



# FLOW FLOW FLOW

***ALL RISE FOR PRIDE***

**Biggest Brazilian Queer Party in Sydney**



# OVERVIEW

Be proud!

- Who We Are
- Company Vision And Mission
- Our Brand Statement
- Our Progress
- Market Opportunity
- Competition Strategy
- Upcoming Projects
- Meet Our Team
- Contact Us





# WHO WE ARE

# WHO WE ARE

We understand the need to provide a space where people can have fun, make friends and enjoy a unique experience at each party. It is of utmost importance that our customers feel safe to be whoever they are, free from any and all prejudices with the same feeling as being among friends, or having a party in their own home.

FLOW is exactly that: a party that makes you feel at home that allows you to create connections / relationships and promote pride and support among the entire LGBTQIA+ community, with respect, but also defending and guaranteeing freedom of expression.

● ● Biggest Brazilian Queer Party in Sydney





## MISSION

Our mission is to create a safe, inclusive and free environment for the LGBTQI+ community, free of any judgment or discrimination, where people can be who they are and who they want to be

## LGBTQIAPN+ MOVIMENT

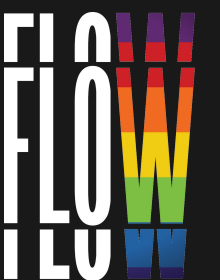
Our vision is to be the biggest brazilian LGBTQI+ party in Australia, bring a missing space for brazilian community, taking place in different parts of Australia

## VALUES

Our main values are the commitment with the LGBTQI+ cause, allowing a respectful and tolerant space for our community

