

**Elma Aveiro**  
**Aveiro Family**  
**Skybox 7**

Brazil's Premier Business Hub in Stadiums

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# A Partnership of Excellence

Born on the island of Madeira, Cristiano Ronaldo dos Santos Aveiro transformed from a humble boy into the greatest global icon of football. His journey is marked not only by impressive records but by a unique mindset of overcoming challenges and excellence that transcends sports.

## Elma Aveiro: Entrepreneurial Vision

Elma Aveiro, Cristiano Ronaldo's older sister, has built her own path as a successful entrepreneur. Far from living in the shadow of her famous brother, Elma has developed a remarkable business trajectory across various segments, from fashion to cosmetics.

Recognized with the Entrepreneur Award by Novum Canal, Elma represents determination, sophistication, and innovation capacity. Her business vision and ability to identify exclusive opportunities position her as a visionary businesswoman on the international scene.

### Business Vision

The partnership with Elma Aveiro brings not only the prestige of the Aveiro surname but also an innovative business vision and an international network of contacts.

# Unprecedented Exclusivity

## A Unique Opportunity in Brazil

The presence of the Aveiro family in the Brazilian market is practically non-existent, making this partnership one of the rarest brand association opportunities ever offered in the country. Unlike other markets where the family already has established ventures, Brazil represents a virtually unexplored territory for the Aveiro business.

### Strategic Rarity

While Cristiano Ronaldo's image is globally recognized, his direct family partnerships are extremely selective and rare, especially in the Brazilian market, where the family has never established a significant commercial presence.

### Association Value

The association with the Aveiro family brings not only the prestige of the surname but also the values of excellence, determination, and overcoming challenges that defined Cristiano Ronaldo's trajectory and are shared by all family members.

# Portuguese Legacy in Brazil



The historical connection between Brazil and Portugal creates fertile ground for this partnership. The Aveiro family brings not only international prestige but also a deep cultural connection with Brazil, a country that has always shown immense affection for Cristiano Ronaldo.

This is an unprecedented opportunity for Brazilian brands to associate with a Portuguese legacy of global excellence, creating a unique bridge between the two countries through sports and business.

## Why is this opportunity so exclusive?

- ✓ The Aveiro family has **never established** significant commercial partnerships in Brazil before
- ✓ Only **six brands** in all of Brazil will have the opportunity to associate with this pioneering project

# Skyboxes for Business

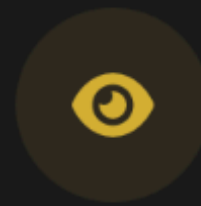
Why your company needs a premium space in stadiums to boost your business



## Strategic Networking

Access to an exclusive network of C-level executives, decision-makers, and potential business partners in a relaxed environment.

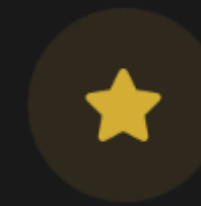
**87%** of executives consider sporting events ideal for networking



## Brand Visibility

Associate your brand with premium events and increase your visibility among a qualified audience with high purchasing power.

**3.2x** greater brand recognition among companies with presence at sporting events



## Client Relationships

Offer exclusive experiences to your key clients, strengthening relationships and increasing loyalty.

**92%** of VIP clients value exclusive experiences more than discounts



# Business Impact

## Data That Proves the Value

- ✓ Companies with VIP spaces in stadiums report **35% more conversions** in negotiations initiated in these environments
- ✓ **78%** of executives state that important business decisions were facilitated in relaxed environments such as sports skyboxes

## Competitive Advantages

- ✓ Access to an exclusive environment where **only 0.1%** of high-level executives are present
- ✓ Opportunity to create **emotional connections** with clients and partners through memorable experiences

## Exclusive Skyboxes

The largest pool of shared skyboxes in football stadiums worldwide, starting with two iconic arenas in Brazil

### Maracanã

Rio de Janeiro, Brazil

- ✓ 48 exclusive seats
- ✓ Sophisticated environment
- ✓ Premium hospitality service
- ✓ Privileged view of the field

### Allianz Parque

São Paulo, Brazil

- ✓ 20 exclusive seats
- ✓ Modern and luxurious design
- ✓ Premium gastronomic experience
- ✓ Networking with elite executives

# Global Expansion

Our vision transcends borders, expanding to iconic stadiums where Cristiano Ronaldo left his indelible mark



## Portugal

CR7's home country, where his legend began and where the Aveiro family has its deepest roots.



## Spain

Where CR7 became a legend at Real Madrid, winning multiple Champions League titles and setting historic records.



## England

The country where Cristiano Ronaldo transformed into a world star with Manchester United.



## Digital Channel: The New Frontier



**Aveiro 7 Digital Channel**

Parallel to the physical spaces, the project has an unprecedented digital ambition: to become the largest open channel on the internet in approximately two years, broadcasting games, programs about investments, adventures, and exclusive content.

This digital platform will represent a revolution in how sports content is produced and consumed, offering sponsors a multi-platform exposure that combines the exclusivity of physical skyboxes with the global reach of the digital environment.

## The Power of Digital Channels in Retail

✔ **73%** of consumers use multiple channels during their purchase journey

✔ Companies with omnichannel strategies retain an average of **89%** of their customers

✔ Digital engagement increases by **40%** when associated with premium physical experiences

✔ Brands with a strong digital presence are **2.5x** more likely to be considered innovative



### Adventures

Exclusive experiences with sports personalities



### Lifestyle

Content about the premium world and luxury experiences

## Exclusive Investment

A business model structured to guarantee absolute exclusivity. Only six sponsors will have access to this unique opportunity.

### Silver

**US\$ 500K**

- ✓ Exposure in skyboxes
- ✓ Access to exclusive events
- ✓ Presence on the digital channel

### Gold

**US\$ 1.5M**

- ✓ High visibility in skyboxes
- ✓ VIP access to exclusive events
- ✓ Featured on the digital channel

### Diamond

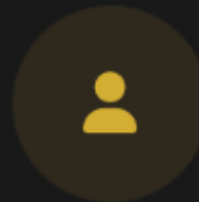
**US\$ 2.5M**

- ✓ Maximum exposure in all skyboxes
- ✓ Unlimited access to all events
- ✓ Prominence on the digital channel

# Contact Us

We are available to answer all your questions and present details about how to be part of this exclusive project

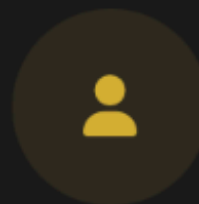
## Contact Information



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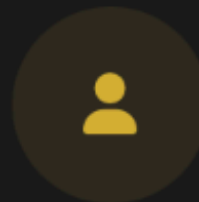
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## Request a Proposal

Contact our team to receive a customized proposal for your company.

**Limited to only 6 sponsors**