



## **HYACINTH MACAW INSTITUTE'S SPONSORSHIP POLICY**

**2017**

### **Legal Entity Donation**

In the early 80s, the situation of the blue macaw (the largest macaw in the world) in the Pantanal/Brazil was critical: with a population of about 1500 individuals.

However, for 27 years, the Hyacinth Macaw Project has developed researches on the biology of the species, conquering international repercussion.

The Hyacinth Macaw Project studies the biology and ecological relationships of the blue macaw, executes the management and promotes the conservation of the blue macaw in its natural environment, in 54 farms, in an area of 400 thousand hectares in the Pantanal in the State of Mato Grosso do Sul.

In South Pantanal the blue macaws are very selective, because 95% of their nests are set in a single tree species: the manduvi (*Sterculia apetala*). And they're also dependent on two palm trees for feeding: acuri (*Scheelea phalerata*) and bocaiúva (*Acrocomia aculeata*), of which they feed only on the nuts.

In addition, in the same period of reproduction other species that also occupy large cavities, competing with them for places of reproduction. Thus, management activities carried out in the field benefit not only the blue macaws, but also the other 17 species that cohabit with it.

Other projects have also been developed by the Hyacinth Macaw Institute, all aimed at the conservation of the species in different environments, including urban areas; where the lessons of the Hyacinth Macaw Project are fundamental in the implementation of actions.

The Hyacinth Macaw Institute have achieved many relevant results, but the biggest is the support of its partners, who spare no effort to help.

In order for the partnerships to continue to be effective with a significant return to the partners, the Hyacinth Macaw Institute established an internal policy for the classification of donations and the return offered to its partners.

Each partner can be rated as it follows:

## **BOCAIUVA**

(From R\$ 24.000,00 to R\$ 59.999,99)

- Welcome Kit with exclusive products from the Institute;
- Annual accountability;
- Annual Executive Digital Report;
- Cession of photos taken by the team (note: for the use of the professional photos donated to the Institute, we will give the contacts of the responsible photographers);
- Insertion of the logo on the website as Sponsor Bocaiuva;
- A post about the support received on the Institute's Facebook fan page within 30 days of receiving the donation;
- 10% discount on the Institute's products and services;
- The Company may publish on its website and social networks that it supports the Institute;
- The Company may use photos provided on its website or social networks.

## **ACURI**

(From R\$ 60.000,00 to R\$ 149.999, 99)

- Welcome Kit with exclusive products from the Institute;
- Biannual accountability;
- Annual Executive Digital Report;
- Logo in the mail and newsletter of the Institute;
- Logo on the sponsor plate affixed at the Sustainability Center of the Hyacinth Macaw Institute in Campo Grande;
- Cession of photos taken by the team (note: for the use of the professional photos donated to the Institute, we will give the contacts of the responsible photographers);
- Authorization for using institutional video in Company events;
- Insertion of the logo on the website as Sponsor Acuri;
- 10% discount on the Institute's products and services;
- One day at the company's will for lectures for employees with travel costs covered by the Company;
- Insertion of the logo in the album of supporters in the Institute's Facebook fan page and a publication about the support received within 30 days of receiving the donation;
- Reception of a person indicated by the Company at the Hyacinth Macaw Project Base to follow the field activities for up to 4 days;
- The Company may publish on its website and social networks that it supports the Institute;
- The Company may use photos provided by the project or on its own website or social networks.

## **MANDUVI**

(From R\$ 150.000,00 to 499.999,00)

- Welcome Kit with exclusive products from the Institute;
- Quarterly accountability;
- Annual Executive printed report;
- Insertion of the logo on the uniform of the Institute staff;
- Logo in mail and newsletter of the Institute;
- Logo on the sponsor plate affixed at the Sustainability Center of the Hyacinth Macaw Institute in Campo Grande and at the Visitor Center of the benefited projects;
- Cession of photos taken by the team (note: for the use of the professional photos donated to the Institute, we will give the contacts of the responsible photographers);
- Authorization of use of institutional video in Company events;
- Insertion of the logo on the website as Manduvi Sponsor;
- Use of the website's random banner to advertise the Company;
- 10% discount on the Institute's products and services;
- Insertion of the logo in the album of supporters in the Institute's Facebook fan page and a publication about the support received within 30 days of receiving the donation;
- Two days at company's will for lectures for employees;
- An environmental education workshop for the children of employees with the displacement cost of professionals covered by the Company;
- Provision of one day for participation in company events with press;
- Receiving of journalists in the field for up to 03 days previously scheduled and with costs covered by the Company;
- Receiving of directors, clients or partners of the Company in the field for up to 03 days previously scheduled and with the costs covered by the Company;
- Receiving of two people indicated by the Company at the Hyacinth Macaw Project Base to follow the field activities for up to one week;
- The Company may publish on its website and social networks that it supports the Institute;
- The Company may use photos provided by the project or on its own website or social networks;
- The Company may use the support (logo and images) in institutional advertisements;
- The Company may use the support (logo and images) in printed materials;
- The Company may stamp information on support in its own products;
- The Company may produce and use multimedia material in the field.

## **MACAW**

(From R\$ 500.000,00)

All the benefits of the Manduvi supporter + exclusive opportunities to be arranged.

Note: Sponsorship proposals will be analyzed on a case-by-case basis. There may be partnership restrictions in case of companies involved in political scandals, corruption, pollution or human exploitation, and companies that generate large negative social and environmental impacts.

<b>BENEFITS</b>	<b>BOCAIUVA</b>	<b>ACURI</b>	<b>MANDUVI</b>	<b>ARARA</b>
Welcome Kit with exclusive products from the Institute				
Accountability by e-mail	Annual	Bianual	Quarterly	Quarterly
Annual Executive printed report				
Annual Executive digital report				
Insertion of the logo on the uniform of the Institute staff				
Logo in mail and newsletter of the Institute				
Logo on the sponsor plate affixed at the Sustainability Center of the Hyacinth Macaw Institute in Campo Grande				
Logo on the sponsor plate affixed at the at the Visitor Center of the benefited projects				
Cession of photos taken by the team. For the use of the professional photos donated to the Institute, we will give the contacts of the responsible photographers				
Authorization of using of institutional video in Company events				
Insertion of the logo on the website as Sponsor	Bocaiuva	Acuri	Manduvi	Arara
Use of the website's random banner to advertise the Company				
10% off on Institute's products and services				
A post on the Institute's Facebook fan page about the support received within 30 days of receiving the donation				
Insertion of the logo in the album of supporters on the Institute's Facebook fan page				
Days at the Company's disposition for lectures for employees	0	1	2	2
An environmental education workshop for the children of employees with the displacement cost of professionals covered by the Company;				
Provision of one day for participation in company events with press				
Receiving of journalists in the field with previously scheduling and with costs covered by the Company				
Receiving of directors, clients or partners of the Company in the field with previously scheduling and with the costs covered by the Company				

Receiving of people indicated by the Company at the Hyacinth Macaw Project Base to follow the field activities		1 person for 3 days	2 people for up to 5 days	2 people for 1 week
The Company it's allowed to publish on its website and social networks that it supports the Institute				
The Company it's allowed to use photos provided by the project or on its own website or social networks				
The Company it's allowed to use the support (logo and images) in institutional advertisements				
The Company it's allowed to use the support (logo and images) in printed materials				
The Company it's allowed to stamp information on support in its own products				
The Company it's allowed to mention the support on interviews				
The Company it's allowed to produce and use multimedia material in the field				
Exclusive and custom opportunities to be detailed				

**HYACINTH MACAW ISTITUTE**

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