**Vale’s Call for Sponsorship of Cultural Projects**

Applicant’s Manual   
Questions & Answers

# WHO IS ALLOWED TO SUBMIT A PROJECT PROPOSAL?

* Legal entities governed by public or private law, for profit or nonprofit;
* Headquartered in the national territory;
* Must have at least one-year experience in the cultural sector;
* Must provide documents showing tax compliance at municipal, state, and federal levels as well as compliance with labor and social security laws.

NOTE: Project proposals submitted by individuals will not be accepted.

# HOW MANY PROJECT PROPOSALS CAN BE SUBMITTED?

* Each applicant can submit up to three (3) projects;
* A corporate group is also allowed to submit only up to three (3) projects.

# WHAT ARE THE IMPORTANT DATES?

* Launch of the Request for Proposal on the Vale Cultural Institute website: 9/22/2020.
* Period for project submission on the Vale Cultural Institute website: 9/22/2020 to 10/14/2020.
* Preliminary analysis of projects by the judging committees: 9/22/2020 to 10/24/2020.
* Publication of the preliminary result on the Vale Cultural Institute website: 10/25/2020.
* Submission of cultural proposals to cultural projects incentive mechanism from the National Culture Support Program (Pronac, Programa Nacional de Apoio à Cultura), by the applicant of the pre-selected project according to the preliminary result of Item 6.4 of the Request for Proposal: 10/26/2020 to 11/02/2020.
* Proof of project funding approval as per the Federal Culture Incentive Law by presenting the Ordinance published in the Federal Official Gazette (DOU, Diário Oficial da União), containing the number of the National Culture Support Program (Pronac, Programa Nacional de Apoio à Cultura) and a copy of the Funding Account Opening Contract with Banco do Brasil, as requested by Vale directly to the applicant of the selected project: by 11/30/2020.
* Publication of the final result of Vale's Call for Proposals on the Vale Cultural Institute website: 12/1/2020.
* Contracting of projects and allocation of funds in a specific funding account: 12/16/2020 to 12/28/2020.
* Execution of contracted projects: 1/1/2021 to 12/31/2021.

# WHAT ARE THE PROJECT CATEGORIES CONTEMPLATED BY THE REQUEST FOR PROPOSAL?

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| CATEGORY | DESCRIPTION |
| 4.1 FESTIVITIES | Local or regional traditional events as well as festivities in the areas of music, performing arts (circus, dance, and theater), or other artistic languages and manifestations, including additional activities and/or qualification and training activities. |
| 4.2 CIRCULATION | Circulation of goods and cultural events that serve at least three (3) municipalities. |
| 4.3 MUSIC | Classical, instrumental music, and/or choral singing activities aimed at music education, fruition, and audience formation. |
| 4.4 MATERIAL HERITAGE | Preservation, restoration, maintenance, readaptation, and/or refurbishment of cultural equipment and/or buildings or collections to value cultural heritage, and/or additional actions such as heritage education, personnel training, and material purchase. |
| 4.5 NON-MATERIAL HERITAGE | Promotion, propagation, and safeguard of non-material cultural heritage that holds knowledge accumulated by generations, as well as recognition and appreciation of traditional manifestations. |
| 4.6 MUSEUMS AND MEMORY | Donation or acquisition of collections for museums and memory preservation institutions, activity plans and development of museological plans. |

NOTE: The selected projects must be approved by the Department of Culture from the Ministry of Tourism, as per Art. 18 of the Federal Culture Incentive Law (Law 8.313/91), according to the schedule of this Manual.

# WHERE SHOULD PROJECTS TAKE PLACE?

Anywhere in Brazil. However, projects will get a better score in the selection phase if they take place in the states and municipalities where Vale operates (APPENDIX 1), as provided for in the Request for Proposal.

