Vale’s Call for Sponsorship of Cultural Projects

Rules

**TABLE OF CONTENTS**



1. [PRESENTATION 03](#_TOC_250011)
2. [GOALS 03](#_TOC_250010)
3. [PURPOSE 04](#_TOC_250009)
4. [PROJECT APPLICATION 04](#_TOC_250008)
5. [PROJECT SELECTION 06](#_TOC_250007)
6. [SCHEDULE 10](#_TOC_250006)
7. [RESOURCE AMOUNTS AND CLEARANCE 11](#_TOC_250005)
8. [COMPENSATIONS 12](#_TOC_250004)
9. [CONTRACT 13](#_TOC_250003)
10. [ACCOUNTABILITY 13](#_TOC_250002)
11. [GENERAL REMARKS 14](#_TOC_250001)

[APPENDIX 1 16](#_TOC_250000)

VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS• RULES 2

# PRESENTATION

Vale believes in the transformative power of culture. For over two decades, it has supported cultural production and experiences able to expand Brazilians’ horizon of knowledge. Through such purpose, Vale seeks to support culture and all its diversity, value heritages, democratize access, promote artistic expressions and livening up the creative economy in Brazil.

In order to strengthen our commitment as one of the companies that promote Brazilian culture the most, we’re launching this Request for Proposal called VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS.

This Request for Proposal seeks to contribute to the democratic access to resources offered by Act 8,313/1991, the Federal Culture Incentive Law.

# GOALS

The goals of VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS are:

* 1. – To acknowledge the diverse artistic expressions that form our country’s cultural mosaic;
  2. – To contribute to the preservation and promotion of Brazil’s cultural diversity, encouraging generation of income and work qualification in the country;
  3. – To promote the generation of employment and income in the cultural industry, valuing the local workforce and establishing partnerships with cultural agents located in the territories where the sponsored actions are to be performed;
  4. – To contribute to the democratizing of culture in Brazil, prioritizing actions in states and cities with less access to opportunities of cultural enjoyment; and
  5. – To promote the access of incentive resources set forth in article 18 of Act 8,313/1991, invested by the company, in a transparent and democratic manner.

# PURPOSE

The purpose of this Request for Proposal is the selection of projects to be sponsored, in the FESTIVITIES, ITINERANCY, MUSIC, MATERIAL HERITAGE, NON-MATERIAL HERITAGE and

MUSEUMS AND MEMORY categories, according to the following details:

|  |  |
| --- | --- |
| CATEGORY | DETAILS |
| 3.1 FESTIVITIES | Local or regional traditional events and 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. |
| 3.2 ITINERANCY | Tours of cultural assets and events that serve at least three (3) municipalities. |
| 3.3 MUSIC | Classical, instrumental music and/or choral singing activities aimed at music education, fruition and audience formation. |
| 3.4 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. |
| 3.5 NON-MATERIAL HERITAGE | Promotion, propagation and safeguard of non-material cultural heritage that holds knowledge accumulated by generations, recognition and appreciation of traditional manifestations. |
| 3.6 MUSEUMS AND MEMORY | Donation or acquisition of collections for museums and memory preservation institutions; activity plans and preparation of museological plans. |

# PROJECT APPLICATION

* 1. – Applications for VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS - can be filed digitally and free of charge at the platform located on Vale Cultural Institute website at institutoculturalvale.org/chamadavale
  2. – The Request for Proposal is open to bidders that meet ALL the following conditions:

1. Legal entities governed by public or private law, for profit or nonprofit;
2. With head officewithin the national territory;
3. Acting in the cultural sector for at least one (1) year; and
4. In good standing in relation to municipal, state and federal taxes, as well as labor and welfare duties, as proved by presenting corresponding certificates of good standing.
   1. – No projects will be accepted if presented by:
5. Individual bidders;
6. Bidders 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;
7. Supplier companies that serve Vale and/or Vale Group companies;
8. 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
9. Bidders that have government employees from any sphere as part of their organization.
   1. – It is forbidden to replace bidders or to make changes to the project scope during any step of the process.
   2. – Each bidding legal entity might submit up to three (3) projects; such limit is also applied in aggregate to companies in the same corporate group.
   3. – When submitting their application, bidders must present the following documents:
10. Leaders election meeting minutes, if applicable;
11. Bylaws or Articles of Incorporation (latest consolidated version);
12. 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);
13. Portfolio of works carried out by the bidder that show their experience

of at least one (1) year in the cultural sector, with indication of links that contain additional information available on the Internet (YouTube, Facebook, Instagram and other digital platforms), when applicable;

