**WHAT IS JAGUAR PARADE?**

*Jaguar Parade* is an open-air art exhibition of decorated jaguar statues. Created by artists and celebrities, each statue is a unique art piece. The statues are exhibited in the main streets and parks of selected cities and raise awareness for the need to conserve jaguars and their landscapes.

*Jaguar Parade* provides corporate sponsors with a powerful means to connect with their target audience through a unique platform of urban art and sustainability content.
Jaguars exist in 18 countries in Latin America, from Mexico to Argentina. Despite this broad range, jaguars have been eradicated in nearly half of their historic range. The jaguar is listed as “near threatened” on the International Union for the Conservation of Nature (IUCN) Red List of Threatened Species, though its status is in review and may be elevated to “vulnerable” in the next year.

The species is threatened by loss and fragmentation of jaguar habitat, conflict with people due to the real or perceived threat posed to livestock, and overhunting of the jaguar’s prey.

**Conserving the jaguar means conserving tropical forests, wetlands and other environments that are crucial to the wellbeing of humans and countless other species.**
FIRST EDITION:
SÃO PAULO 2019
The Jaguar Parade’s first edition took place in São Paulo from July to November 2019. With 87 statues, it was THE BIGGEST OPEN AIR ART EXHIBITION IN THE HISTORY OF SÃO PAULO.

Approximately 10 MILLION people saw the jaguars in the streets and parks of São Paulo and 100 MILLION people were impacted by the media coverage.

Visit the website
In celebration of the UN’s 75th anniversary and the Super Year for Nature and Biodiversity, 75 jaguar statues will be placed in the city’s streets and parks, drawing the world’s attention to the importance of biodiversity conservation.
Protecting jaguars means protecting the landscapes they depend upon and the endless diversity of life within these ecosystems, which underpins human health and the sustainable development of the jaguar range countries.

As the impacts of the current crisis profoundly re-shape our lives and lead us to rethink our relationship with nature, it is high time that we give jaguars a voice and let them roar in the heart of the concrete jungle!

This will be an incredible opportunity to leverage economic and political support for this global cause while also allowing the general public to interact with the artists and statues, and learn more about jaguar conservation and the different organizations and private companies supporting it.

100% of the auction’s net proceeds will be donated to support jaguar conservation efforts in the Americas through civil society organizations.
New York City may be far from the home of the jaguar, but the America’s largest cat is an iconic symbol of New York.

What could be more quintessentially New York?

Saving the jaguar requires a coordinated, multinational response, embodied by ongoing efforts at the United Nations to permanently protect its most crucial habitats by 2030.

The Jaguar Parade is a call to action to all who live and visit this international hub that is New York City, and to those who even from afar keep a close eye on what happens in the city that never sleeps.
Raising awareness about the critical role jaguars play in preserving key habitats and biodiversity throughout the Americas;

- Huge media coverage;
- Buzz in the international media;
- Thousands of blog posts;
- Thousands of pictures and videos being posted and shared on social media;
- Engagement of important artists and celebrities.
UN75
To mark its 75th anniversary in 2020, the United Nations is igniting a people's debate, UN75. Launched by UN Secretary-General António Guterres, it promises to be the largest and furthest-reaching global conversation ever on building the future we want.

United Nations Development Programme (UNDP)
works in about 170 countries and territories, helping eradicate poverty in all its forms and dimensions, accelerating structural transformations for sustainable development and building resilience for crises and economic and ecological emergencies.

The United Nations Environment Programme (UNEP)
is the leading global environmental authority and sets global environmental agendas, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system, and serves as an authoritative advocate for the global environment.
The Lion’s Share is an initiative aimed at transforming the lives of animals across the world by asking advertisers to contribute a percentage of their media spend to conservation and animal welfare projects. The Lion’s Share comes from an innovative and simple idea and represents a powerful way for businesses to make a real impact on the future of animals, their habitats and the planet, and to leave a lasting legacy.

Wildlife Conservation Society (WCS) saves wildlife and wild places worldwide through science, conservation action, education, and inspiring people to value nature. WCS envisions a world where wildlife thrives in healthy lands and seas, valued by societies that embrace and benefit from the diversity and integrity of life on earth.

Panthera is the only non-profit organization in the world devoted exclusively to the conservation of wild cats. Panthera’s team of leading scientists, law enforcement experts and specialists in diverse areas develop innovative strategies to address the dire threats facing cheetahs, jaguars, leopards, lions, pumas, snow leopards, and tigers. These strategies protect wild cats and they also protect their vast landscapes, the biological diversity contained within them, and the human populations who depend on it.

WWF is the world’s leading conservation organization. At every level, WWF collaborates with people around the world to develop and deliver innovative solutions that protect communities, wildlife, and the places in which they live.
Call to Artists
01 to 28 Feb
Local artists will send their design ideas for painting a jaguar sculpture.

Paintings
01 April to 18 May
The artists will paint the jaguars at their studios or at the Jaguar Parade’s warehouse. Pictures and videos will be shared with each sponsor to be used in their marketing channels.

Live Paintings (Optional)
22 April (EARTH DAY) to 18 May
Sponsors can also make live paintings (costs not included).

Launch Party
21 May
The launch party brings together sponsors, artists, celebrities, and partners to admire jaguars exclusively before being shown to the general public.

Exhibition
22 May to 27 June
All jaguars will be exhibited in public locations (parks, streets, avenues...)