1. **DOES THE APPLICANT NEED TO BE HEADQUARTERED IN THE STATE WHERE THE PROJECT WILL BE CARRIED OUT?** No, applicants can be companies headquartered anywhere in Brazil. However, the selected applicants must preferably hire local staff or carry out projects adopting the co-production process with local institutions, and therefore must allocate at least 30% of expenses to local services.

Note: The estimated amount allocated to the team to be hired where the project will be carried out must be informed in the work plan to be sent at the time of the project submission.

# WHEN SHOULD THE PROJECTS BE CARRIED OUT?

Between January 1 and December 31, 2021.

# MAY ANNUAL PLANS BE SUBMITTED?

Yes, annual/multi-annual plans for activities related to nonprofit cultural institutions may be submitted.

# WHICH COMPANIES CANNOT PARTICIPATE?

* Applicants that have Vale and Vale Group employees among their leaders, as well as relatives of employees who are members of the judging committees of VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS;
* Supplier companies that serve Vale and/or Vale Group companies;
* Companies that have among their leaders Vale’s direct or third-party employees involved in the management of VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS, as well as members of the selection committees; and
* Applicants that have government employees from any sphere as part of the organization.

Note: Project proposals submitted by individuals will not be accepted.

# WHEN SHOULD I SUBMIT THE PROJECT?

Projects can be submitted from September 22 to October 14, 2020.

1. **WHAT ARE THE DOCUMENTS REQUIRED TO SUBMIT THE PROJECT?** At the time of the project submission, the applicant must have the following documents scanned for upload on the Vale Cultural Institute website: institutoculturalvale.org/chamadavale:

* Meeting minutes about leaders election, if applicable;
* Bylaws or Articles of Incorporation (latest consolidated version);
* Copy of Individual Taxpayer’s Number (CPF, Cadastro de Pessoa Física) and Identity Card (RG, Registro Geral) of legal representatives (President, Vice-President, or Head of Finance);
* Portfolio of works carried out by the applicant showing at least one-year experience in the cultural sector, including a list of links that contain additional information available on the Internet (YouTube, Facebook, Instagram, and other digital platforms), when applicable;
* Project Work Plan containing the schedule, budget, and estimated amount allocated to the team to be hired where the project will be carried out;
* Term of Conduct completed and signed (this document can be found on the last page of Vale's Code of Ethical Conduct) available on the Vale Cultural Institute website: institutoculturalvale.org/chamadavale.

NOTE:

We recommend applicants to be aware of all legislation that governs the Pronac, created by Law 8.313/1991, mainly the following legal documents:

* Law 8.313 of December 23, 1991 (Rouanet Law).
* Decree 5.761 of April 27, 2006.
* Normative Instruction No. 2 of the Ministry of Citizenship, of April 23, 2019.
* Normative Instruction No. 3 of the Ministry of Citizenship, of December 18, 2019.
* Manual for Use of Pronac Brands.

All of the documents listed above are available on the Culture Incentive Law portal, hosted at the institutional page of the Department of Culture from the Ministry of Tourism:

<http://leideincentivoacultura.cultura.gov.br/>

# WILL ADDITIONAL DOCUMENTS BE REQUESTED?

Yes. Throughout the evaluation process, Vale may request additional documentation, at its discretion, related to its anti-corruption rules, in addition to supporting documents of the applicant companies that show compliance with tax, labor, and social security laws.

# DO COMPANIES NEED TO SHOW THEIR CERTIFICATES OF GOOD STANDING?

Yes. They will also be required for project approval by the Department of Culture, considering the possibility of getting the benefits provided for by Law 8.313/1991. Certificates of good standing must be kept up to date throughout the process as they will be checked online or may be requested by Vale at any time.

# SHOULD THE PROJECT BE APPROVED BY THE DEPARTMENT OF CULTURE FROM THE MINISTRY OF TOURISM BEFORE SUBMISSION?

Prior approval as per the Federal Culture Incentive Law is not required for submission. However, projects must be approved for fundraising, with Pronac number, publication in the Federal Official Gazette, and funding account opened, according to the schedule of this manual.

