



The Brazilian Diaspora: Bahia e Rio

National Performing Arts Tour

September- October 2026

- Sacramento, CA
- San Francisco, CA
- Los Angeles, CA
- New York, NY

About the Event



The Brazilian Diaspora: Bahia e Rio delves into the cultural narratives and customs that led to the emergence of Carnival in Brazil's prominent areas: Bahia and Rio de Janeiro.

This tour will showcase live music and dance stage performances featuring renowned international artists from Rio's prominent Samba school along with folkloric dance groups from Salvador Bahia, in addition to performers from the U.S. The focus of these performances is to highlight the narratives and origins of Brazilian Carnival encompassing Candomble, Samba dance, Afoxe music, Capoeira, and other traditions.

The performances are set to take place in Sacramento CA, Los Angeles CA, San Francisco CA, and New York, NY between September and October 2026.

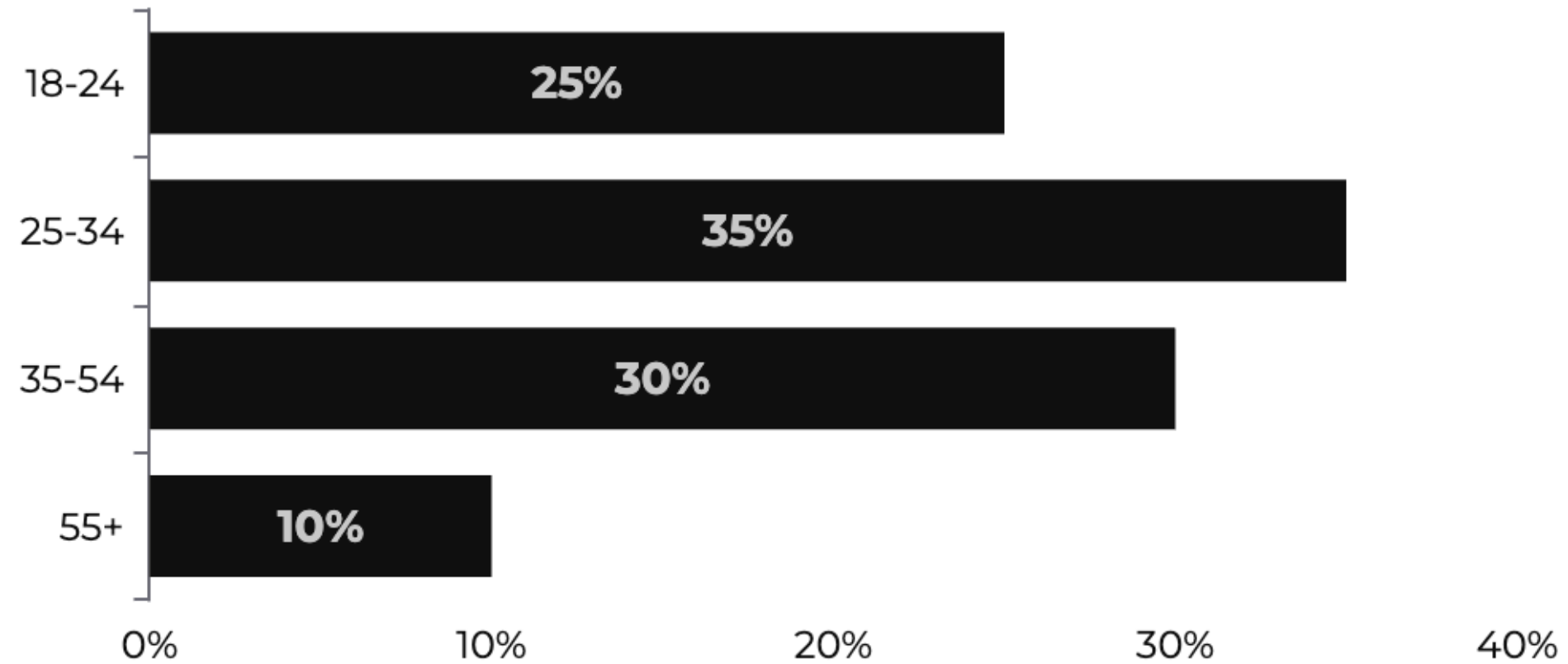
The performances are set to take place in Sacramento CA, Los Angeles CA, San Francisco CA, and New York, NY between September and October 2026.

The event is presented by Casa de Brazilian Folkloric Arts, a vibrant non-profit organization that has been showcasing Brazilian cultural arts performances for the last 25 years, under the direction of the internationally acclaimed Brazilian artist, Mestre Caboclinho.

This tour will attract diverse audiences, fostering cultural appreciation and understanding.