1. Project Work Plan containing schedule, budget and the estimated amount designated to the team to be hired locally where the project will be carried out; and
2. ) Completed and signed Term of Conduct (this document can be found on the last page of Vale's Code of Ethics), available at institutoculturalvale.org/chamadavale.
   1. – Annual/ multi-annual plans for activities connected to nonprofit cultural institutions may be submitted.
   2. – Project applications will be received regardless of their total bid amount, as long as feasibility of the project with the requested amount is proved at the application; projects might be selected for full or partial sponsorship, at Vale’s discretion.
   3. No changes to the information already entered will be allowed after application is completed.
   4. – Vale is not liable for applications left incomplete due to technical, connection and data transmission issues; Vale recommends that bidders avoid submitting applications at the day of the deadline, in order to avoid any unexpected, undesired and unavoidable hindrance.

# PROJECT SELECTION

* 1. – Judging committees will be in charge of selecting projects; such committees will comprise external experts and internal staff from Vale, depending on the quantity of applications, at Vale’s discretion.
  2. – Project analysis will take the following criteria in consideration, using specific scores defined by Vale:

1. Fostering and qualification of local production;
2. Origin, background and technical competence of the bidder;
3. Objectivity and clarity of project presentation;
4. Project quality in terms of purpose and planned activities;
5. Project consistency among goals, budget and project execution schedule;
6. ) Adherence of the project to the segments of VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS and the contribution to local, regional, state and/or national cultural and artistic appreciation (preservation and/or promotion);
7. Democratization of cultural access, prioritizing actions aimed at diverse audiences;
8. 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;
9. Proposed communication actions, including publication and press office work;
10. Contribution to the recognition and identification of Vale brand as a supporter of culture;
11. Quality of the social and/or cultural compensations presented that promote citizenship, in addition to activities related to the project itself, serving local institutions and those of the communities, including indigenous, Quilombola, riverside, rural or others;
12. Financial sustainability, in case of continued projects;
13. Demonstration of project's contribution to the socioeconomic development and social and environmental awareness; and
14. Adoption of accessibility measures.
    1. – The Judging Committees will be responsible for:
15. Evaluating the selected projects against the criteria describe in item 5.2 of this Request for Proposal;
16. Deciding on the classification of projects, defining the main list and alternate list in priority order, for eventual waivers or obstructions; and
17. Suggesting the amount to be assigned, according to the relevance of the submitted project.
    1. – All projects evaluated by the Judging Committees will be scored against the criteria set forth in this Request for Proposal, along the following flow chart:

**SUBMITTED**

**PROJECT**

**FINAL SELECTION AND**

**DISCLOSURE**

**TECHNICAL**

**COMMISSION**’S ANALYSIS

**NATIONAL**

**COMMISSION**’S ANALYSIS

**REGIONAL**

**COMMISSION**’S ANALYSIS

* 1. – In addition to the analysis criteria set forth in item 5.2, Vale’s technical teams will score projects in accordance with the items below:

1. Location where project will be carried out and/or bidder has its head office in one (1) of the municipalities listed in APPENDIX 1;
2. Professionals directly involved in the project, hiring technicians, artists and/or companies located in one (1) of the municipalities listed in APPENDIX 1;
3. Actions that allow and facilitate access to the audience located in the municipalities listed in APPENDIX 1;
4. Itinerancy contemplating at least two (2) of the municipalities listed in APPENDIX 1;
5. Potential to consolidate the popular cultural expressions and involvement of

local communities;

1. ) Appreciation (preservation and/or promotion) of local, regional and/or national cultural and artistic heritage;
2. Provision for democratization of access, through free-of-charge policies;
3. In addition to accessibility measures to the population, including for people with visual, hearing and mobility disabilities.
   1. – The process will disqualify projects that directly or indirectly include:
4. Content of political-partisan or exclusively religious nature, with no cultural purposes;
5. Discrimination of race, creed, sexual orientation or prejudice of any kind;
6. Encouragement towards consumption of alcoholic beverages, cigarettes or any kind of drug;
7. Support of actions that are harmful to the health or the environment;
8. Violation of rights of third parties, including intellectual property rights; f) Animal abuse;
9. Violation of any laws or legal standards in force in the country; or
10. Personal promotion of Brazilian and/or foreign public figures or political personalities.
    1. Prior approval of the project under Act 8,313/91 is not required for submission. The submitting of cultural proposals to Pronac’s framework of incentive to cultural projects must occur after Vale discloses the pre-selected projects, as per the schedule set forth in item 6 of this Request for Proposal. In order to make the final selection list, the projects must be approved for funding, including its number under the National Culture Support Program – Pronac, as well as open funding accounts.
    2. – At the final selection stage, the project will go through an additional analysis of the bidder’s

documents to check their compliance with Vale’s anti-corruption rules.

* 1. - During the selection process, projects that fail to comply with any rules in this Request for Proposal, especially those related to deadlines and document submission, will be disqualified.
  2. Throughout the evaluation process, Vale may request additional documentation, at its discretion, in relation to its anti-corruption rules, as well as proofs of tax, labor and welfare compliance.
  3. – The final result will be disclosed in Vale Cultural Institute website - institutoculturalvale. org/chamadavale on December 1st, 2020. The alternate list will not be released.
  4. – Each bidder is responsible for following the steps and results of VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS through the relevant communication media (Vale Cultural Institute website and e-mail messages).

# SCHEDULE

The schedule for this Request for Proposal is as follows:

* 1. – Launch of the Request for Proposal on the Vale Cultural Institute website: 9/22/2020.
  2. – Project submission period on the Vale Cultural Institute website: 9/22/2020 to 10/14/2020.
  3. – Preliminary analysis of projects by the judging committees: 9/22/2020 to 10/24/2020.
  4. – Preliminary result publication on the Vale Cultural Institute website: 10/25/2020.
  5. – Submission of cultural proposals to Pronac’s cultural projects incentive mechanism, by the bidder of the pre-selected project according to the preliminary result of item 6.4 of this Request for Proposal: 10/26/2020 to 11/02/2020.
  6. – Verification of project funding approval in 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 bidder of the selected project: by 11/30/2020.

* 1. – Publication of the final result of Vale’s Call for Proposals on the Vale Cultural Institute website: 12/1/2020.
  2. – Contracting of projects and allocation of funds in a specific funding account: 12/16/2020 to 12/28/2020.
  3. – Execution of contracted projects: 1/1/2021 to 12/31/2021.

# RESOURCE AMOUNTS AND CLEARANCE

* 1. – The total amount of R$20,000,000.00 (twenty million Brazilian reais) will be allocated to this Request for Proposal. It will be divided into the following percentages according to the amount range of the projects:
     1. – 30% of the total destined to projects valued at up to R$250,000.00 (two hundred and fifty thousand Brazilian reais);
     2. – 25% of the total destined to projects valued between R$250,001.00 (two hundred and fifty thousand and one Brazilian reais) and R$500,000.00 (five hundred thousand Brazilian reais);
     3. – 25% of the total destined to projects valued between R$500,001.00 (five hundred thousand and one Brazilian reais) and R$1,000,000.00 (one million Brazilian reais);
     4. – 20% of the total destined to projects valued between R$1,000,001.00 (one million and one Brazilian reais) and R$2,000,000.00 (two million Brazilian reais).

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

* 1. – Funds will come from tax benefits offered under Act 8,313/1991 and the investments will be allocated through deposits in bank account held by the selected bidder, in a single installment of the amount approved through the Request for Proposal, in compliance with specific standards issued by Ministry of Tourism’s Department of Culture.
  2. – The bidder will be solely responsible for raising further supplementary funds that might be required for fulfilling the project, through co-sponsorship, barter, institutional support and/or collaboration.
  3. – Vale shall not be liable for any costs required to execute the selected project in addition to the approved sponsorship amount.
  4. – Vale will propose partial or full sponsorship for the project at its own discretion. In case the investment proposed by Vale for the project approved in VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS is below the full requested value, the bidder will have the option to accept or refuse the offered sponsorship.
  5. – The value to be invested may be lower than the total amount submitted to the Request for Proposal; however, it must cover at least 20% (twenty percent) of the total amount approved by the Department of Culture, in order to facilitate the handling of deposited resources and their consequent execution. In case of an annual or multi-annual plan, the minimum value to be invested will correspond to 10% (ten percent) of the value related to one (1) year of the proposed activities.

# COMPENSATIONS

* 1. – The compensations to be provided to the sponsor will be agreed upon by the parties during the contracting process, in compliance with Act 8,313/1991, Decree 5,761/2006 and standards and ordinances that govern the topic.
  2. – All agreed compensations shall be set forth in the sponsorship contract as defined in item 9.1 of this Request for Proposal.
  3. – The selected bidder shall authorize the usage of the project in all and every print or digital promotion material on any communication media, as set forth in the Sponsorship Contract to be signed in compliance with this VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS.
  4. – In compliance with specific legislation, Vale may perform promotional actions during the execution steps of the sponsored project developed by the bidder, including rehearsals, artistic presentations, visits or any other

activities agreed in advance by the parties.

* 1. – The manner and models for applying Vale’s brand shall be agreed between the parties; however, they should be present in every promotional and communication material for the project. The project execution must comply with the standards set forth by the Ministry of Tourism’s Department of Culture in the Pronac’s Brand Usage Manual, as well as guidance from Vale’s Brand Application Manual, to be provided by the company. Any promotional material for the project in relation to actions sponsored by funds arising from this Request for Proposal requires Vale’s prior authorization and approval.

# CONTRACT

* 1. – Selected bidders must enter into the sponsorship contract, as per draft provided by Vale in advance, before the investment is deposited in the bank account; the contract shall include value breakdown, deadlines, the parties’ obligations, manner of assigning investments, need for accountability and eventual remedies for breaches of any agreed rules.
  2. – The agreed compensations as per item 8 – COMPENSATIONSshall be set forth in specific clauses in the sponsorship contract.
  3. – The contract shall include the requirement of brand application in compliance with Pronac’s Brand Usage Manual issued by the Ministry of Tourism’s Department of Culture, as well as with Vale’s guidance as per item 8.5 of this Request for Proposal.

# ACCOUNTABILITY

* 1. – After the project is finished, the bidder, within the contractual deadlines, shall send:
* specific report on the execution of objectives and goals of the project that were sponsored by Vale, with proof of performance as per template to be sent by Vale and through photos, videos e clippings,
* proof that at least 30% (thirty percent) of the services were hired locally.
  1. – Vale might request partial accountability actions at any time during the project execution.
  2. – After the project completion, the bidder must send to Vale a copy of evidence that the final accountability of the project was sent to the Department of Culture.
  3. – The bidder shall safekeep every proof of expense for the project, including but not limited to invoices and debit notes for five (5) years after the contract term ends.

# GENERAL REMARKS

* 1. – Projects that are not approved for funding by the Ministry of Tourism’s Department of Culture and that have its funding accounts opened by 11/30/2020 shall be disqualified.
  2. – After the preliminary result is disclosed, the pre-selected bidder must present their info to the Department of Culture, aiming at progressing to the final analysis of their project and allowing its execution in the presented schedule.
  3. – All expenses related to copyrights or image rights, eventual appearance fees and other costs related to the project shall be under the sole responsibility of the selected bidder.
  4. – It is forbidden to replace bidders or to make changes to the project scope during any step of the process until the delivery of the final report.
  5. – Electronic mail (e-mail) is the official means of communication between the bidder and Vale, and the bidder is responsible for registering its address correctly and checking daily for eventual messages. Each e-mail address must be assigned to only one bidder and one CNPJ.
  6. – The selected and contracted bidder must keep its registration data (addresses, telephones, e-mails, responsible persons’ names etc.) updated with Vale throughout the project execution.
  7. – The application incurs in the bidder’s irrevocable and irreversible adherence to all rules in VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS and in the personal and untransferable liability of the bidders and/or their legal representatives for the veracity of information they provide.
  8. – Any change in the selected bidder’s legal condition, the emergence of any certificate of labor, welfare or tax liability on local, state or federal level or the submission of untrue information or documents will cause the bidder to be automatically disqualified.
  9. – The selected and contracted bidder will be liable for copyrights and/or image rights pertaining to any third parties involved in the project; the bidder shall commit to obtain any required legal authorizations with the correspondent right holders and exempt Vale of any liabilities inherent to any undue or illegal usage.
  10. Any doubts related to this VALE’S CALL FOR SPONSORSHIP OF CULTURAL PROJECTS 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 for inquiries.
  11. – Cases not covered in this Request for Proposal shall be analyzed and settled by Vale and the decisions will be published on the company website.
  12. – Vale is solely responsible for the results of this selection process, and no appeals of any kind shall be accepted.

# 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 e Xinguara, Moju, Acará, Tomé-Açu, and Concórdia do Pará.

**RIO DE JANEIRO:**

Mangaratiba and Itaguaí.

**MATO GROSSO DO SUL:**

Corumbá and Ladário.