



## CONTRATO DE PARTICIPAÇÃO

### PROJETO AZUL TA ON

**Pelo presente instrumento particular**, de um lado:

**CONTRATANTE:** ASSOCIAÇÃO DE TURISMO DA SERRA NORDESTE, pessoa jurídica de direito privado, com nome fantasia **ATUASERRA**, inscrita no CNPJ sob o nº 90.481.227/0001-99, com sede na Rua Herny Hugo Dreher, nº 227, Sala 11, Bairro Planalto, na cidade de Bento Gonçalves, Estado do Rio Grande do Sul, CEP 95703-200, doravante denominada simplesmente **CONTRATANTE**.

E de outro lado:

**CONTRATADA:** ATS VIAGENS E TURISMO LTDA – AZUL VIAGENS, inscrita no CNPJ sob o nº 26.203.213/0001-04, com sede na Avenida Marcos Penteado de Uilhôa Rodrigues nº 939, 10º andar, conjunto 1002, Condomínio Castelo Branco Office Park – Torre Jatobá, Bairro Tamboré, CEP 06460-040, Município de Barueri, Estado de São Paulo, Brasil, doravante denominada simplesmente **CONTRATADA**.

Têm entre si justo e contratado o seguinte:

#### CLÁUSULA 1ª – DO OBJETO

O presente contrato tem por objeto a participação da CONTRATANTE no Projeto Azul Tá ON, promovido pela CONTRATADA, a ser realizado entre os meses de maio e outubro de 2026, voltado à capacitação dos principais agentes de viagens da carteira de clientes da Azul Viagens em território nacional, contando com a participação de secretarias e órgãos de turismo, representantes do trade turístico, hotéis, parques, receptivos e demais agentes do setor.

A participação da CONTRATANTE compreenderá as seguintes ações e contrapartidas:

#### I – Workshops Azul Tá ON

Participação em 03 (três s) edições dos Workshops Azul Tá ON:

- Goiânia/GO – 14 de maio de 2026;
- Recife/PE – 15 de outubro de 2026.



- Convenção de Lojistas em João Pessoa/PB em dezembro de 2026 (data a ser informada posterioremnet)

#### Contrapartidas dos Workshops

- a) Capacitação com duração de 30 (trinta) minutos na plenária principal, com auditório dividido em 2 (dois) ambientes;
- b) Participação no Circuito de Conexões com todos os agentes presentes;
- c) Inserção da marca/logotipo da CONTRATANTE no credenciamento oficial do evento;
- d) Exibição de vídeo institucional da CONTRATANTE no telão do evento, com duração de até 30 (trinta) segundos, em sistema de looping;
- e) Disponibilização de 01 (uma) credencial de acesso ao evento;
- f) Fornecimento de 01 (uma) passagem aérea de ida e volta, de uso exclusivo para participação no evento.

#### II – Evento “Lojistas”

Participação no evento estratégico “Lojistas”, previsto para ocorrer na primeira semana de dezembro de 2026, na cidade de João Pessoa/PB.

#### Contrapartidas do Evento “Lojistas”

- a) Apresentação de 30 (trinta) minutos na plenária principal, com exibição de vídeo institucional;
- b) Inserção de branding da CONTRATANTE em toda a comunicação visual e promocional do evento;
- c) Disponibilização do mailing dos investidores participantes;
- d) Inserção de 01 (um) item promocional no Welcome Kit do evento;
- e) Fornecimento de 02 (duas) passagens aéreas de ida e volta para uso exclusivo no evento;
- f) Disponibilização de 02 (duas) diárias em quarto duplo.

#### **CLÁUSULA 2ª – DO VALOR**

Pela participação descrita neste contrato, a CONTRATANTE pagará à CONTRATADA o valor total de:



**R\$ 80.000,00 (oitenta mil reais).**

### **CLÁUSULA 3ª – DA FORMA DE PAGAMENTO**

O pagamento será realizado por meio de transferência bancária em conta a ser informada pela CONTRATADA conforme Cronograma de desembolso abaixo:

Dados de Parcelamento   Tá On		
Número da parcela	Valor da parcela	Data de cobrança
1	R\$ 25.000	05/06/2026
2	R\$ 25.000	05/11/2026
3	R\$ 30.000	15/12/2026
Total	R\$	80.000,00

Parágrafo único. O não pagamento na data acordada poderá acarretar a suspensão dos benefícios previstos neste contrato.