# VISION, MISSION AND VALUES

Breaking the prejudice built since 1500





# TARGET

**L**



**Lesbians**

**G**



**Gays**

**B**



**Bisexual**

**T**



**Transsexual**

**Q**



**Queer**

**I**



**Intersex**

**A**



**Asexual**

**+**



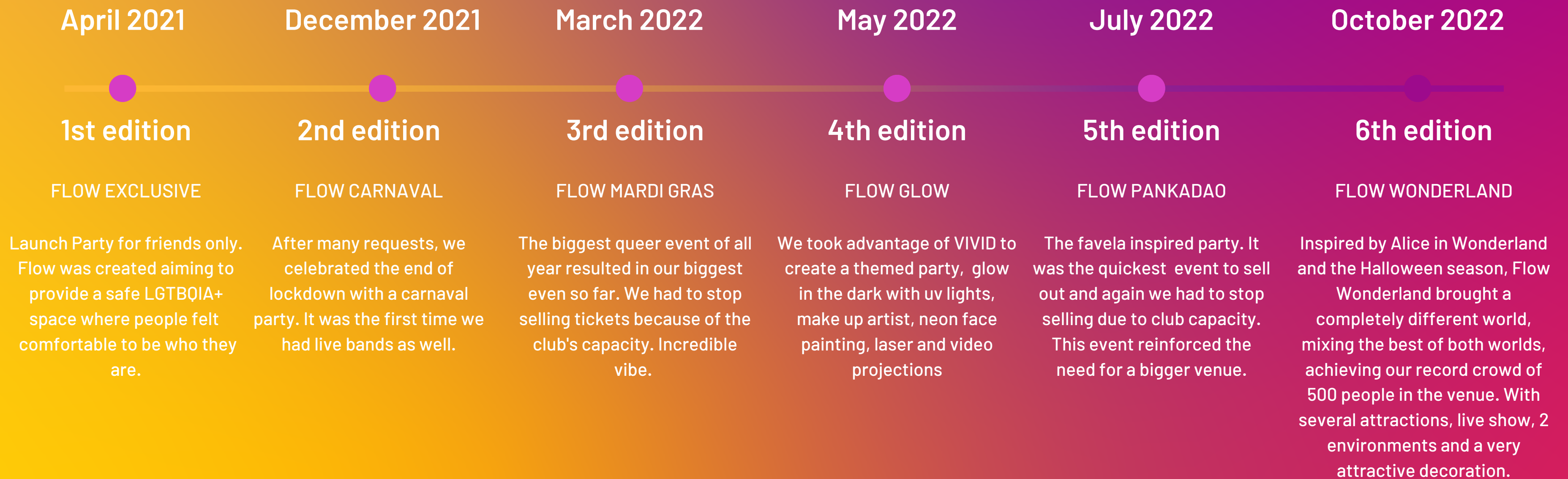
**Plus**





# TIMELINE

2020 - 2023





# TIMELINE

2020 - 2023

December 2022

March 2023

July 2023

October 2023

7th edition

8th edition

9th edition

10th edition

FLOW CARNAVAL

FLOW WORLD PRIDE

FLOW PANKADAO II

FLOW HALLOWEEN II

After a fun-packed year, Flow was back for one last hoorah for 2022!

And what better way to celebrate the huge year we had and all of our amazing patrons than with a FREE DAY PARTY featuring the best Brazilian Carnival hits?

Our World Pride event was held in the heart of Oxford Street at the Oxford Art Factory, counted with 7,5 hours of partying, shows, and live performances and 5 fabulous DJs.

One of our best-received parties to date is coming back for its second edition and it will be even bigger and better than the first one.



# HISTORY GROWTH



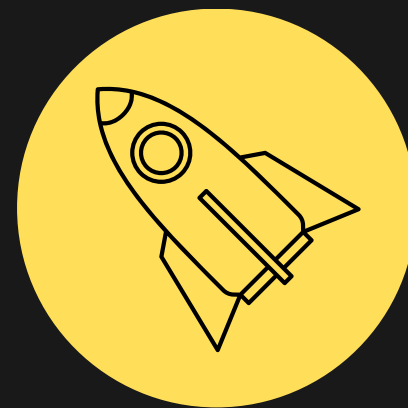


# SOCIAL MEDIA OPPORTUNITIES



## FOLLOWERS

Flow Party Sydney has over 1,200 followers to date and it's proudly the event's page that mostly engages with LGBTQ+ Brazilians in Australia



