BRAZILIAN INDEPENDENCE RUN



RUN - EXPO

SEPTEMBER 5

MIAMI

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

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SBS USA: BRAZILIAN EXPERTISE IN AMERICA

SBS USA was founded to export the high-quality standards, vibrant energy, and operational excellence of the Brazilian road racing market. We bring years of proven know-how from organizing massive sporting events in Brazil, delivering flawless technical execution and unforgettable experiences for our athletes.

A SUCCESSFUL US DEBUT: COCOA BEACH 2026

Our international execution capacity is already a proven reality. We kicked off 2026 by making history with our first official race on American soil: the Cocoa Beach Brazil International.

Held on January 18, 2026, in Florida, the event was a massive success, featuring simultaneous 5K, 10K, 1 Mile, and Kids races. This milestone proved our mastery of the demanding US sports market and set the perfect stage for our most ambitious project yet: the Brazilian Independence Run.

SBS sports

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

PROVEN EXCELLENCE: OUR BRAZILIAN PORTFOLIO

SBS Sports is a powerhouse in the Brazilian road racing market. We organize massive, highly anticipated events that deliver premium, safe, and unforgettable experiences for thousands of runners every year.

2° MARATONA PRAIA GRANDE

9ª MARATONA DE SOROCABA NOVEMBRO AZUL

Music night run PRAIA GRANDE SP

4ª CORRIDA E CAMINHADA Ápice CPACI

2ª CORRIDA REDE BOM LUGAR DE PIEDADE

6ª CORRIDA FORTE ANHANGUERA

7, 14, 21 E 30K PG

V MEIA MARATON MONGAGUÁ 21KM

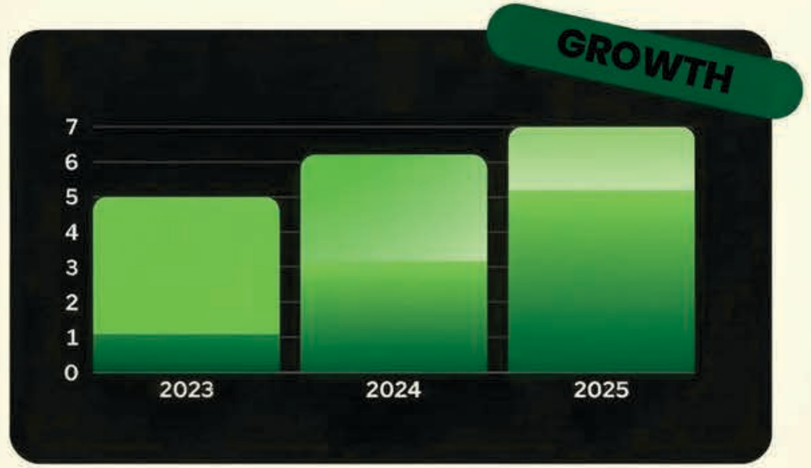
9º DESAFIO DO FORTE ITAIPU

Unipar run

DUATHLON JP PEREIRA

5K RP RUN

OPEN RESULTS II



Consolidated as the largest Brazilian repository of race results, and the second largest in the world.

