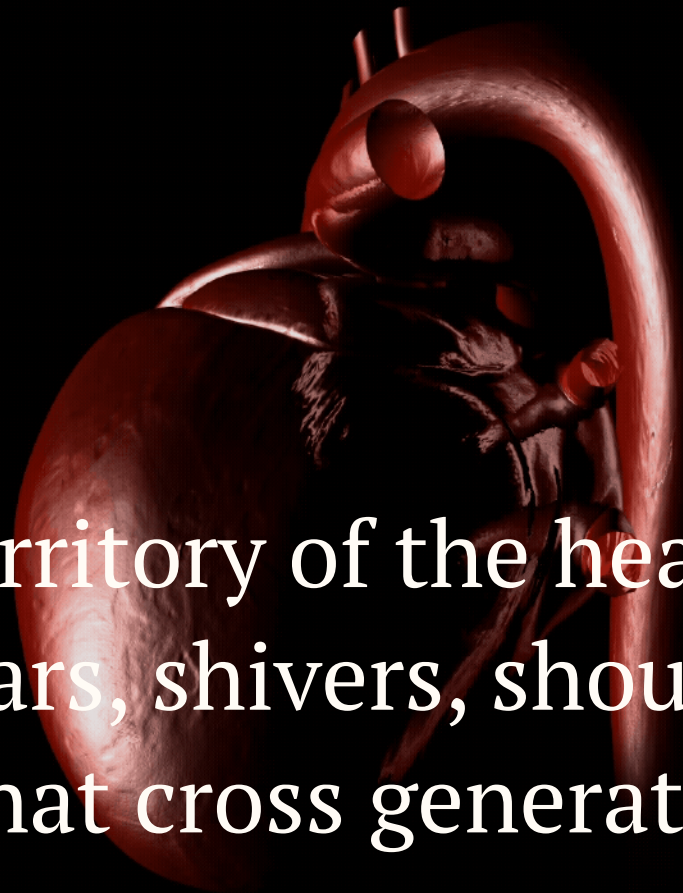


META
culture
SESSIONS

SPORTS



Sport is a territory of the heart.
It evokes tears, shivers, shouts —
memories that cross generations.

But in arenas where everyone wants to talk,
those who can't stand out run the risk of
disappearing in the noise.

Today, fans don't just watch: they live the sport. They want to smell the locker room, hear the voices of the protagonists, follow narratives in real-time.



Athletes are no longer just names on a jersey: they are cultural leaders, voices of transformation, business creators.

Appropriating this territory is more than just being present. It is integrating into solid narratives, amplified in the digital realm and expanded beyond the game.



Sport is one of the planet's greatest cultural conversations — and it is already happening every day within the Meta ecosystem.

3,4 billions

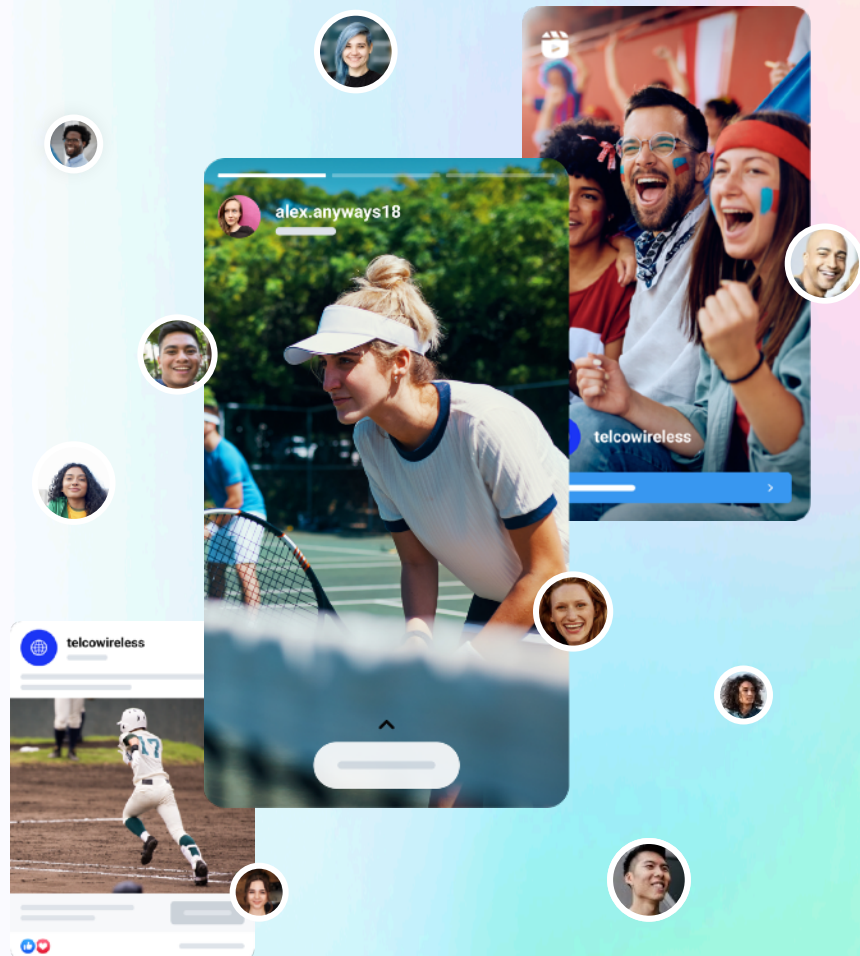
peessoas usam pelo menos um dos apps da Meta todos os dias¹