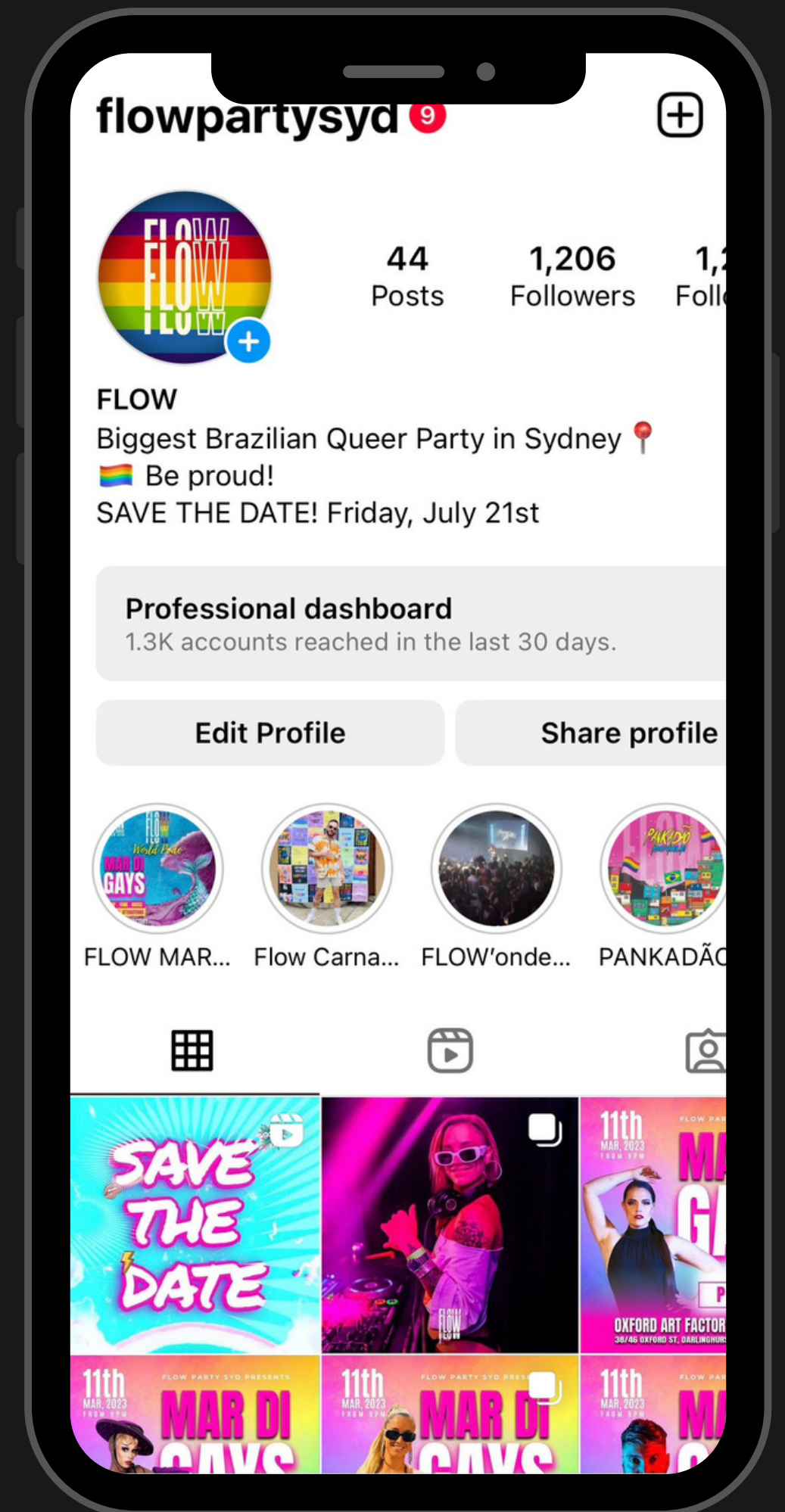
## REACH

Our reels have an average of 2,000 views per post and our best post to date has reached almost 5,000 people



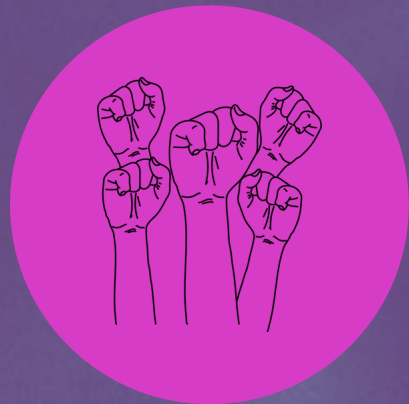
## GROWTH

Our page has grown more than 200% in less than 6 months which shows the amazing potential and impact of our brand





# MARKET OPPORTUNITIES



## New incomers

Borders open means new students and travelers coming into the country that can attend our future events.



## New Sponsors

Any sponsorship support will be converted to create even better experiences at our events. Our parties always offer interactive element, which is part of the immersive experience.



## More frequent events

As the brand gets each time more consolidated, the events frequency can change. There may be possibilities to expand it to different cities, as it has already been requested



# COMPETITION STRATEGY IN AUSTRALIA

## DIFFERENTIAL

FLOW PARTY is the biggest Brazilian LGBTQIA+ event in Australia. The competitive edge is the vibe, the immersive experience and the freedom our events offer.

## DIVERSITY

Despite proudly raising the Brazilian flag, Flow party opens doors to all communities in a non-segregated environment. We love diversity, and encourage the mixture of cultures in a safe and peaceful space.

## CULTURAL

Our events will always strive to offer a cultural immersion through music, performance, theme, decoration/ visuals and so forth.





# UPCOMING PROJECTS

Bigger and better.

**July  
2023**

**Pankadao II**

One of our best received parties is coming back for its second edition.

**October  
2023**

**Halloween II**

**December  
2023**

**TBC**



# OUR TEAM

**MARCELLA NASCENTE**

Founder and Managing Partner



**DAVI MARTINELLI**

Managing Partner



**YURI MICHELATO**

Design Manager



**BRUNO VIERIA**

Marketing Manager



**THAMI PAIVA**

Relationship Manager



# CONTACT US

BE OUT. BE LOUD. BE PROUD!



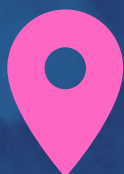
flowpartysyd



FLOW SYDNEY



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Sydney, Australia

Our fight will define the future.