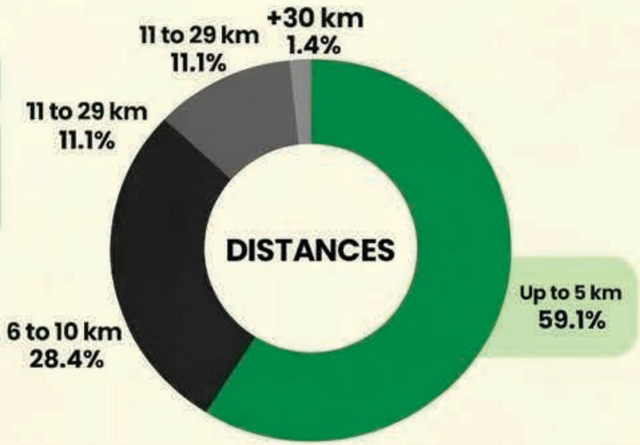
FINISHERS IN 2025
5.3Mi *

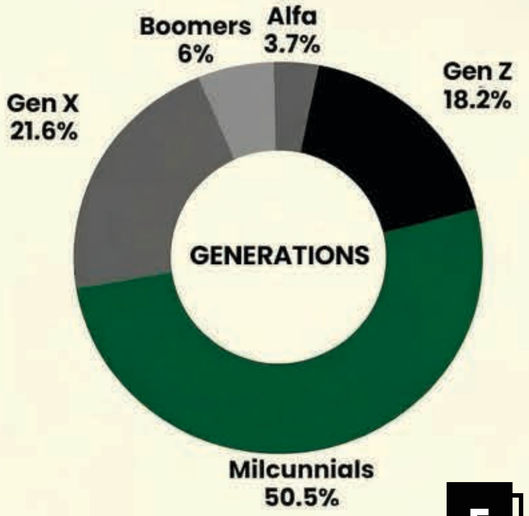
EVENTS IN 2025
9.2mil

MAPPED RESULTS
84.1%

+ WOMEN + MILLENNIALS + SHORT RACES

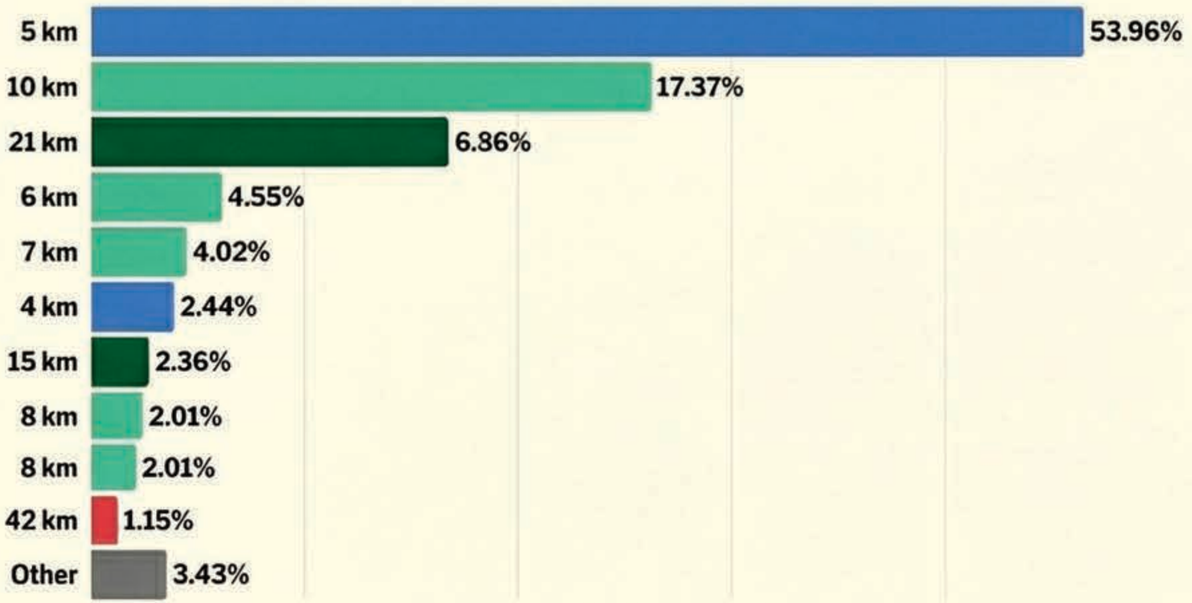


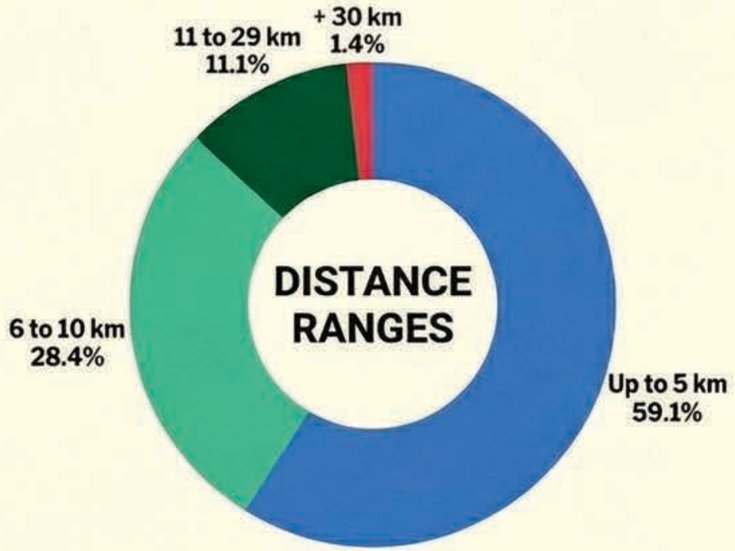




(*) 15.9% refer to races with no published results, unconfirmed execution, untimed, or non-competitive in nature.

DISTANCES





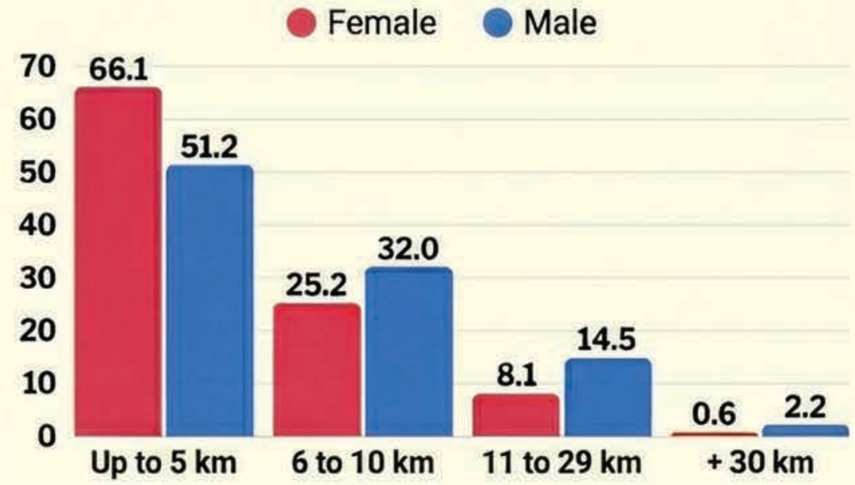
Marathons are only the **10th** distance

Marathoners make up **1.2%** of the results

5km race results are **53.9%**

5km races are present in **74.6%** of events

5km races are present in **74.6%** of events





Women are the majority in races up to 5km.

Men predominate in long distances.

5km predominates in both genders

CONSULADO-GERAL DO

BRASIL

MIAMI

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

PRESTIGIOUS INSTITUTIONAL SUPPORT:

The cultural relevance, scale, and integrity of the Brazilian Independence Run are officially recognized by government authorities. We are deeply honored to carry the official Institutional Support of the **Consulate General of Brazil in Miami.**



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

CONSULADO-GERAL DO

BRASIL

MIAMI

COVER LETTER:

CONSULATE GENERAL OF BRAZIL MIAMI

The Consulate-General of Brazil in Miami has the honor to confirm its institutional support to the first "Brazilian Independence: Run, Expo and Show," to be organized on 5th and 6th September, 2026, as part of the celebration of Brazil's Independence Day in Florida.

The event aims at promoting Brazilian culture and friendly sports competition as a means to strengthening the ties between Brazil and the United States, while generating a positive economic and cultural impact for the host city.

The project partners include SBS Sports - USA (race organizer), EyeSea Solutions - USA (expo producer) and Viva + Entretenimento - Brazil (concert producer).

