

SANTA CATARINA
ITAJAÍ
HOST CITY



— ITAJAÍ HOST CITY · THE OCEAN RACE 2027 AND 2031

The Ocean Race Tower

A request for **brand authorisation** to bring The Ocean Race even closer to the city that has hosted it for five editions.

To The Ocean Race 1973 SLU

From Itajaí Department of Tourism and Events

Ask authorisation in principle

Photo: official Itajaí Host City archive

This is not a commercial proposal. It is a request for authorisation.

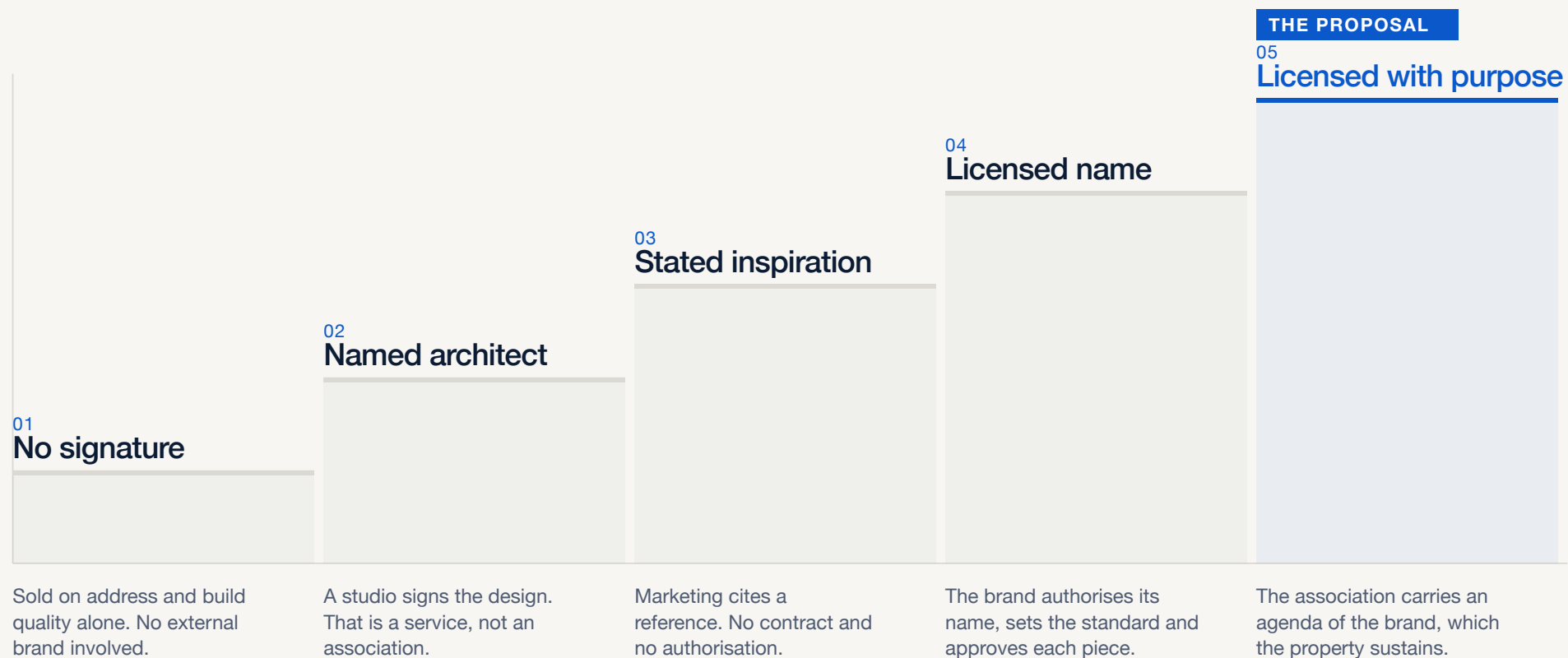
Itajaí is asking for permission for a development in the city to carry the name **The Ocean Race** — under TOR's standard, control and approval.

The city is not asking for investment, for staff, or for The Ocean Race to take on construction risk. It is asking for the right to **bring the name to an address in the city** — and, through it, to strengthen the legacy of a partnership that already spans five editions.