Live or Internet Auction
29 June
100% of the auction’s net proceeds will be donated to support jaguar conservation efforts in the Americas through civil society organizations.
WHERE WILL THE SCULPTURES BE PLACED?

- Our team mapped special locations in NYC, embracing the 5 boroughs.

- Sponsors can choose in this list the location that is more interesting to them and/or suggest another spot (as in front of their building/store).

- Jaguar Parade team will be responsible for the approval via New York City’s Hall.
MANHATTAN

Times Square
South Street Seaport
Central Park
Along 5th Avenue
Grand Army Plaza
Herald Square
Rockefeller Center
Flatiron District
American Museum of Natural History
Bryant Park
Chelsea Highline
Union Square Park
Grand Central
Near Metropolitan Museum of Art
Empire State Building
Wall Street
Hudson Yards

Carnegie Hall
Radio City Hall
Madison Square
Madison Square Garden Area
Chinatown
Statue of Liberty
Westfield World Trade Center
Chelsea Market
Washington Square Park
Apollo Theater
Lincoln Center
Columbus Circle
Christopher Park
Foley Square
Petrosino Soho
United Nations Headquarters
Sculpture Park
Flushing Meadows Park
CitiField Stadium
Queens Botanical Garden
Noguchi Museum
Gantry Plaza State Park
Queens Zoo and Aquarium

Bronx Zoo
Yankee Stadium
Brooklyn Bridge
Jane’s Carousel
Prospect Park
Barclay’s Center
Coney Island

Near the ferry terminal
THE SCULPTURES

The Jaguar Parade statues are made of fiberglass and come in two models:

**MODEL “A”**
STANDING JAGUAR

**Sculpture:**
42.5” / 119 cm (height)
20.5” / 52 cm (width)
78” / 203 cm (length)
84 lbs / 38 kg (weight)

**Base:**
24.5” / 62 cm (height)
24.5” / 62 cm (width)
80” / 203 cm (length)
132 lbs / 60 kg (weight)

**MODEL “B”**
JAGUAR GOING UP

**Sculpture:**
63.5” / 161 cm (height)
19.68” / 50 cm (width)
77.95” / 198 cm (length)
88 lbs / 40 kg (weight)

**Base:**
28.5” / 72 cm (height)
25.5” / 65 cm (width)
78” / 198 cm (length)
132 lbs / 60 kg (weight)
2 plaques (A4 size) are displayed on the bases of each sculpture.

**PLAQUE 1**
**SCULPTURE INFO**
- Sponsors logos
- Title
- Artist

**PLAQUE 2**
**JAGUAR PARADE INFO**
Information about the Jaguar Parade (concept, purpose, importance, QR code to Jaguar Parade website and to related project in the field).
HOW MUCH WILL BE DONATED TO ONGs?

This will be the first Jaguar Parade edition in the United States. We can estimate by the results from other similar events in US and developed countries:

- **ELEPHANT PARADE SINGAPORE 2012**: Raised more than US$ 1.7 million
- **ELEPHANT PARADE LONDON 2010**: Raised more than US$ 4.9 million
- **ELEPHANT PARADE HONG KONG 2014**: Raised more than US$ 2 million
- **COW PARADE NYC 2000**: Raised more than US$ 1.4 million
OPPORTUNITIES

With this edition of the Jaguar Parade being organized in NYC in the UN Super Year for Nature and Biodiversity and the UN’s 75th anniversary, the initiative will attract audiences from across the country and around the world and provide corporate sponsors with broad and distinguished recognition and the ability to reach over 100 million people (by media coverage and direct contact) and:

- Add value in terms of environmental and social responsibility;
- Strengthen corporate branding;
- Enhance shareholder and customer trust and relations.

Our parades generate millions of likes, selfies, location tags, check-ins and social media shares from the public, as well as increased media interest and footfall.
01. SPONSORS
The Jaguar Parade provides corporate sponsors with a powerful means to connect with their target audience through a unique platform of urban art and sustainability content;

02. JAGUAR PARADE EXHIBITION
The sponsors’ investment covers all the costs to organize the Jaguar Parade including: production of sculptures, international and local logistics, storage, painting materials, maintenance, promotion, staff and general management;

03. LIVE AND INTERNET SALES/AUCTION
By the end of the period of exhibition, the sculptures are sold/auctioned in a live and internet auction;

04. DONATION TO IMPLEMENTING ORGANIZATIONS
The auction proceeds are defined as the total money raised by the sale of the jaguar sculptures at the auction. The donation amount (net proceeds) will be determined as auction proceeds less the costs of providing the auction. Costs of providing the auction include but are not limited to the cost of food and beverage, room-hire, artist remuneration, event organization and promotion. Unless otherwise agreed, artists whose work is sold at the auction are entitled to 15% of the hammer price for their jaguar sculpture.

100% of net proceeds will be donated to Jaguar Conservation.
Artery is a social enterprise who runs art exhibitions to raise awareness and funds NGOs dedicated to fighting for causes we believe in. We have organized successful editions of the most famous parades in the world and created our own projects, like the Jaguar Parade. We aspire to go beyond the limits of four walls, turning streets and parks into open-air galleries that can connect a greater number of people to projects aimed at promoting citizenship and collective action.
BRANDS WE'VE WORKED WITH
GET IN TOUCH:

Sponsorship & Partnership
Giovane Pasa | Sales Director
gio@jaguarparade.com
+55 48 98408-4242

General Info:
Carolina Barreto | Production Director
carol@jaguarparade.com
+55 48 99158-5772

@jaguar.parade