The official launch of the "Brazilian Independence: Run, Expo and Show" is scheduled for May 13, 2026, when race registration and ticket sales will open.

As an institutional supporter of this initiative, the Consulate-General of Brazil in Miami recognizes its importance in fostering bilateral partnerships and cooperation between Brazil and Florida.

Miami, March 5, 2026

Cláucio José N. Veloso
Cônsul-Geral Adjunto
Chefe da SECOM

Walt Disney World

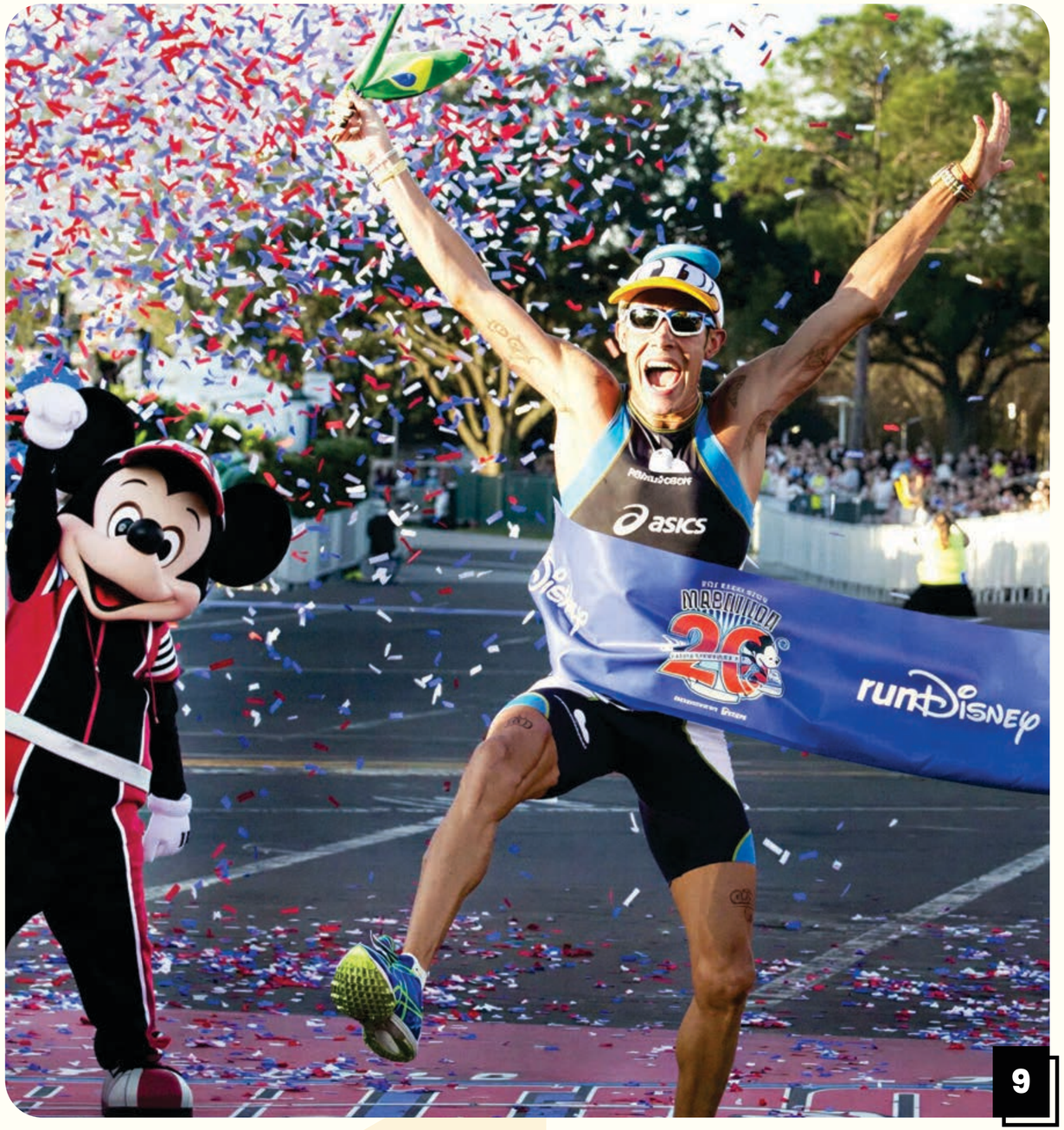
MARATHON WEEKEND

20 runDisney 26

PRESENTED BY StateFarm

THE ☒DISNEY EFFECT☒

Historically, Brazilians represent one of the largest foreign delegations at major international events in Florida, such as the Disney Marathon Weekend. Thousands of Brazilian runners cross borders every January, proving that sports tourism is a powerful economic driver. Our event capitalizes on this established desire, offering an authentic Brazilian celebration right in the heart of the USA.



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

PROMOTING BRAZIL IN THE USA: A STRATEGIC CULTURAL SHOWCASE

The Brazilian Independence Run is much more than a sporting event; it is a powerful platform for cultural export. Hosted in Florida—a premier global hub—this event celebrates Brazil's Independence Day, creating an immersive experience that proudly promotes the "Marca Brasil" to thousands of participants, spectators, and media outlets.

THE 3 STRATEGIC PILLARS:

1. Cultural Export: We bring the authentic Brazilian spirit to American soil through our Expo and Show, featuring our vibrant music, rich gastronomy, and unmatched joy.

2. Tourism Fomentation: A living showcase designed to inspire Americans and the massive Latino community to discover Brazil as their next travel destination.

3. Community Engagement: Strengthening the cultural ties and patriotic pride of the massive Brazilian diaspora living in the United States.

A strategic investment to position Brazil on the international stage through health, sports, and culture.