# HOW SHOULD THE PROJECT BE DEVELOPED?

During the design of the project, it is important to describe all objectives as clearly as possible. Follow the steps described on the platform for submission.

Remember that the project must comply with the Federal Culture Incentive Legislation since it must be approved to get sponsorship with incentive funds.

For applicants who have questions about the formatting and registration of projects in the Federal Culture Incentive Law, we provide online training with video lessons and a manual about this topic on our website: vale.com/sustentabilidade/patrocinios.

It is important to consider the criteria that will be the object of evaluation by the judging committees, described in Items 5.2 and 5.5 of the Request for Proposal.

During the design of the project, be aware that specific behaviors are prohibited by Vale; they are described in Item 5.6 of the Request for Proposal. Projects comprising any of the following will be eliminated from the competitive process:

* Content of political-partisan or exclusively religious nature, with no cultural purposes;
* Discrimination of race, creed, sexual orientation, or prejudice of any kind;
* Encouragement towards the consumption of alcoholic beverages, cigarettes, or other drugs;
* Support of actions that are harmful to the health or the environment;
* Violation of rights of third parties, including intellectual property rights;
* Animal abuse;
* Violation of any laws or legal standards in force in the country; or
* Personal promotion of public figures, Brazilian and/or foreign political personalities.

# HOW SHOULD I SUBMIT THE PROJECT?

At the time of submission, all updated information and documents must be ready (scanned), as further additional information will not be accepted after completion.

# Some tips about the procedure to fill out the form:

* After designing the project and scanning the documents, the applicant must access the Vale Cultural Institute website – institutoculturalvale.org/chamadavale – and register as an applicant;
* Log into the website;
* Fill out all fields of the form available on the platform;
* Attach the documents, as directed in the Request for Proposal;
* Upon completion of the form, the applicant must click on Finalizar (Finish);
* After completing the registration, no changes to the information already entered will be allowed.

**Note:**

\*The deadline for project submission cannot be extended, so it is important to register the project in advance, avoiding unwanted unforeseen events. We recommend early registration.

# WHAT ARE THE COMPENSATIONS IN COMMUNICATION?

The application of Vale brand will be agreed between the parties but it must be part of all promotional and communication material for the project.

All promotional material for the project must get prior authorization and approval from Vale.

Vale may have access to tests, presentations, visits, or any activities associated with the selected project. All compensations resulting from sponsorship must comply with the provisions of Law 8.313/1991, Decree 5.761/2006, normative instructions, and ordinances that govern the topic.

# WHAT ARE THE CRITERIA FOR ANALYSIS AND EVALUATION?

All the criteria for analysis and evaluation by the judging committees are described in Item 5.2 of the Request for Proposal. Here they are:

* Fostering and qualification of local production;
* Home country, background, and technical competence of the applicant;
* Objectivity and clarity on the project presentation;
* Project quality in terms of purpose and planned activities;
* Project consistency among goals, budget, and execution schedule;
* Compliance of the project with the segments of VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS and the contribution to local, regional, state, and/or national cultural as well as artistic appreciation (preservation and/or promotion);
* Democratization of cultural access prioritizing actions aimed at diverse audiences;
* Relevance and adherence of the audience involved and impacted, directly or indirectly, in addition to audience formation, reaching potential, and estimate of the number of people served;
* Proposed communication actions, including publication and Press Office;
* Contribution to the recognition and identification of Vale brand as a supporter of culture;
* Quality of the social and cultural compensations presented that promote citizenship, in addition to activities related to the project itself, serving local institutions and the communities, such as indigenous people, Quilombola, riverside, and rural;
* Financial sustainability in case of continued projects;
* Demonstration of the project's contribution to the social and economic development as well as social and environmental respect; and
* Adoption of accessibility measures.