Six developments here already carry the name of an outside brand

Senna Tower	Senna Brands · sporting legacy	Bal. Camboriú
Armani/Casa Residences	Armani/Casa · fashion and design	Bal. Camboriú
Yachthouse · Vitra	Pininfarina · automotive design	Bal. Camboriú
Tonino Lamborghini Residences	Tonino Lamborghini · lifestyle	Bal. Camboriú
Charles II Yacht Royal Home	OKEAN Yachts · marine	Itapema
Tempo by Muze	Emiliano · luxury hospitality	Itajaí

/ BRAND ASSOCIATION WITH A DEVELOPMENT HAS FIVE DEPTHS – ONLY THE FOURTH AND FIFTH REQUIRE AUTHORISATION



/PLAN survey, September 2026, covering developments in Balneário Camboriú, Itapema, Penha and Itajaí.

/ THE BRAND AUTHORISES AND CONTROLS. THE DEVELOPER INVESTS AND BUILDS.



01

Authorisation

The brand formally authorises the development to carry its name.



02

Standard

The brand sets what is allowed: guidelines, materials, communication.



03

Approval

Nothing ships without the brand — design, campaign, logo, sales material.



04

Investment

The developer builds and carries the capital. The brand puts in no money.



05

Permanence

The name stays on the façade, the address and the deed, past construction.

Structure of Senna Tower (Meio & Mensagem; senna.com) and industry practice (Savills; Goodwin, 2025).

Senna Brands authorised the use of its name without putting in money.

The developer built and financed it. The family kept curation and control. And the association went on to **sustain the education programmes of the Ayrton Senna Institute.**

It is the same shape Itajaí proposes: the brand authorises and governs, the market invests, and the association reinforces the agenda the brand already champions.

Five brand categories are already taken. One is vacant.

AUTOMOTIVE DESIGN Pininfarina Lamborghini Bal. Camboriú	FASHION AND LIFESTYLE Armani/Casa Bal. Camboriú	ATHLETE LEGACY Senna Bal. Camboriú	MARINE OKEAN Yachts Itapema	LUXURY HOSPITALITY Emiliano Itajaí	SPORTING EVENT vacant TOR's opportunity
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Not a sticker. **An address.**

The brands in this region are names lent to places with no relationship to them — Pininfarina does not design cars in Santa Catarina, Armani does not live in Barra Sul. In Itajaí, The Ocean Race actually happens: the fleet berths in the heart of the city, and the city stops.

The partnership carries on between editions. The development adds to it.

