



LARSON
INSTITUTE

THE LARSON INSTITUTE, WHAT IS IT?

—◆ The Larson Institute invests in society, human development and social equality in the state of Florida. In society, in the engine of the country's development, in the human development that guarantees the society the improvement of its people and in the social equality that emanates from the most diverse ways of actions. Therefore, the Larson Institute will generate the tradition and vision when it comes to encourage the society.

Hundreds of projects travel through our city of Orlando, as well as in the state of Florida, and have moved the social scene in the South, shedding light on the many demands for environmental responsibility, social inclusion, social support, culture and education. The Larson Institute, created and idealized by Carol Larson, aims to expand democratization, seeking partners for the sponsorship of social, cultural, inclusion and social responsibility projects.

Larson Institute will select entities and projects in five segments: social inclusion, human motivation, environmental responsibility, social support and education. The selection of the projects will be made by a joint committee, with the support of the society, formed by renowned technicians and professionals connected to each segment contemplated to each project.

A driving force for philanthropy in the United States, Larson Accounting Group is a respected Orlando-based company that has been providing services for tax consulting and tax planning for 15 years. With great expression in the community and in the state of Florida, Carol Larson seeks through this initiative a global network of partners and supporters to contribute alongside the organizations so they are able to strengthen their performance and respond to local demands.



WHY INVEST IN THE SOCIETY?

The area of social RESPONSIBILITY is already considered worldwide as the third in importance and also the only area that will continue to evolve in terms of the number of benefits created according to studies in this sector. Even in the malls, considered the temples of consumption, had their realities transformed in these new days.

Given this reality, companies have found in social support an effective tool for transformation, in addition to spreading the name, product or image of a supporting company.

Sustaining social development is a bridge for the promotion of citizenship, and the company that is committed to encouraging it contributes to the common welfare and adds positive values to its brand. The reasons for this type of investment are countless, from the social importance that this attitude carries to the differentiation it generates before competitors.

Associating your image to a group like the Larson Institute - which is ideologically based, encouraging what emerges from new social projects and showing all the collective capacity for incentives in Orlando in a unique way is, for sure, in the most varied aspects, a good deal. Investments in social projects are strengthening in the business environment because they ensure relatively fast solutions.

EFFICIENT TO THREE NEW MARKET DEMANDS:

- 1) The need for differentiated brands;
- 2) Diversification of the communication mix of companies;
- 3) The need for companies to position themselves as socially responsible.

By being part of a project like the Larson Institute, the company partner distinguishes itself from the others from the moment it takes for itself certain values related to that project (for example; tradition, modernity, competence, creativity, popularity, etc.). It also expands the way it communicates with its target audience and demonstrates to society that it is not encased around its profitability and business.



ORLANDO CITY/CITY OF ORLANDO

Orlando and its region play an important role in the national scenario and not only because of their encouraging social and economic indicators. Their cultural, ethnic and geographic diversity, as well as a privileged location, represent an enormous potential for the affirmation of the region as one of the main tourist destinations in the country, being the largest national tourist pole.

A privileged climate, already consecrated touristic attractions, and a complete circuit of new opportunities and developments conquer the visitors. These attractions make the region receive around 80 million tourists annually, a number that is constantly increasing.

In the economy, the region has an operating industrial park, large-scale industries and thousands of small businesses spread throughout the local cities, linked to consumer centers and harbors for shipping through an efficient road network. The dynamism and balance of the economy reflect in the high rates of growth, literacy, employment and per capita income. Figures that surprise and complement the fascinating profile of one of the most attractive and beautiful areas in the world.



ORLANDO
Location: Southern United States
Established population: 286.66 Total area: 294.6 km2 Altitude: 25 mt

FLORIDA CENTRAL
Location: Southern United States Established
population: 8,212 million
Total area: 21,299,325 km2
Altitude: 30 mt

TARGET MARKET

The Larson Institute is designed for companies that seek to perform with social inclusion, environmental responsibility and with society, providing a cultural and philosophical elevation of its clients, collaborators and society in general, such as: Construction Companies, Real Estate, Restaurants, Industries, Schools, Banks, Service Providers and Liberal Professionals, as well as other companies and individuals that help the development of the market in the state of Florida.

"Companies with a high degree of commitment to social causes are seen as customer-focused, society-focused, innovative companies, and the transformation is not only about the image, but also about the very mindset of the organization that goes along with the needs, desires and aspirations of the customers".

