



PHYGITAL DANCE TEAM APPLICATION FOR GOLD MEMBER PARTICIPATION IN GOTF26 ASTANA

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1. INTRODUCTION

Brazil has one of the most active and passionate dance communities in the world, especially within the Just Dance scene. Over the years, the discipline has attracted thousands of players, dancers, and enthusiasts across the country, bringing together competitors of all levels through both online and offline events.

Just Dance competitions in Brazil mobilize a large and highly engaged community, contributing to the continuous growth of the competitive scene. With a well-established player base, experienced athletes, and a strong culture of participation in national and international tournaments, Brazil has become one of the leading references in the global Just Dance community.

2. NOMINATED COMPETITOR

The athlete nominated to represent Brazil is Tarcísio Júnior, a native of Rio de Janeiro. With more than 12 years of competitive experience in Just Dance, Tarcísio has built a remarkable career defined by dedication, consistency, and competitive excellence, becoming one of the most respected names in the Brazilian scene.

Throughout his career, he has distinguished himself not only through outstanding results but also through his contribution to the growth and development of the Brazilian Just Dance community. His experience in major national and international events, combined with his high technical level and ability to perform under pressure, make him an ideal representative for world-class competitions.

3. INDICATED PLAYERS

Tarcísio Júnior has an impressive competitive record that places him among the most successful Just Dance athletes in Brazil. His greatest international achievement came in 2019, when he won the Brazilian Just Dance Championship and later became the Just Dance World Vice Champion, representing Brazil among the world's top competitors.

In addition to these accomplishments, Tarcísio has earned numerous titles and podium finishes in tournaments held throughout Brazil during more than a decade of competitive activity. His consistency at the highest level and his longevity within the discipline demonstrate his ability to compete among the world's elite players, establishing him as one of the leading figures in Brazilian Just Dance.

Team Name	Tournaments - Final position	Year
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Tarcisio Júnior	JUST DANCE 2019 BR Champion	2019
Tarcisio Júnior	JUST DANCE 2019 Vice World Champion	2019

Player / Competition Links / Photos

- **Instagram:** https://www.instagram.com/tj_dance_99
- <https://www.redbull.com/br-pt/resultado-copa-do-mundo-just-dance-2019>
- [https://www.instagram.com/p/BrLOH4TAYv_ /](https://www.instagram.com/p/BrLOH4TAYv_/)
- <https://br.ign.com/just-dance-2019/72050/brasileiro-tarcisio-jr-e-vice-campeao-da-copa-do-mundo-de-just-dance>
- <https://sportv.globo.com/site/e-sportv/noticia/da-zona-norte-do-rio-ao-vice-mundial-de-just-dance-tarcisio-junior-comemora-foi-magico.ghtml>

4. TARGET AUDIENCE & METRICS

Audience Overview

Brazil is home to one of the largest and most passionate Just Dance communities in the world. Over the past decade, the game has built a strong competitive ecosystem, bringing together players, dancers, content creators, and fans through national tournaments, online competitions, and community-driven events.

The Brazilian Just Dance audience is primarily composed of young people and young adults who are highly engaged with gaming, dance, digital entertainment, and social media content. The community is known for its active participation in livestreams, tournaments, content creation, and fan engagement activities.

Audience Geography

The primary audience is concentrated in:

- Brazil
- Latin America
- Global Just Dance Community
- Gaming and Esports Audiences
- Dance and Digital Entertainment Communities

5. MARKETING & PROMOTIONAL PLAN

Promotional Value Overview

The Brazilian representative is prepared to support the promotion of the competition through content creation, community engagement, media appearances, and social media activations before, during, and after the event.

The project combines the visibility generated by the athlete, the Brazilian Just Dance community, media partners, and the broader phygital sports ecosystem to maximize awareness and audience engagement around the competition.

Content Creation & Promotion

Content will be produced throughout the entire journey, including:

- Tournament preparation
- Training sessions
- Behind-the-scenes content
- Travel and cultural experiences
- Competition highlights
- Matchday coverage
- Interviews and media appearances
- Community engagement activities

Main Content Formats

- Behind-the-scenes videos
- Short-form content (Reels, TikToks and Shorts)
- Livestream moments
- Athlete interviews
- Event highlights
- Educational content about phygital sports and Just Dance
- Community interaction and fan engagement content

Media & Partners

- PlayTV
- Phygital Games Brasil

Media Reach

PlayTV played a significant role in promoting the previous Games of the Future, generating a reach of more than 2 million people through its television broadcasts, digital platforms, and social media channels.

Phygital Games Brasil currently generates more than 200,000 organic monthly impressions through its digital ecosystem, community engagement initiatives, event coverage, and social media activities.

6. COMMERCIAL CAPABILITIES

Although this project is centered around an individual athlete rather than a sports organization, it offers significant promotional and commercial value through the combination of gaming, dance, digital entertainment, and youth culture.

The project creates opportunities for:

- Brand visibility
- Social media campaigns
- Community engagement initiatives
- Content partnerships
- Event promotion activities
- Youth-focused marketing campaigns

The athlete's experience within the competitive Just Dance scene, combined with his connection to one of the world's most active communities, creates a strong platform for promotional activities and audience engagement.

7. PARTNERSHIPS & REPUTATION

The Brazilian Just Dance community has built a strong reputation over the years through consistent participation in national and international competitions.

Tarcísio Júnior is recognized as one of the most accomplished and respected competitors in Brazil, having represented the country on the international stage and achieved world-class results. His career, longevity, and contributions to the community reinforce the credibility and competitive reputation of the Brazilian delegation.

The project is also supported by media and community partners committed to the growth of esports, gaming, and phygital sports in Brazil.

8. CONTENT & MEDIA ASSETS

The project is capable of producing a wide variety of media assets throughout the event, including:

- Professional photographs
- Competition footage
- Social media content
- Short-form videos
- Interviews
- Behind-the-scenes coverage
- Daily event reports
- Promotional materials for partners and organizers

These assets can be used to support the promotion of the event, increase audience engagement, and expand the visibility of phygital sports worldwide.

9. COOPERATION PROPOSALS

The Brazilian representative confirms full availability to collaborate with organizers, media partners, sponsors, and event stakeholders throughout the competition.

Potential cooperation activities include:

- Official interviews
- Media appearances
- Promotional campaigns
- Social media collaborations
- Educational content about phygital sports
- Community engagement initiatives
- Content creation requested by organizers
- Participation in official event activities

10. WHY BRAZIL MATTERS

Brazil is one of the largest gaming and digital entertainment markets in the world and hosts one of the most active Just Dance communities globally. For more than a decade, Brazilian players have consistently participated in international

competitions, produced content, and helped grow the game's community both regionally and worldwide.

Maintaining Brazilian participation in international events such as the Games of the Future is essential for preserving the momentum of this thriving community and continuing the development of phygital sports in Latin America. Brazilian athletes, creators, and fans play an important role in expanding the global reach of competitive dance gaming and introducing new audiences to the phygital movement.

Through the participation of Tarcísio Júnior, Brazil continues to showcase its talent, passion, and commitment to the growth of competitive dance and phygital sports on the international stage.

Moacyr Alves
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