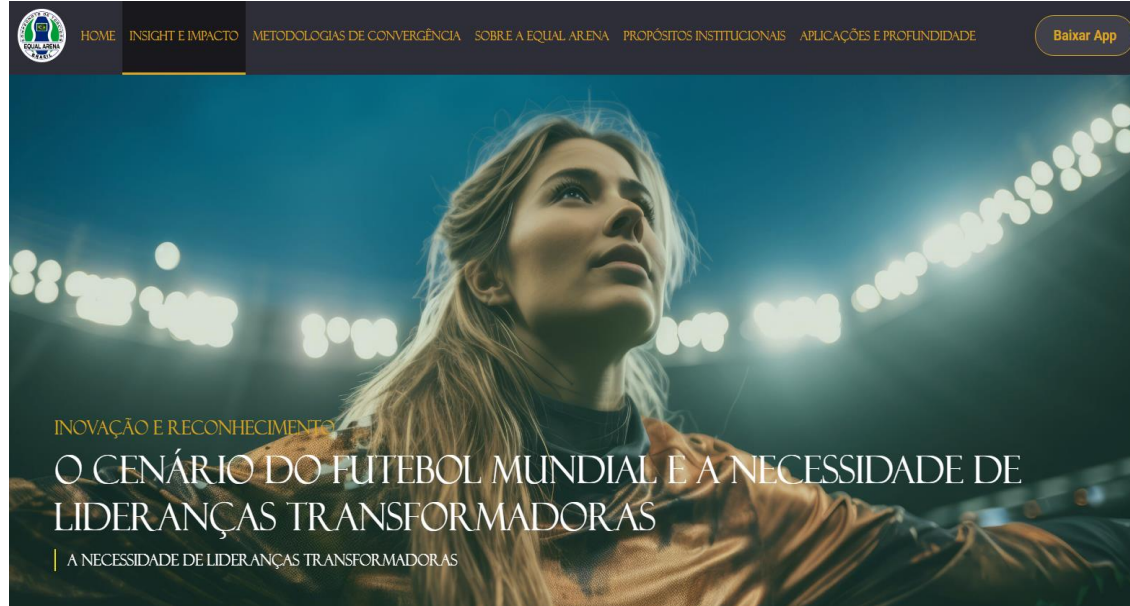
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EQUAL ARENA BRASIL

| CONHEÇA MAIS A EQUAL ARENA BRASIL E SUA AMBICÃO DE MUDAR O MUNDO DOS ESPORTES

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BE PART OF THIS SPORTS REVOLUTION!

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EQUAL ARENA HOLDING - CNPJ: 55.550.522/0001-59