MAIN SPONSOR:



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

THE EVENT: RUN, EXPO & SHOW

The Brazilian Independence Run is more than a race; it is a full-day festival. We unite the global passion for sports with the vibrant energy of Brazil's Independence Day, creating an immersive experience where athletes and their families celebrate health, culture, and community.

RUN: A premium racing experience featuring 5K, 1 Mile, and Kids categories. A fast, safe, and beautifully designed course for all ages and fitness levels.

EXPO: A vibrant cultural hub right at the arena. Participants will explore activations from Brazilian brands, tourism showcases, and enjoy an authentic Brazilian food court.

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

The Brazilian Independence Run is designed to be highly inclusive, welcoming runners of all levels from competitive athletes to families looking for a healthy and cultural weekend. With an expected audience of 1,000 registered athletes, plus their families and spectators, the event guarantees massive brand exposure and a vibrant arena from start to finish.

5K RUN

The absolute favorite distance in the running market. It hits the sweet spot: challenging enough for fast-paced runners, yet perfectly achievable for beginners.

1 MILE
Walk/Run

A highly accessible and traditional American format. It encourages the participation of older adults, absolute beginners, and families walking together.

KIDS

A special dash just for the little ones. This ensures the event is a complete family experience, creating unforgettable memories and building the next generation of runners.

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO



SUSTAINABILITY & CARE: A ☒CLEAN EVENT☒ GUARANTEE

The Brazilian Independence Run is deeply committed to the highest ESG (Environmental, Social, and Governance) standards. We operate under a strict ☒Clean Event☒ policy, taking full responsibility for the environmental footprint of our festival. We guarantee that the host city of Pembroke Pines will be treated with the utmost respect, showcasing the organization and care of the Brazilian people.

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

ACCESSIBILITY & INCLUSION:

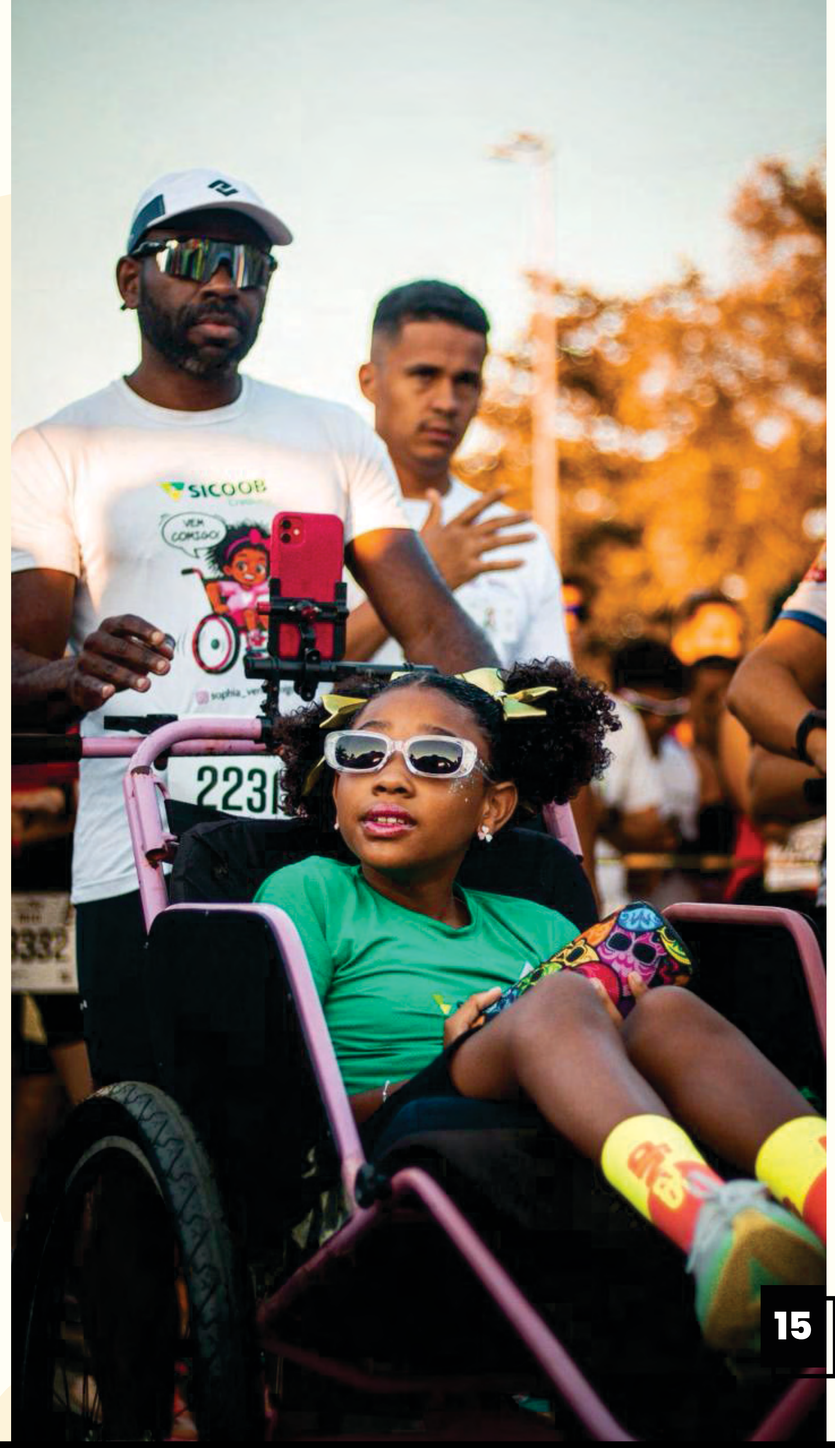
- A Race Without Barriers

Sports are a universal language, and the Brazilian Independence Run is deeply committed to providing an environment where everyone can celebrate together. We prioritize accessibility and inclusion to ensure that athletes of all abilities have a safe, welcoming, and empowering experience, reflecting the true warmth and diversity of the Brazilian people.