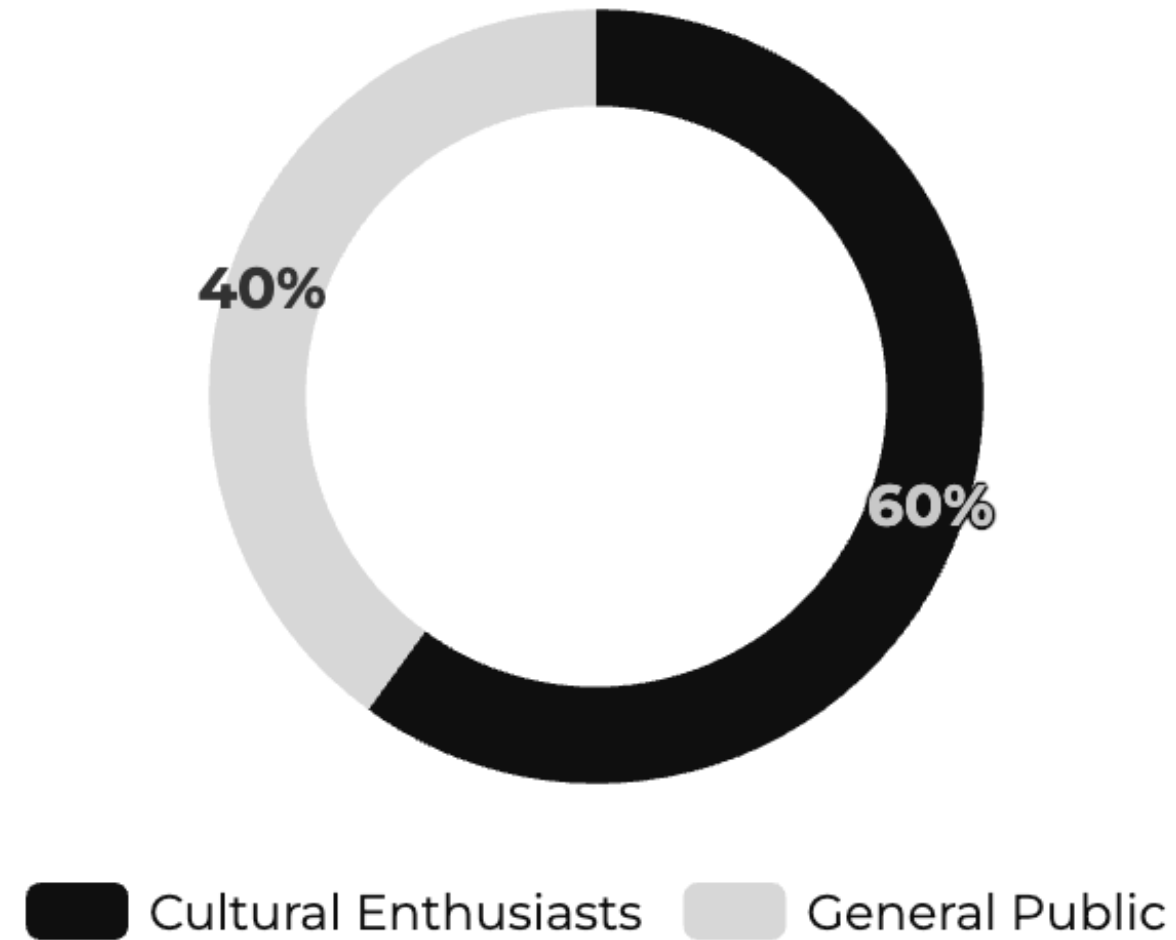
Audience Insights

Age Demographics



Our audience spans various age groups, with 18-24 making up 25%, 25-34 at 35%, 35-54 at 30%, and 55+ at 10%. This diverse range reflects the broad appeal of our cultural performances.

Audience Groups



Our audience consists of 60% cultural enthusiasts and 40% general public, highlighting the event's wide-reaching impact and appeal across different interest groups.

Sponsor Benefits



Gain visibility through our extensive marketing channels, reaching a diverse and engaged audience across multiple cities and platforms.

Funded in part by the Cultural Arts Award Program of the Sacramento Office of Arts and Culture, with support from the City of Sacramento

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Sponsor benefits

Cultural and Social Impact

Help in the safeguarding and advancement of Brazilian cultural heritage by contributing to a significant and impactful initiative. To support the local community at tour locations, local performing artist will be contracted to perform with international artists at each location. In addition to the tour performances, community workshops featuring tour artists will take place in every tour venue, aiming to involve local and underserved communities. We will collaborate with local educational institutions and organizations to create chances for the community to gain knowledge from professionals.

Sponsorship packages

Bronze

Entry-level package offering brand visibility and basic engagement opportunities.

\$10,000

- Logo on website and t-shirt
- Social media mention
- Event tickets

****Sponsor benefits and packages can be modified to better fit sponsor needs.
Additional benefits may also be available.**

Sponsorship packages

Standard

Mid-tier package with enhanced visibility and networking opportunities.

\$25,000

- Logo on website and t-shirt
- Social media advertising
- Tour location on-site vendor space
- Event tickets
- Banner and program ad
- VIP event access

****Sponsor benefits and packages can be modified to better fit sponsor needs.**

Additional benefits may also be available.

Sponsorship packages

Premium

Comprehensive package with maximum exposure and exclusive benefits.

\$50,000

- Logo on website and t-shirt
- Social media advertising
- Event tickets
- Tour location on-site vendor space
- Banner and program ad
- VIP event access
- Backstage tour

****Sponsor benefits and packages can be modified to better fit sponsor needs.**

Additional benefits may also be available.



Let's Get in Touch!

We invite you to book a meeting with us to explore exciting sponsorship opportunities and join our cultural journey.



Roshani Dantas, Sponsorship Manager, Casa de Brazilian Folkloric Arts
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