SambaLá Samba School
1419 S. Powerline Rd
Pompano Beach, FL 33069
www.sambala.org

Marketing Report
2016



SambaLá Marketing Report

SambaLá Samba School is a community-based organization currently located in Pompano Beach Florida in the heart of the Brazilian community providing a unique opportunity for sponsors exposure to its large following and audience in Southern Florida.

With well over 300,000 Brazilians living in southern Florida and many more sympathetic Americans, SambaLá's virtual and physical presence attracts both Brazilians and Americans to the pagentry of Rio's fabulous Carnaval parades through dance, music, and costume.

SambaLá Parades multiple times per year at large public events exposing sponsors to hundreds of thousands of potential customers through parade appearances, shows, classes, online announcements, virtual portals ,and through written media in both English and Portuguese.

Two Decades of Shows and Events

The SambaLá directors have over two decades of producing shows and events including street events with up to 10,000 in the Los Angeles area. SambaLa has also performed over 700 shows in over 20 years of entertainment.

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About

SambaLá is a true "escola de samba" (Samba School) in the Brazilian sense powered by a fast-growing group of local volunteers with over 150 active members, its own practice space, and large following.

Previous Events & Shows

1996-2010 Produced the Long Beach Street Carnaval - 10,000 people

2012-2013 Produced the Brazilian Day in Los Angeles - 10,000 people

1999 Kia Motors Rio Car Launch in Seoul Korea - 100,000 people

2010 Rose Parade with 65 participants - 45 million people worldwide

2014 Worldcup Trophy Tour, Los Angeles California - 250,000 people

2015-2016 Brazilian Beat Festival, Boca Raton Florida - 10,000 people

2016 Pompano Brazilian Festival Pompano Beach - 20,000 people

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Marketing Opportunites

Events
Brazilian Beat Boca Raton 2017 - 10,000, 60% American, 40% Brazilian

Practice Space Classes /Workshops
Total of 80 classes and events a year - several thousand locally

Shows & Apparel
Shows year-round with drummers wearing logoed apparel

Facebook / Internet
Over 100,000 exposures via our Facebook page and website
facebook.com/SambaSchool
www.sambala.org

Contact

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