



Dear Sir,

### **About The TV Series**

Each episode of the series will have a conductive story independent from the others and a theme by its own, relating real stories in Brazil, that are closely interconnected with Renewable Energy Sources like with the Wind Power and Solar Energy. Building a strong argument through testimonials.

The series will use techniques such as on-the-fly testimony, in which the real character is being followed in his daily activities, bringing the audience closely to the real characters. Techniques such as time lapses, aerial images and contemplative cameras will be greatly explored and will highlight the natural beauty of each location.

For more informations, you can check out the A Blow Of Energy website ([www.umsoprodeenergia.com](http://www.umsoprodeenergia.com)) or get in touch with us.

### **About the importance of Sponsorship**

The sponsor that is financing the TV Série “A Blow Of Energy” will have this benefits:

- To generate greater knowledge and also social perception for the theme of clean energies, especially wind power and solar energy;
- Highlight the involvement of the brand with the culture of sustainability and social responsibility towards the consumers;
- Visibility inside and outside Brazil;
- The brand will be showing their compromise for the social cause and stimulating education, since the project aims to make all the episodes of the series available to state schools;

## **Investment Options (including laws of tax deduction) :**

- **Direct Financing;**
- **Financing the project with income brazilian tax deduction and Assembled in Article 1A brazilian Law 8.685 / 93 - Audiovisual Law** (for companies based in Brazil or with subsidiaries in here)
- **Financing the project with income Rio de Janeiro State tax - ICMS - *Brazilian tax on the circulation of goods, interstate and intercity transportation and communication services; state value-added tax on the circulation of goods, interstate and intercity transportation and communication services; state excise tax.* Deduction and Assembled in Law of Culture Rio de Janeiro State.** (for companies based in Rio de Janeiro State or with subsidiaries in here.)

**The following item has some suggestions of sponsorship benefits for the series “A Blow of Energy”. The following benefits can be negotiated.**

- Exclusiveness in the sponsorship;
- The company presents the series "A Blow Of Energy" in the whole strategy of launching and advertising of the project;
- Benefits to be negotiated;
- 01 (one) Teaser with 3 (three) minutes, about the participation of the brand in the project (farms, industries, experts);
- 05 (five) minutes of scenes made in the shootings to be used by the marketing or communication department of the company;
- It will be written articles relating the brand to wind power and sustainable energy in the website and social medias from the news magazine Cidade do Rio;
- It will be written articles relating the brand to wind power and sustainable energy in the website and social medias from the blog Eco Briefing's;
- The viewers will be able to follow the actions of the sponsor and, also, a speech from the President or manager of the company in the official website of “A Blow of Energy”;
- Mentions as sponsor in the social media of “A Blow Of Energy”;
- Mentions and appearances in the social media and also on the Youtube behind the scenes channel of OnMoveOn Filmes;
- Credits as Sponsor on the website “A Blow of Energy” and at the TV Series;

## **Schedule of work for the "A Blow of Energy" Series**

The project will start with 50% of the financial resources.

### **-2 initial months**

The schedule of the project starts with the Development step, when the researches are made and the script is planned. All the theme development though each episode will be made, and so, the questionnaires for the real characters.

### **-4 following months**

After the first 4 months, the Production step starts. That's when all the shootings are made (it will be 8 weeks of shootings), and it will be followed by the script decoupage and consolidation.

### **-3 final months**

The last step is the Post Production, where the scripts are finalized and the episodes are edited and delivered to the TV channel.

## **A Blow of Energy on TV**

Support: The project has the institutional support from:

- ANCINE - The Brazilian Film Agency;
- ABEEolica - Brazilian Wind Power Association
- Brazil National Power System Operator - ONS;
- Government of Germany;
- Chamber of Commerce Brazil-Germany;
- Government of Ceará State;
- Government of Bahia State
- COPPE - Federal University of Rio de Janeiro

The series describes the reality of people whose daily lives are deeply related to sustainability, renewable energies and wind power as whole.

Company: ONMOVEON PRODUÇÕES ARTÍSTICAS LTDA ME

City: Rio de Janeiro/RJ

CNPJ: 18.943.622/0001-19

We are with open arms for clarifying and also for suggestions and for negotiation of benefits for the project "A Blow Of Energy".

Rio de Janeiro, Brazil, 2018



The series has the institutional support of:

