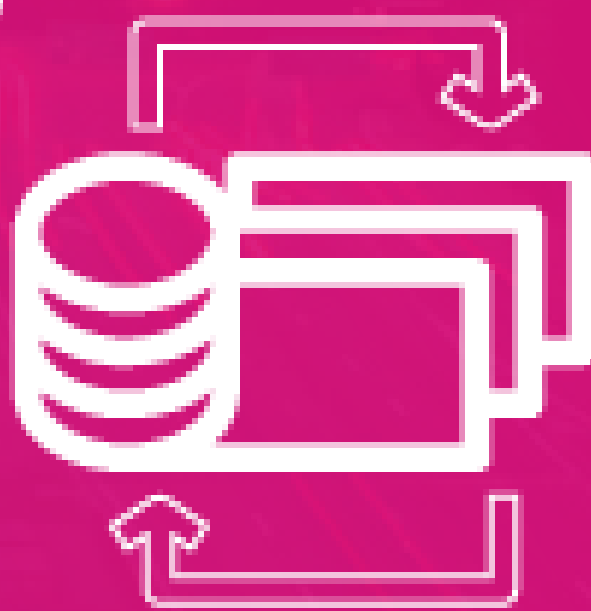


notice

CASH REBATE

from **20%**
to **30%**




São Paulo City's
Filming Attraction
Program



**BRAZIL'S FIRST
FILMING
ATTRACTION
PROGRAM**

Check the
main points
of the notice



PIONEER IN GATHERING 5 FINANCING MODULES

Focus on promoting
filming and the city's
image in productions
with worldwide impact
Location prospecting
missions may also be
funded.

OBJECTIVE CRITERIA AND SHORT-TERM EVALUATION OF SUBMITTED PROJECTS



discover the 5 modules of the program



20% TO 30% OF CASH REBATE

- **Module 1**
International productions
filmed in São Paulo
(Feature films and series)
- **Module 2**
Brazilian productions
filmed in São Paulo with
great international
potential
(Feature films and
series)
- **Module 3**
Foreign advertising
campaigns filmed in São
Paulo



**MINIMUM
SPENDING OF
U\$ 500k IN
SÃO PAULO**



discover the 5 modules of the program

- Module 4
Prize for international productions with screenplays that include São Paulo in the narrative
(Feature films and series)

Filming in São Paulo is not mandatory.


- Module 5
Incentive for foreign production company representatives to prospect locations in the city
(Feature films and series)

**Cash rebate
amount
allocated in local
production
company**

**Adding value to the
local industry and
the city's
infrastructure**

**2/3 of the crew
formed
by brazilian
professionals**

**Promoting the city's
image**



**THE PROGRAM IS
UNPRECEDENTED IN
THE WORLD BECAUSE
IT SIMULTANEOUSLY:**

Values productions
with women or
Black people in
senior creative,
cast or crew
positions



Commits to
neutralizing
carbon
emissions

Values
sustainability
practices



Funds
location
prospecting
missions

Payments in
installments,
including before
the shooting start





FIRST-OF-ITS-KIND INITIATIVE WITH A SPECIFIC CLAUSE FOR PANDEMICS

Securing
crew jobs and
salaries





**COMPLETE DRAFT
AVAILABLE AT:**

bit.ly/spfilmcashrebate

**THIS CONSULTATION
WILL BE OPEN FROM
JUNE 9TH TO JULY 24TH AT 5PM**

<https://spfilm.typeform.com/to/zNsxck>

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