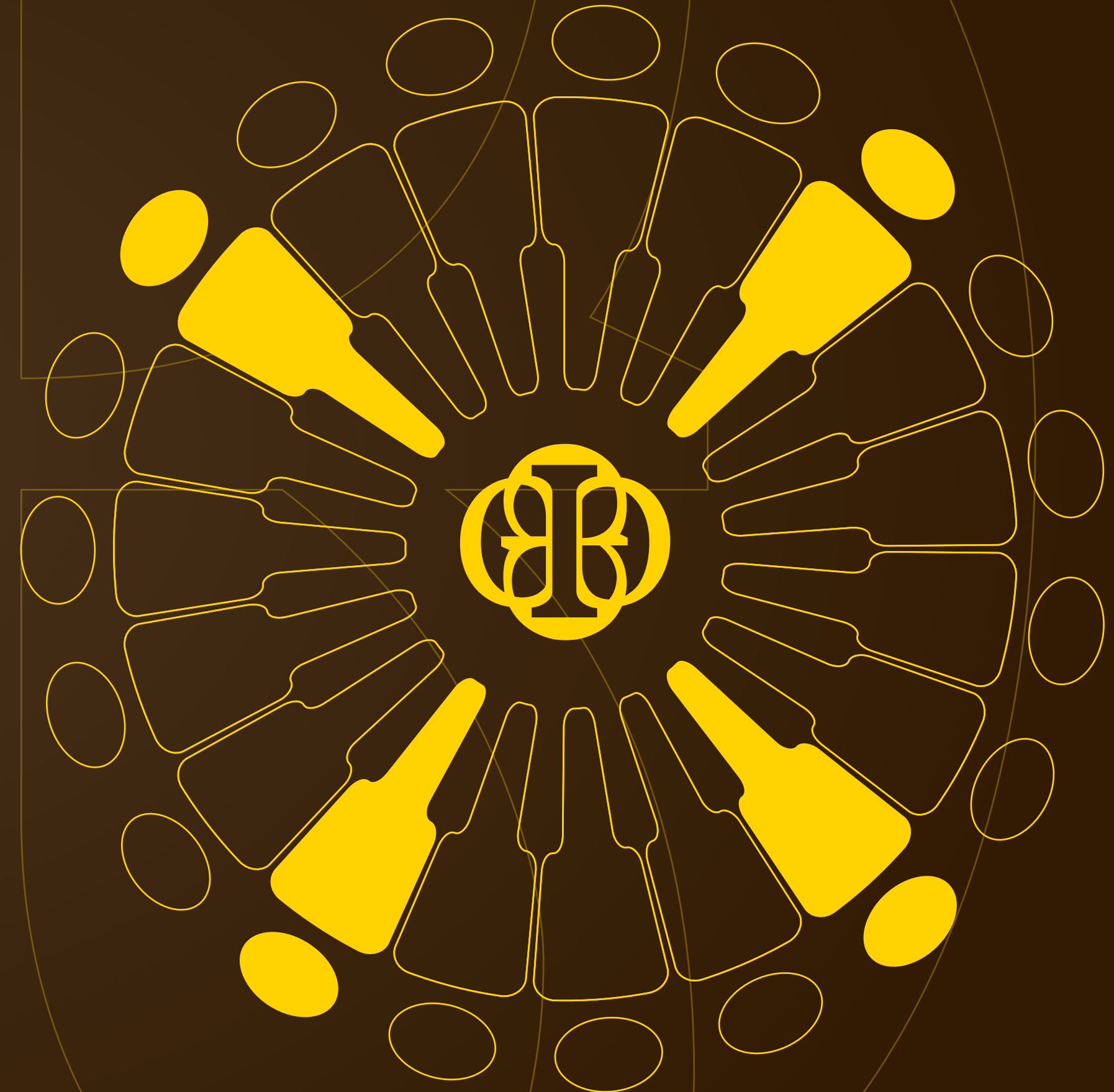
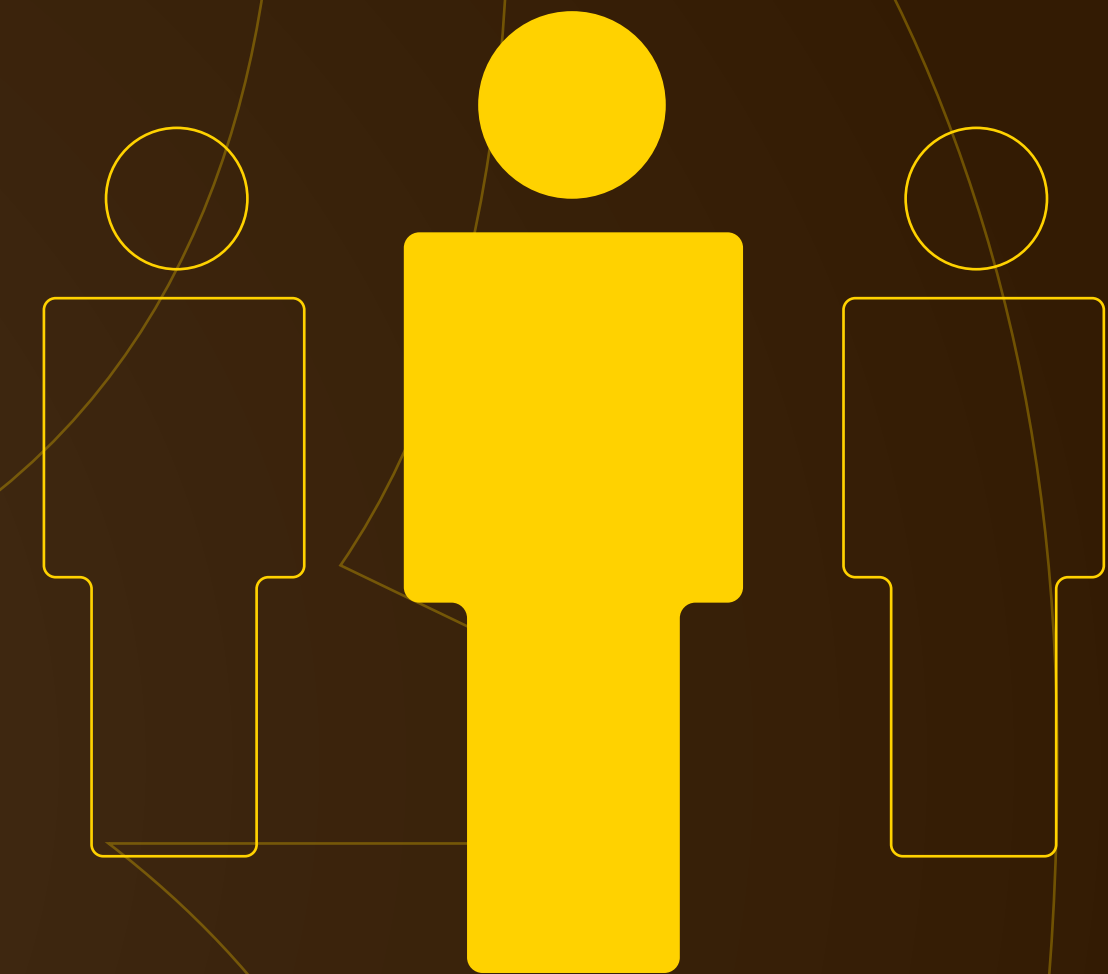