78%

of sports fans use Meta daily²

+1.5 milhão

accounts on Instagram dedicated to athletes³



**The audience doesn't only connect with competitions
— but with the athletes. Athletes are the new
media: voices that engage, inspire, and move culture.**

2.36 billions

Combined followers of the 10 most followed athletes on Instagram and Threads



65%

Global fans follow athletes on social media to feel closer to them.

70%

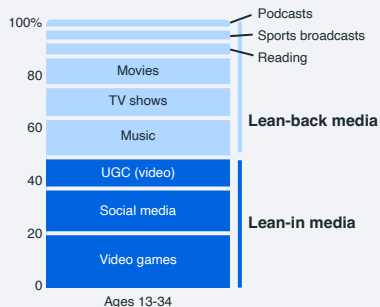
da Gen Z prefere consumir bastidores de atletas a assistir highlights

The future of the sports experience is social, digital, and real-time — with Meta at the center of this transformation.

More lean-in media consumption¹

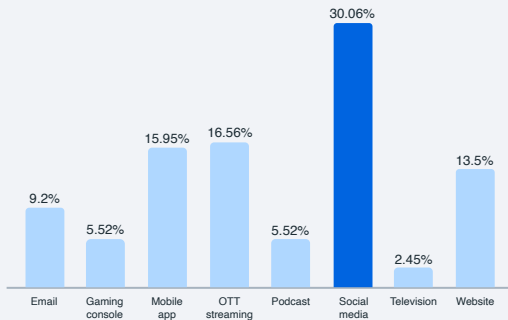
Adolescents and young adults spend about half of their media time on lean-in activities

Weekly hours of consumption by media type



Fans are more on social media²

In which of the following digital platforms do you think your fans spend the most time?



The second screen is for engagement

Media consumption behavior has changed...

70% of consumers' total media time is now spent on digital media³

59% view ads on their smartphones while watching TV⁴



∞ Meta &
athlōn & LOI *present:*

META
culture
SESSIONS
SPORTS



Integrated project to connect brands with sports, creating authentic and impactful narratives in their strategies. Cultural Sessions Sports features a combination of athlōn's exclusive methodology with Meta, offering specialized immersions, ensuring your brand benefits from the knowledge and legitimacy of experts in the connection between athletes, fans, and content creators.

Ideal for brands seeking to increase visibility and strengthen their association with sports. Through customized strategies with athletes and creators, and a strong presence in media via Meta, we offer tailored solutions to amplify brand presence, engagement, and impact — before, during, and after the game.

A) Brands already operating in the Sports territory

Amplifying the conversation with a focus on competitions / events

B) Brands that want to improve and/or start operating in sports but don't know how

Expand the vision of possibilities with the sponsorship

C) Brands that are not yet sponsors, but want to take advantage of the sport's audience

Position the brand in a relevant way within the context of sports

Brand Stage



A) Brands already operating in the Sports territory

B) Brands that want to improve and/or start operating in sports but don't know how

C) Brands that are not yet sponsors, but want to take advantage of the sport's audience

What it is



Co-creation session between brand, athlōn, LOI, and content creators to build messaging and actions within the main sporting events.

Deliverables



- Workshop with strategic conduction by Meta, athlōn, and LOI;
- Curation of content creators focused on the briefing and sport/event;
- Co-creation with selected athletes and/or content creators;
- Digital asset deployment for the brand's platforms on Meta
- Brand Lift / Conversion Lift

End-to-end solution to connect your brand with Culture authentically

Based on a briefing, we will bring Insights, with Winning and specialist consultancies Co-creation with creators and production of Reels and assets for creative diversification.