The variables described in Item 5.5 of the Request for Proposal will also be considered for additional scores:

* The project shall be carried out and/or applied in one (1) of the municipalities listed in Appendix 1;
* Hiring of professionals directly involved in the project – such as technicians, artists, and/or companies – shall be settled at one (1) of the municipalities listed in Appendix 1;
* Actions that allow and facilitate access to the audience from the municipalities listed in Appendix 1;
* Circulation contemplating at least two (2) of the municipalities listed in Appendix 1;
* Potential to consolidate the popular cultural expressions and engagement of local communities;
* Appreciation (preservation and/or promotion) of local, regional, and/or national cultural as well as artistic heritage;
* Democratization of access through free-of-charge policies;
* In addition to accessibility measures to the population as well as those suitable for people with visual, hearing, and mobility disabilities.

# WILL PROJECTS NOT CARRIED OUT IN THE STATES LISTED IN APPENDIX 1 BE ANALYZED OR CONSIDERED?

Projects to be carried out throughout the national territory will be analyzed and will be considered, especially if they meet the scoring criteria. The states and municipalities where Vale operates will have additional credit and are described in Item 5.5 of the Request for Proposal.

# WHEN WILL THE RESULTS BE RELEASED?

The results will be released on December 1, 2020. Remember to monitor the registered e-mail.

It is the official communication channel between Vale and the applicants. The list of alternates will not be released.

# HOW WILL THE PARTICIPATION BE CONFIRMED AND THE SPONSORSHIP AMOUNT BE DISCLOSED?

All the selected applicants will be announced on the Vale Cultural Institute website – institutoculturalvale.org/chamadavale – and each one will receive an e-mail confirming the selection, which will contain the amount of the contribution.

# CAN SPONSORSHIP BE PARTIAL?

The sponsorship contribution may be full or partial, at Vale's discretion, after the evaluation of the Judging Commissions, according to the percentage of resources allocated for each amount range described Item 7 – AMOUNTS AND RELEASE OF RESOURCES of the Request for Proposal. In the case of partial sponsorship, the applicant may decline to receive it. Then, an alternate project will be selected.

# HOW IS THE SPONSORSHIP AGREEMENT?

After confirmation of selection, the applicant will receive instructions about the next steps for the contract signing.

# WHAT IS THE SPONSORSHIP AMOUNT AVAILABLE?

The total amount of R$20,000,000.00 (twenty million Brazilian reais) will be allocated to the Request for Proposal. It will be divided into the following percentages according to the amount range of the projects:

* 30% of the total allocated to projects up to the amount of R$250,000.00;
* 25% of the total allocated to projects of amounts between R$250,001.00 and R$500,000.00;
* 25% of the total allocated to projects of amounts between R$500,001.00 and R$1,000,000.00;
* 20% of the total allocated to projects of amounts between R$1,000,001.00 and R$2,000,000.00.

Note: For the applicant who submits the first project to Pronac, the amount limit is R$200,000.00 (two hundred thousand Brazilian reais).

# WHAT IF THE PROJECT AMOUNT IS HIGHER THAN THE SPONSORSHIP AMOUNT?

In this case, the applicant shall obtain additional resources from other sponsors to carry out the project in its original format or reduce the goals and adjust the project to the approved and contributed amount.

# WHERE WILL SPONSORSHIP AMOUNT BE DEPOSITED?

The amount will be deposited exclusively in the bank account for fundraising of the project, opened by the Department of Culture specifically for the cultural project approved in compliance with the Federal Culture Incentive Law, as per the current legislation.

# WHAT IS THE PROJECT ANALYSIS FLOW?

The projects will be analyzed at various levels, as per Item 5.4 of the Request for Proposal, in accordance with the following flow:

**REGISTERED PROJECT**

**FINAL SELECTION AND DISCLOSURE**

**COMMISSION’S ANALYSIS**

**TECHNICAL**

**COMMISSION’S ANALYSIS**

**NATIONAL**

**COMMISSION’S ANALYSIS**

**REGIONAL**

# IS ACCOUNTABILITY REQUIRED?

After the project completion, the selected applicant must send a report about the objectives, goals, and clipping according to the model, which is sent after confirmation of selection, in addition to proof of hiring at least 30% (thirty percent) of local services. Periodic reports may be requested during the project execution.