IMAGE GAINS

Originally, companies started to support social development because, due to the encouraging laws, it was financially a good business. Then they understood that these actions solidified the company's institutional image and gave visibility to the brand. Thus, investment in social projects can be seen as an opportunity for companies to participate in the process of increasing and maintaining the cultural values of society and, coupled with this, the possibility of building a strong and well-positioned image for the consumer, ensuring its perpetuation in the short, medium and long term.

In this perspective, the Larson Institute will be working the image of the company, through the Brand, in a conscious and unconscious way. Why purchase this or that brand? The answer to this question comes from the competitiveness of the product, but it is also the result of the branding and the position of this company.

Investing in support and sponsorship of society are the first steps to inclusion and social responsibility towards the community involved. From a financial point of view, depending on the kind of project, the company may have a reduction in the amount, which would be a good deal. From the marketing point of view, the institutional image of this company and the acceptance it has with its target audience are well developed, which contributes to the solidification and longevity of the company. If social respect is associated with other marketing actions, its benefits will be greatly increased.



HOW MANY SHARES PER YEAR?

Larson Institute in partnership with several entities, universities, public and private sector foresees a number of not lesser than 4 events per year, that's right, your company/brand will be supporting a great number of events, among them; Lectures and Trainings, Social Actions, Environmental Projects, support actions and several other projects, once the institute is a natural incubator of social projects.

