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Em meados dos anos 1960, Lamar Hunt, proprietário do Kansas City Chiefs da AFL, usou pela primeira vez o termo "Super Bowl" para se referir ao jogo no campeonato de NFL E F;

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Introdução ao patrocínio do Palmeiras pela Adidas

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A partnership between Adidas and Palmeiras, one of Brazil's most popular and successful football clubs, has been in place for some time now. Adidas, the famous German manufacturer of sports equipment and apparel, pays an estimated R\$ 40 million over four years for this sponsorship, which includes the supply of uniforms and other club merchandise. This partnership offers Adidas not only financial and marketing benefits but also an emotional connection with the team's fanbase.

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Valor pago pela Adidas ao Palmeiras

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Impacto do patrocínio na Adidas

Além dos benefícios financeiros, essa parceria reforça a imagem jovem, atlética e moderna da Adidas, que conquista cada vez mais fãs de futebol. Além disso, garante ao Palmeiras um influxo importante de recursos que podem ajudar o time a se fortalecer e expandir base de fãs.

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O cenário atual do patrocínio esportivo