For the final accountability of the project, including any resources from other sponsors, the applicant must forward the report to the Department of Culture as instructed by the Ministry of Tourism.

After the project completion, the applicant must send to Vale a copy that proves the final accountability of the project was sent to the Department of Culture.

# CAN A SELECTED PROJECT BE DISQUALIFIED?

A pre-selected project can be disqualified at any time, in the following cases:

* The project is not approved by the Department of Culture from the Ministry of Tourism, has not been published on the Federal Official Gazette, or the bank account for fundraising is not open until November 30, 2020;
* The applicant does not comply with all the rules and terms of VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS;
* False information/documents are presented;
* The legal condition of the registered company is changed;
* The project is changed;
* Positive certificates are verified in any sphere.

# HOW TO CLARIFY DOUBTS

Any doubts shall be sent to [call@chamadavale.com](mailto:chamada@chamadavale.com) and will be answered within 3 (three) business days. The phone number 0800 024 4287 will also be available.

**APPENDIX 1**

**STATES/MUNICIPALITIES WHERE VALE OPERATES**

**ESPÍRITO SANTO:**

Aimorés, Anchieta, Aracruz, Baixo Guandu, Cariacica, Colatina, Fundão, Ibiraçu, João Neiva, Marilândia, Santa Leopoldina, Serra, Vila Velha, and Vitória.

# MARANHÃO:

São Luís, Bacabeira, Santa Rita, Itapecuru-Mirim, Anajatuba, Miranda do Norte, Arari, Vitória do Mearim, Igarapé do Meio, Monção, Santa Inês, Pindaré Mirim, Tufilândia, Alto Alegre do Pindaré, Bom Jardim, Buriticupu, Bom Jesus das Selvas, Itinga do Maranhão, Açailândia, São Francisco do Brejão, Cidelândia, Vila Nova dos Martírios, and São Pedro da Água Branca.

# MINAS GERAIS:

Abaeté, Alpercata, Antonio Dias, Barão de Cocais, Barbacena, Bela Vista de Minas, Belo Vale, Belo Oriente, Betim, Biquinhas, Brumadinho, Bugre, Itueta Nova, Caratinga, Caeté, Catas Altas, Congonhas, Conselheiro Lafaiete, Conselheiro Pena, Coronel Fabriciano, Fernandes Tourinho, Curvelo, Esmeraldas, Felixlândia, Florestal, Fortuna de Minas, Galiléia, Iapu, Governador Valadares, Igarapé, Ipaba, Ipatinga, Jaraguaçu, Itabira, Itabirito, Jeceaba, João Monlevade, Juatuba, Maravilhas, Mariana, Mário Campos, Martinho Campos, Morada Nova de Minas, Nova Era, Nova Lima, Ouro Preto, Paineiras, Papagaios, Pará de Minas, Paraopeba, Pequi, Periquito, Pompéu, Resplendor, Rio Acima, Rio Piracicaba, Sabará, Santa Barbara, Santa Luzia, Santa Maria de Itabira, Santana do Paraíso, São Gonçalo do Abaeté, São Gonçalo do Rio Abaixo, São José da Varginha, Sarzedo, Sobrália Naque, Timóteo, and Tumiritinga.

# PARÁ:

Belém, Parauapebas, Curionópolis, Marabá, Bom Jesus do Tocantins, Canaã dos Carajás, Ourilândia do Norte, Tucumã, Água Azul do Norte, São Félix do Xingu, Xinguara, Moju, Acará, Tomé-Açu, and Concórdia do Pará.

# RIO DE JANEIRO:

Mangaratiba and Itaguaí.

# MATO GROSSO DO SUL:

Corumbá and Ladário.