THROUGH THE PARTNERSHIP WITH CAROL LARSON WE WILL BE INTERACTING:

Directly with the business summit and society in general, where, through these projects it will be possible to create a great transforming force.



BENEFITS

THE SUPPORTER

Free admission in exclusive events (member + companion).

YOUR CUSTOMERS

Your customers and your company's customers will also have countless advantages, because this ensures your company excellent visibility, offering even more advantages in being your customer, enhancing the brand value and generating even more consumer loyalty;

In exclusive events discounts of 20%. Remember that this list should be provided by the associate within 48 hours before the event.

COLLABORATORS/EMPLOYEES

Your staff couldn't be left out, could it?! Bearing this in mind, the Larson Institute will also offer an exclusive discount for its employees, after all, keeping the team motivated is part of any business success.



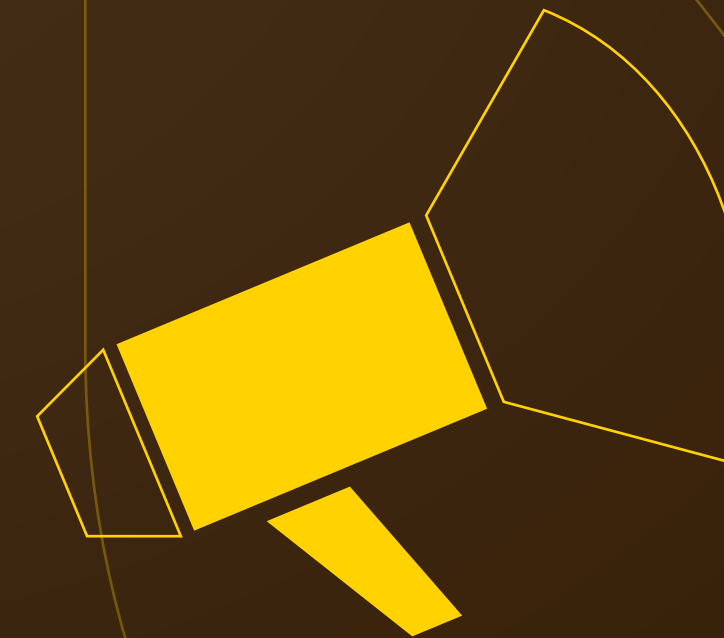
Exclusive discount of 30%, being extended to 01 (one) guest for this employee. The companies/brands that contribute with the Larson Institute have several advantages. These advantages are in addition to courtesies and special invitations, a wide variety of projects for social benefit.

SPACES IN EVENTS - MARKETING ACTIONS

Each and every Larson Institute event will be a new thrill. Thinking about it, the institute's supporters will be able to use the structure of the events to add value to the Brand and also to build customer loyalty in a propitious and grand opening moment. Supporters will have the freedom to communicate with the public, respecting the guidelines imposed for each event.

In every event, the institute's supporters will have their brand displayed in a joint way, on a board for photos, banners, printed materials, audio-visual media and any and all of the institute's promotional material, its supporters and its Ideology.

In Larson Institute events, companies will be able to do their merchandising actions respecting the limits imposed and the target of the event, always having priority to advance booking for specific Direct Marketing actions with a maximum limit of 6 companies per event.



INFORMATIVE

Larson Institute reports to its partners, supporters and society as a whole with the Larson Institute Newsletter. This tabloid has as main objective to show everyone the transparency of the institute, the events that have happened, the agenda of the next events and above all, to demonstrate the numbers to society and companies that support the culture and the social and intellectual development of our region.

