



Sponsors
2023



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SUMMARY



1. ABOUT EFÍGIE:

Founded in 2006 by sociologist and education specialist Dr. Lara Crivelaro, Efígie is a reference in Brazil in international programs.

We work on preparing students from the 8th grade until they are able to apply to universities and colleges abroad, with High School programs, Dual Diploma, International Counseling programs and more.

CERTIFIED BY





Sponsors
2023

1. ABOUT EFÍGIE:

Efígie has more than 50 private partner High Schools in over 6 states in Brazil, with programs such as the Dual Diploma and My Way, helping students prepare to study abroad.



The Dual Diploma Program is a partnership between Efígie and Washington Academy, offering students the opportunity to complete the American High School online, it is a combination of the Brazilian and American curriculum.



The My Way Program is a student advising program that provides guidance for the application process, but also helps students

with career choice to apply for international universities and colleges.

In 2022, the My Way Program designed by Efígie was a finalist for the “GLOBAL YOUTH TRAVEL AWARDS 2022” in the category: Notable Innovations for Youth Education.



Meet some of our partner schools





Efígie's 2022 Audience:

Active lead base **8,500**

Audience registered for Efígie's events in 2022:

Efígie Day - **284**

UGW (University Global Week) - **820**

Desafio Efígie - **558**

Mock Class - **793**

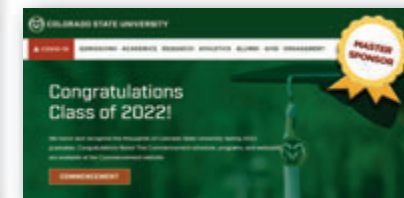
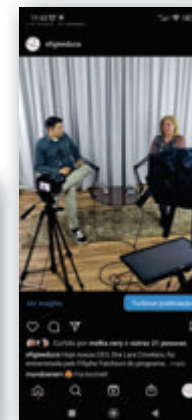
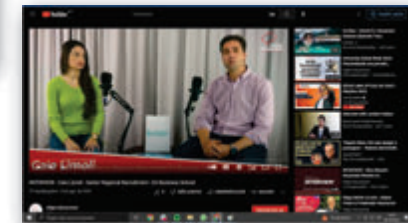
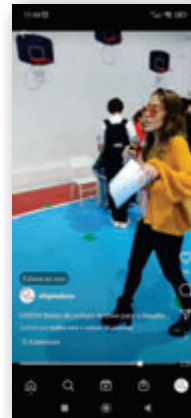
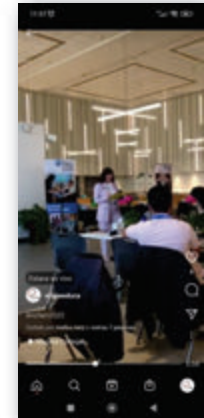
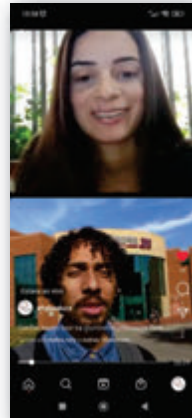
Efígie Talks - **510**

Efígie Pocket - **913**

TOTAL - 3878

2. Efígie in numbers

3. 2022 Retrospective



Click to watch the Efigie Pocket retrospective



4 . Efígie Pocket 2023

September 18th to 23rd

Efígie Pocket 2023 will be an itinerant event in the cities of Rio de Janeiro, São Paulo, Campinas, Jundiaí and region.

The event takes place within Efígie's partner schools, with potential students interested in studying abroad.

For one full week, we will visit 2 to 3 schools per day, in the layout of a mini fair inside each school.

In this event, international institutions have the opportunity to present their courses and differentials to students and their guardians, encouraging them to understand and explore a world beyond their borders.

Planned to take place shortly after ICEF Latin America, Efígie Pocket will be fully organized for representatives to promote their institutions to the Brazilian students.



5 . Efigie POCKET and more



Mock Classes - Present a university class for students to spark interest in the institution



Insta-tour - A guided LIVE tour on Instagram, for Efigie's followers. Presenting the campuses of the Institutions with publicity promoted on social networks



Interviews - At Efigie's Youtube channel in lecture, interview format or webinar - Disclosure in e-mail marketing and Newsletter (Disclosure of the institution to our base of more than 8,000 leads)



Participation of the brand in Desafio Efigie - A challenge with international scholarship for summer programs, promoted in all partner schools



Efigie Pocket - Attendance at the schools in Rio de Janeiro, São Paulo, Campinas and region, hotel rates in a single room, meals, Rio-SP air transport, chartered transport for participants during all days of the event



Highlight of the brand as a sponsor of the Efigie Pocket event in all marketing materials.

6. Values



+

**Efígie's communication
events and actions
throughout 2023**

US\$ 4,900

The total price includes:



ALL MARKETING
ACTIONS (MENTIONED
IN ITEM 5)



ACCOMMODATION



LUNCH AND DINNER



AIR TICKET FROM RIO
DE JANEIRO TO SÃO
PAULO.



PRIVATE
TRANSPORTATION





TALK TO US!



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 Schedule a meeting

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Schedule a meeting 

Reserve your spot
CLICK HERE