Athletes with Disabilities (AWD): Dedicated registration categories for wheelchair users, visually impaired athletes (alongside their guides), and individuals with mobility or cognitive challenges, ensuring fair and celebrated participation.

Accessible Arena Design: Our Expo & Show venue is planned with universal design in mind, featuring accessible restrooms, flat surfaces, and clear pathways to guarantee a comfortable experience for all participants and their families.

Specialized Support: A trained staff team ready to assist AWD participants from the starting line to the podium, ensuring they receive the spotlight, respect, and celebration they deserve.



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

KIDS ZONE: A COMPLETE FAMILY EXPERIENCE

The Brazilian Independence Run is designed as a full-day family destination. While parents enjoy the main races and explore the Expo, our dedicated Espaço Kids (Kids Zone) ensures the little ones have a safe, engaging, and unforgettable time. This family-friendly infrastructure significantly increases the time participants spend at the arena, maximizing brand exposure and interaction for our sponsors.



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

OFFICIAL AMBASSADORS

Inspiring our community, step by step.



8-Time Disney Marathon Champion

ADRIANO BASTOS

@adrianobastosdisney

@atletagimartins

GIOVANNA COSTA MARTINS

5-Time Disney Marathon Champion

7-Time Disney Marathon Champion

FREDISON COSTA

@fredisoncosta1

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

- VIP Presence -

SÉRGIO ROCHA & CORRIDA NO AR

Sérgio Rocha is the creator and host of Corrida no Ar, the largest and most respected road running channel in Brazil. Recognized as the ultimate voice of authority in the Brazilian running community, his presence instantly elevates the event's credibility and guarantees massive digital exposure.

Instagram (@corridanoar): A highly engaged community of over 243,000 followers.

Multi-platform Power: A massive consolidated audience with over 4,300 posts and a dominant presence on YouTube.



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

CULTURAL ATTRACTION: THE SOUND OF BRAZIL

he finish line is just the beginning of the party. To deliver a truly authentic experience, the Brazilian Independence Run features a massive post-race live concert. We are bringing a premier Brazilian musical group and spectacular Samba dancers (Passistas) to light up the stage, transforming the arena into a vibrant celebration of our rhythms, joy, and culture.

Authentic Atmosphere: Live Brazilian music and the infectious energy of Samba bringing the true spirit of Carnival to create an emotional connection for expats and an unforgettable cultural immersion for Americans.

Extended Dwell Time: The concert keeps athletes, friends, and families engaged at the venue for hours after the race, maximizing the exposure and interaction time with our sponsors.

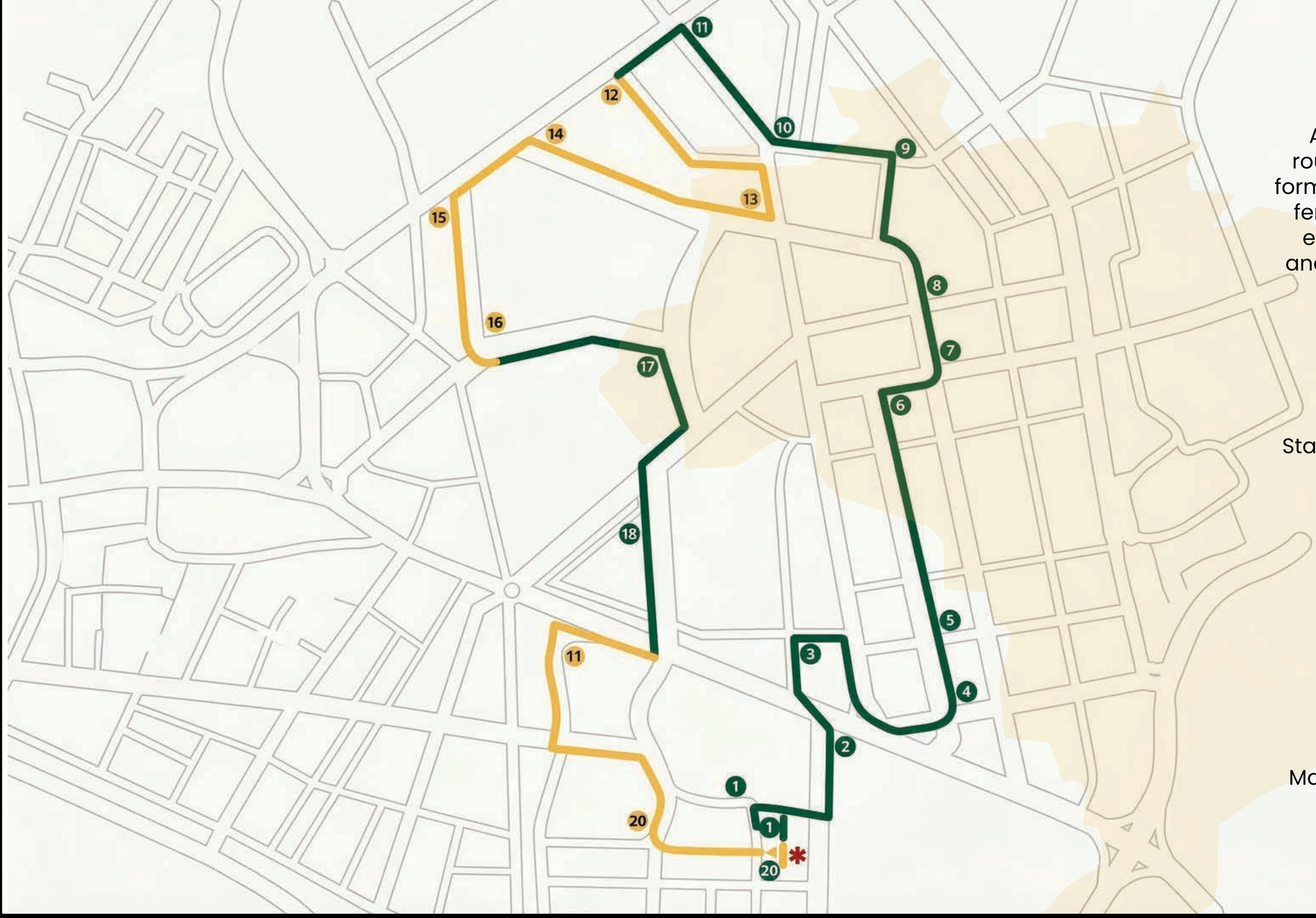
Stage Sponsorship (Naming Rights): The main stage is the focal point of the arena, offering a premium space for a brand to literally own the show (e.g., The Embratur Stage).