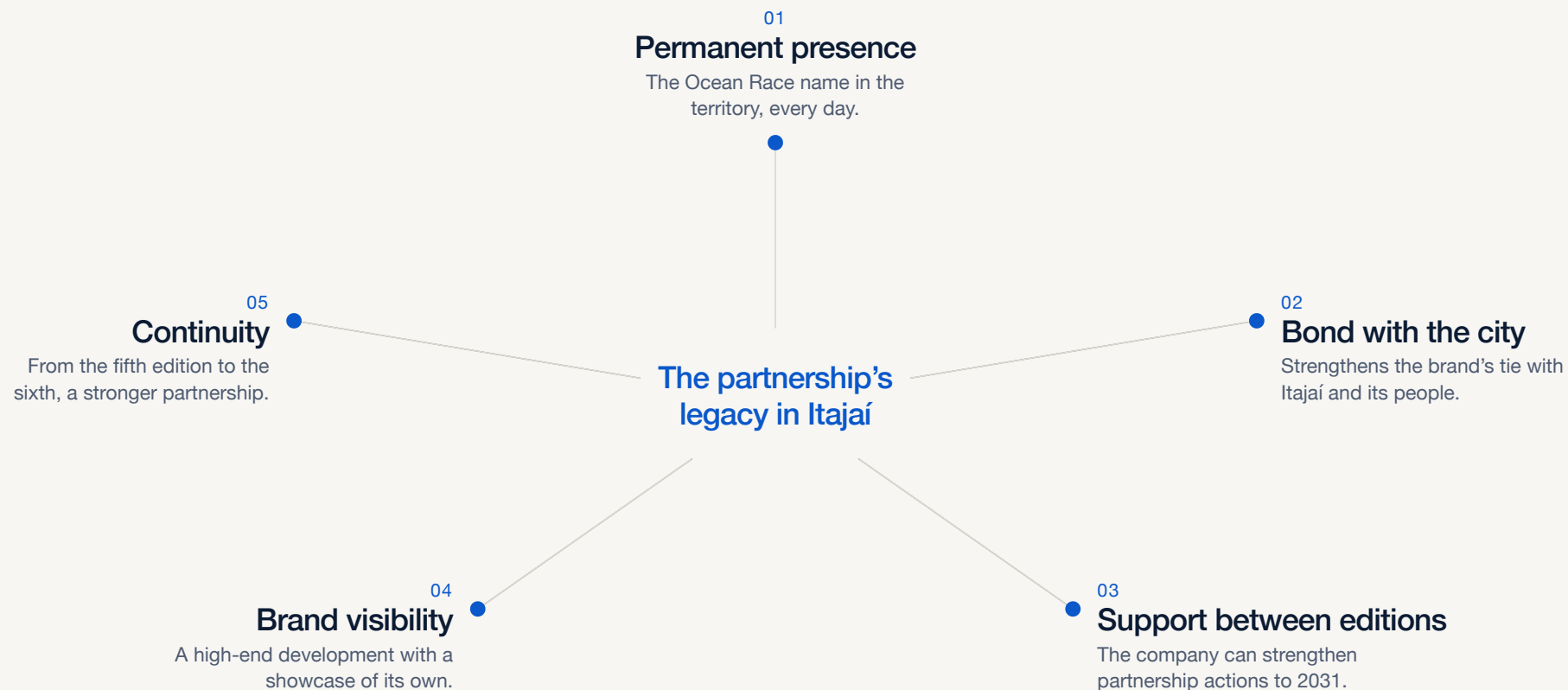
Between 2027 and 2031, Itajaí and The Ocean Race continue with actions that keep the bond alive in the city. A development — **residential or commercial** — carrying The Ocean Race name gives that relationship a permanent presence in the territory.

And the company behind it can go beyond the name: **supporting and strengthening the partnership's actions** in the four years leading to the next edition.



Itajaí during The Ocean Race • official Host City archive

/ WHAT THE DEVELOPMENT ADDS TO THE PARTNERSHIP'S LEGACY



One opportunity for the brand, the city and the partnership

BRAND

The Ocean Race on a high-end address

The name present every day on one of the most dynamic stretches of coastline in the Brazilian property market — alongside the international brands that have already chosen the region.

CITY

Itajaí gains a landmark of the partnership

An address that expresses, in the city's daily life, what it means to host The Ocean Race.

PARTNERSHIP

From the fifth edition to the sixth

A relationship built over five editions gains a new front — and arrives even stronger in 2031.

FIRST MOVER

The first competition to name a development

Developments already carry the names of athletes and boatbuilders. In this region — and, as far as our research found, beyond it — none carries the name of a competition.

Authorising is not giving up **control**.

CONTROL

The Ocean Race has the final word

Name, design, façade, campaign and logo use are all subject to TOR approval. The brand identity manual governs everything, as it already governs host city material.

COMPLIANCE

Environmental requirements in the contract

Certification and environmental commitments go into the contract, not just the pitch — consistent with the sustainability agenda The Ocean Race itself leads.

ORIGIN

An initiative born from a local partner

A company from Itajaí has signalled interest in sponsoring the event. The idea of the development came out of that conversation — and that is what is being presented here.

An authorisation in principle. Nothing beyond that.

That The Ocean Race agrees to **study with Itajaí** the association of its name with a development in the city, and puts that willingness in writing.

With that document, Itajaí and the partner company develop the project within The Ocean Race's guidelines and come back to the table with a concrete proposal — and only then discuss terms.

SANTA CATARINA
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The Ocean Race has stopped in Itajaí for five editions. **It is time to stay.**

—
André Sandri

—
Diego Oliveira

CITY OF ITAJAÍ · THE OCEAN RACE HOST CITY