Originate from culture

SESSÃO 1 - ONLINE
INSIGHTS BASED ON THE BRIEFING

**INSIGHTS WINNIN
+
CONSULTORIAS
ESPECIALISTAS**
athlōn
powerhouse

OUTPUT:
FINAL MESSAGE
+
CREATORS TERRITORIES

Collaborate With the culture

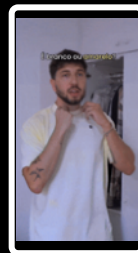
SESSÃO 2 - ONLINE/PRESENTIAL
CO-CREATION WORKSHOP
WITH CREATORS



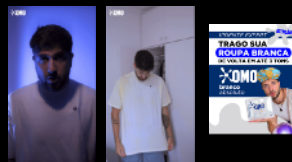
1 TO 3 CREATORS
(CONSULTANT)
+LOI/ SPARK (PRODUCTION)
+ CLIENT
+ AGENCIES
+ META (CS, SALES)

Produce At the speed of culture

REELS PRODUCTION + BRANDED ASSETS



1 ORIGINAL REELS
With Partnership ads
Per creator/athlete



5 BRANDED ADS
per creator
adaptations included for
9:16 and 4:5
suited for Reels, Stories, Feed....

CULTURE SESSIONS

	Week 1	Week 2	Week 3	Week 4	Week 5
	1	2	3	4	5
SESSION 0 KICKOFF	SESSION 1 Deepdive	CREATORS CURADORIA	SESSION 2 Co-Create	PRODUCTION	FINAL ASSETS
After the Deal, the client fill a briefing template + kickoff meeting to explain the process.	1,5 hour session Deep dive on the brand challenges, the consultancy will bring a methodology with the community insights Deliverables: Client briefing + Define the message + Creators Squad Responsible: CONSULTANCY + Production MBP	The MPB will curate creators related with the territories defined and the consultancy approves Deliverables Creators Deals + Responsible Creators MBP + CONSULTANCY	3 hour session During the session, we will engage in active listening with the creators and co-create the script for the assets based on the brand challenges. Deliverables Reels Ideas + Assets. Responsible Creators MBP + CONSULTANCY	Creators will produce the assets. Then, the MBP will finalize the ads. CONSULTANCY validate the scripts and content through evaluative criteria and providing feedbacks. Deliverables Reels Ideas + Assets. Responsible Creators MBP + CONSULTANCY	Final adjustments + approvals. Deliverables Reels Ideas + Assets Responsible Creators MBP + CONSULTANCY





∞ Meta

athlōn
powerhouse

LOI

78% of sports fans use Meta daily.

+

2.36 billion followers are accumulated among the 10 most followed athletes on Instagram and Threads.

+

70% of Gen Z prefer to consume behind-the-scenes content from athletes rather than just watching highlights.

An unprecedented B2A powerhouse in sports: creation + intermediation + distribution all in one hub.

+

World-class athletes join experienced executives to work for and with global and local athletes.

+

No one has more expertise in athlete stories than a team that has been guiding sports media for years.

Specialist in native content for social media platforms.

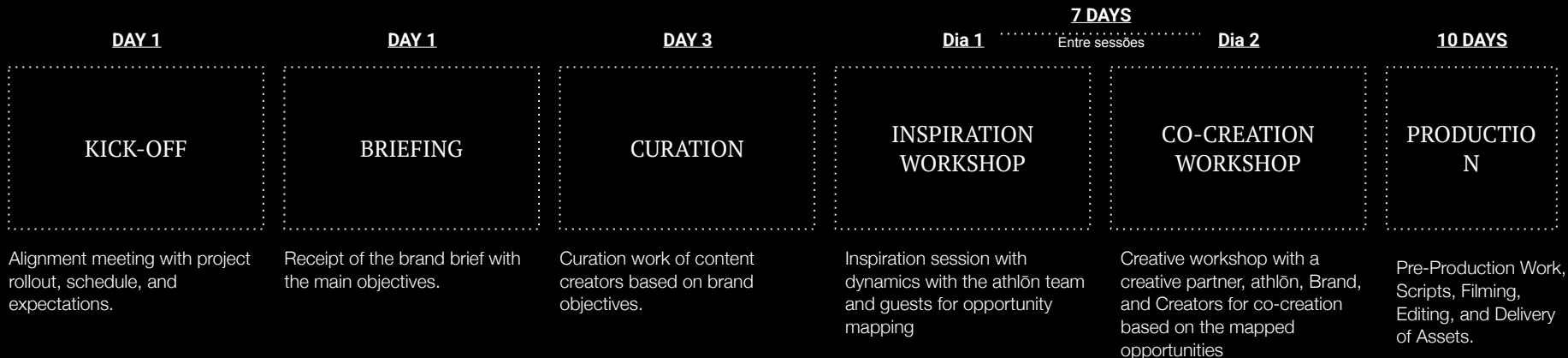
+

Meta Marketing Partner in Latin America and Europe.

+

Creative quality and agility in execution and delivery.

Cronograma



Lets GO?