MAIN SPONSOR:
BRASIL
Embratur
CONSULADO GERAL DO
BRASIL
MIAMI
BRAZILIAN
INDEPENDENCE
RUN
RUN - EXPO
SEPTEMBER 6

COURSE MAP

A fast, flat, and scenic route designed for performance and safety, offering an unforgettable experience for runners and walkers of all levels.



Start / Finish Line (Main Arch)

5K Route
1 Mile Route

Hydration Stations

Medical Support & Ambulances

Restrooms

Main Arena (Expo, Kids Zone & Show)

VIP Lounge

OFFICIAL SCHEDULE -SEMPTEMBER 6

BRAZILIAN INDEPENDENCE RUN
RUN - EXPO

- 06:00 AM | Arena & Expo Open
  (Bag drop, sponsor activations, and welcome experience)
- 07:00 AM | Official Warm-up
  (Stretching and high energy before the race)
- 07:30 AM | Start: 5K & 1 Mile
  (The main event begins)
- 08:45 AM | Start: Kids Run
  (A special moment for the little ones and their parents)
- 09:15 AM | Awards Ceremony
  (Crowning the champions on the main stage)
- 10:00 AM | Live Brazilian Show & Cultural Festival
  (The post-race party with live music, food, and celebration)
- 01:00 PM | Event Closing

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

Global

CRONOMETRAGEM INTELIGENTE

OFFICIAL TIMING: PRECISION & TECHNOLOGY

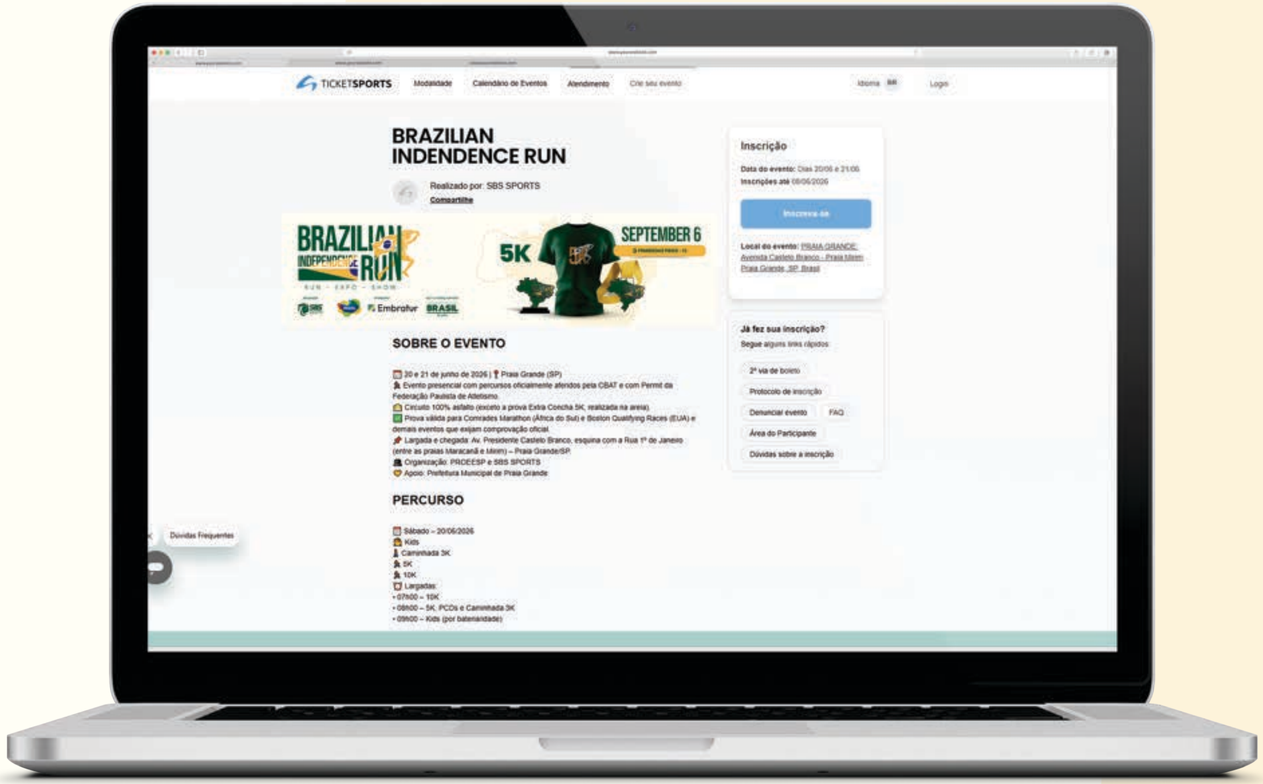
A premium international race demands absolute precision. To guarantee flawless execution, the Brazilian Independence Run has partnered with Global Cronometragem, a benchmark in sports timing technology. We deliver professional-grade accuracy so that every athlete's effort is recorded with the utmost reliability.