EDITION:
1.000 COPIES

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TABLOID

PERIODICITY:
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SUPPORTERS | SOCIETY PRESS |
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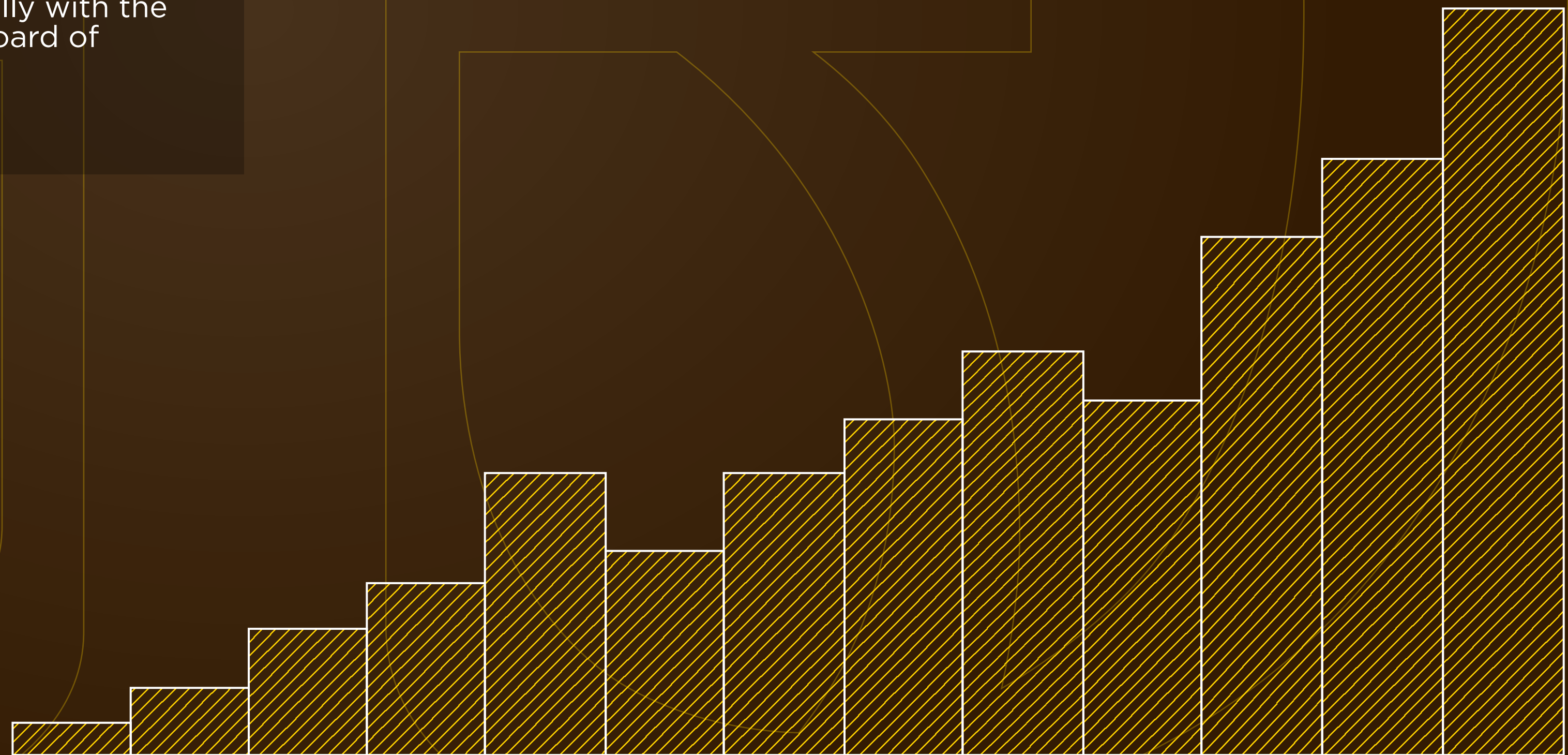


INCOME STATEMENT AND BALANCE SHEET

This reporting tool will guide the accountability process of the Institute towards the companies that have a partnership with Larson Institute, in accordance with the premises of transparency and efficiency in the use of the collected resources.

We believe that these methods will strengthen Larson Institute's relationship with its partner organizations and base it on mutual respect and trust to build a clear partnership.

To simplify the comprehension of the physical-financial accountability process, we will present the topic by matters and in the chronological order of occurrence, starting with the contract signature. The balance sheet will be made semiannually with the due proofs and presentation of the summary to its board of supporters and other relevant institutions.



ADVISORY BOARD

Carol Larson

CHAIRWOMAN

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VICE CHAIRWOMAN

Cassiano Lopes

DIRECTOR LARSON INSTITUTE

Yvette Mendonça

LARSON INSTITUTE SECRETARY



**BE A PART OF THIS
TRANSFORMATION**

A large, stylized number '100' is centered within a thin white circular outline. The number is composed of thick, rounded strokes. The '1' is a simple vertical bar. The '0' is a large, rounded shape with a small notch at the top. The '0' is a large, rounded shape with a small notch at the top. The '0' is a large, rounded shape with a small notch at the top. The text 'THANK YOU' is written in a bold, yellow, sans-serif font across the middle of the number.

THANK YOU