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

INTERNATIONAL REGISTRATION - TICKET SPORTS

www.ticketsports.com.br



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

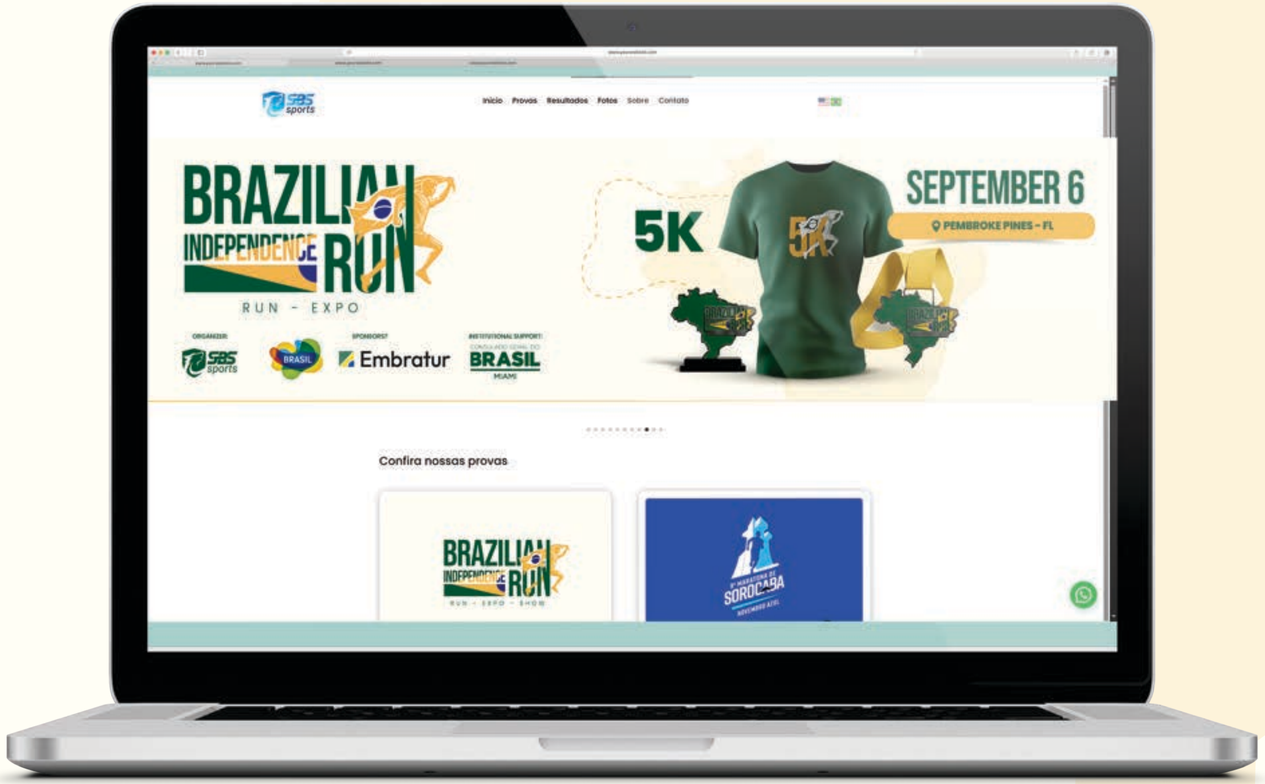
LOCAL REGISTRATION - RUNSIGNUP

www.runsignup.com



DIGITAL VISIBILITY - SBS SPORTS WEBSITE

www.sportssbs.com



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

MEDIA PARTNER - PROEESP SPORTS

www.proeesp.com.br



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

PRESS OFFICE

Amplifying our message to the global media.



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

PACKET PICK-UP BOOTH




BRAZILIAN INDEPENDENCE RUN
RUN - EXPO
SEPTEMBER 6
PEMBROKE PINES - FL
5K
KIDS AND 1 MILE
ORGANIZER:
SBS sports
SPONSORS?
Embratur
INSTITUTIONAL SUPPORT:
CONSULADO GERAL DO BRASIL
MIAMI
BRASIL

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

T-SHIRTS





BRAZILIAN INDEPENDENCE RUN
RUN - EXPO

RUNNING VISOR



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

ATHLETE BAG



RACE BIB


BRAZILIAN RUN
ANTONIO
5K
5000
BRASIL
Embratur
CONSULADO-GERAL DO BRASIL
MIAMI

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

FINISHER MEDAL



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

MEDAL RIBBON



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

TROPHY



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

START ARCH



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

FINISH ARCH




BRAZILIAN
INDEPENDENCE RUN
RUN - EXPO
BRASIL
Embratur
CONSULADO-GERAL DO
BRASIL
MIAMI
SBS sports
175
FINISHER

BREAKTAPE

MILE MARKER




BRAZILIAN INDEPENDENCE RUN
RUN - EXPO
BRASIL
Embratur
BRAZILIAN INDEPENDENCE RUN
RUN - EXPO

TENT HEADER


BRAZILIAN
INDEPENDENCE RUN
RUN - EXPO
SEPTEMBER 6
5K
PEMBROKE PINES - FL
ORGANIZER:
SBS sports
BRASIL
SPONSORS?
Embratur
INSTITUTIONAL SUPPORT:
CONSULADO-GERAL DO
BRASIL
MIAMI

TENT BANNER

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

FINISH ARCH



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

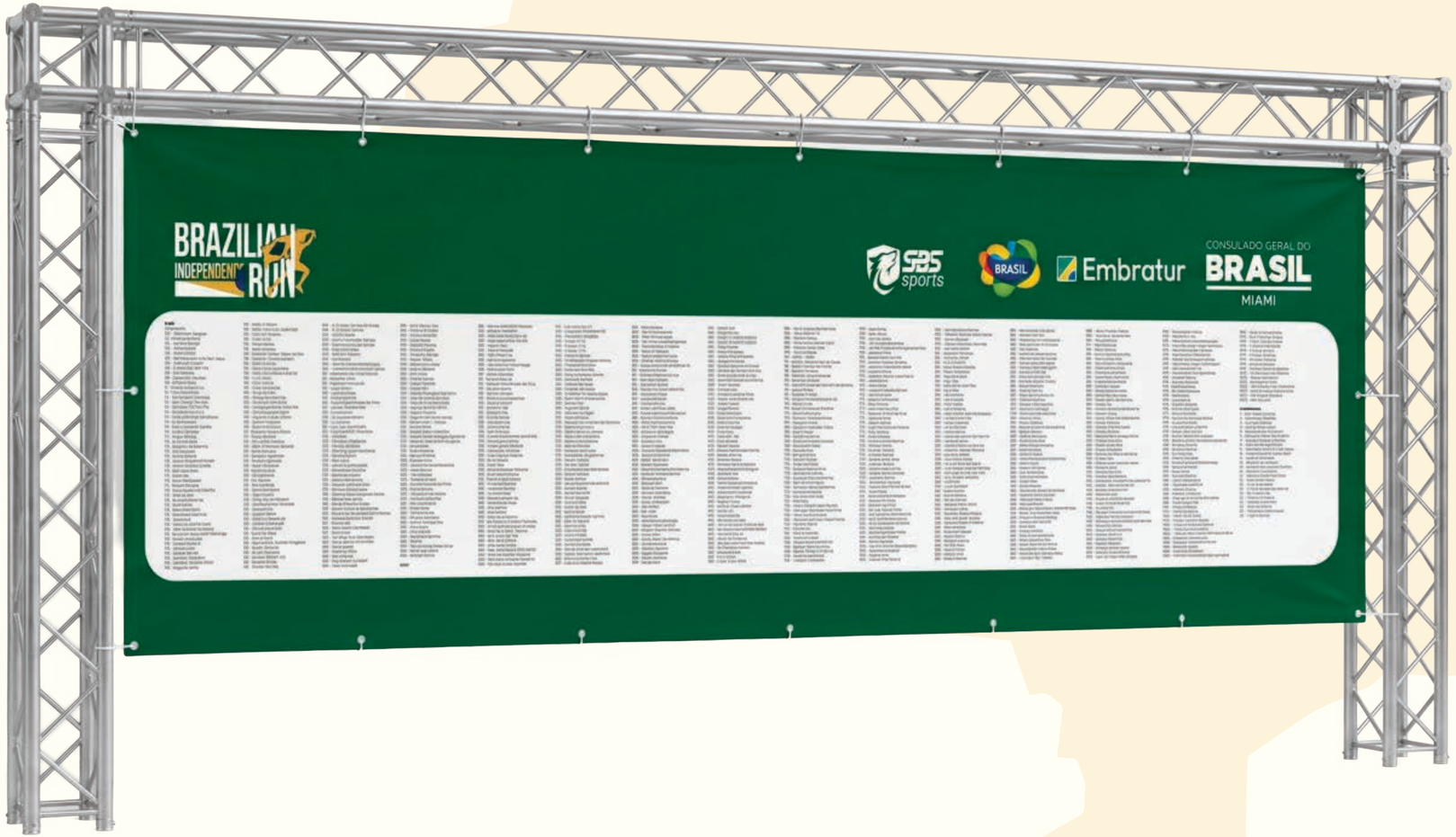
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BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

SIGNATURE WALL



BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

CROWD CONTROL BARRIERS



SPONSORSHIP TIERS

BRAZILIAN INDEPENDENCE RUN
RUN - EXPO

SPONSORSHIP DELIVERABLES	MASTER			
Website and social media presence	✓			
Printed materials, posters, and brochures	✓			
Extra item in the drawstring bag (brochure or gift)	✓			
Tasting/sampling space in the Arena	✓			
Power supply in the tent and 1 activated point	✓			
Presenting the Trophy to the winners	✓			
Social media collab with the organization	✓			
Complimentary registrations	90			
Mentions by the event announcer	6			
VIP area invitations	40			
Complimentary tent spaces	10x10			
Logo on the back of the start/finish arch	✓			
Logo on the back of the t-shirts	✓			
Logo on 1 photo backdrop	✓			
Logo on 2 course photo backdrops	✓			
Banner with logo on start line barricades	✓			
Logo on the front of the arch, front of t-shirt, and race bib	✓			
Logo on trophy, medal ribbon, staff t-shirts, and back of the medal	✓			
Mile/KM markers	✓			
Highlight on top of the front arch	✓			
Packet Pick-up brand activation (to be negotiated / subject to technical inspection)	✓			
VIP Wristband branding	✓			
Highlight on the winners' finish line tape	✓			
Satisfaction Survey	✓			
AVAILABLE QUANTITY	1			
INVESTMENT	**R$ 180.000,00 / $36,000**			

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

SPONSORSHIP DELIVERABLES

For the granting of the sponsorship, Embratur must be guaranteed, respecting the specificities of each project, one or more of the following counterparts:

) Logo exposure on advertising materials, media, billboards, bus wraps, radio, Internet, social media (including sponsored posts on Facebook and Instagram), email marketing, yearbooks, newspaper, and other promotional channels;

b) Logo inclusion on banners, posters, brochures, launch invitations, and similar materials;

c) Mention of the Embratur name as an official sponsor;

d) Assignment of image rights;

e) Provision of space for institutional exhibition, promotion of the "Marca Brasil" (Brazil Brand), or Brazilian tourist destinations, where applicable;

f) Registration quotas and invitations in a number to be defined between the parties;

g) The right to distribute promotional materials of interest to Embratur during the action and/or event; and

h) Other forms of institutional return that may be proposed, provided they are accepted by Embratur.

BRAZILIAN INDEPENDENCE RUN

RUN - EXPO

SBS sports

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