### **CLÁUSULA 4ª – DAS OBRIGAÇÕES DA CONTRATADA**

São obrigações da CONTRATADA:

- Disponibilizar a estrutura necessária para a realização da capacitação;
- Garantir os benefícios previstos neste contrato;
- Inserir a marca da CONTRATANTE nos materiais e espaços contratados;
- Disponibilizar credencial e passagem aérea conforme acordado.

### **CLÁUSULA 5ª – DAS OBRIGAÇÕES DA CONTRATANTE**

São obrigações da CONTRATANTE:



- a) Efetuar o pagamento nos prazos estabelecidos;
- b) Utilizar a passagem aérea exclusivamente para participação no evento;
- c) Respeitar a programação e as normas internas do evento.

#### **CLÁUSULA 6ª – DA VIGÊNCIA**

O presente contrato terá vigência a partir da data de sua assinatura até o encerramento de todas as obrigações decorrentes do evento.

#### **CLÁUSULA 7ª – DO CANCELAMENTO**

Em caso de cancelamento por iniciativa da CONTRATANTE, os valores pagos não serão restituídos, salvo acordo expresso entre as partes.

Caso o evento seja cancelado por responsabilidade da CONTRATADA, os valores pagos deverão ser devolvidos integralmente à CONTRATANTE no prazo de até 30 (trinta) dias.

#### **CLÁUSULA 8ª – DO FORO**

Fica eleito o foro da Comarca de Bento Gonçalves/RS, com renúncia expressa de qualquer outro, por mais privilegiado que seja, para dirimir eventuais dúvidas oriundas deste contrato.

E por estarem assim justos e contratados, firmam o presente instrumento em 2 (duas) vias de igual teor e forma.

Bento Gonçalves/RS, 08 de maio de 2026.

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ec01-4b29-8678-2ff15daf504  
1

Assinado de forma digital por  
a54af283-  
ec01-4b29-8678-2ff15daf5041  
Dados: 2026.05.08 12:28:01 -03'00'

**Beatriz Paulus – Diretora Executiva**

**ASSOCIAÇÃO DE TURISMO DA SERRA NORDESTE – ATUASERRA**

CNPJ: 90.481.227/0001-99



ATUASERRA  
INSTÂNCIA DE GOVERNANÇA REGIONAL  
UVA E VINHO - SERRA GAÚCHA

DocuSigned by:

*Raphael Linares*

**ATS VIAGENS E TURISMO LTDA – AZUL VIAGENS**

CNPJ: 26.203.213/0001-04

**TESTEMUNHA 1**

Nome:

CPF:

**TESTEMUNHA 2**

Nome:

CPF:

### Certificate Of Completion

Envelope Id: B345F7CC-3C30-4F43-B071-07920C5AD8F7  
 Subject: Assine com Docusign: Azul Viagens - Contrato - AZUL TÁ ON - Serra Gaucha  
 Source Envelope:  
 Document Pages: 5  
 Certificate Pages: 5  
 AutoNav: Enabled  
 Envelopeld Stamping: Enabled  
 Time Zone: (UTC-03:00) Brasilia

Status: Completed  
 Envelope Originator:  
 Anthonella Ysalla de Oliveira Silva  
 Av. Marcos Penteado U. Rodrigues 939  
 BARUERI, SP 06460-040  
 anthonella.ysalla@voeazul.com.br  
 IP Address: 163.116.224.120

### Record Tracking

Status: Original  
 5/8/2026 2:28:15 PM  
 Holder: Anthonella Ysalla de Oliveira Silva  
 anthonella.ysalla@voeazul.com.br  
 Location: DocuSign

### Signer Events

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### Timestamp

Seal Name: AZUL - Raphael Linares  
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Sent: 5/8/2026 2:29:23 PM  
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#### Signature Provider Details:

Issuer: DocuSign Cloud Signing CA-Org Seal  
 Subject: CN=AZUL - Raphael Linares

Certificate policy:  
 [1]Certificate Policy:  
 Policy Identifier=1.3.6.1.4.1.42482.2.1.1.5  
 [1,1]Policy Qualifier Info:  
 Policy Qualifier Id=CPS  
 Qualifier:  
<https://www.docusign.com/trust/compliance/public-certificates>

### In Person Signer Events

### Signature

### Timestamp

### Editor Delivery Events

### Status

### Timestamp

### Agent Delivery Events

### Status

### Timestamp

### Intermediary Delivery Events

### Status

### Timestamp

### Certified Delivery Events

### Status

### Timestamp

### Carbon Copy Events

### Status

### Timestamp

Bianca Carvalho de Morais  
 bianca.morais@voeazul.com.br  
 Security Level: Email, Account Authentication (None)

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Nayara Ciempes  
 souza.nayara@voeazul.com.br  
 Advogada - 431.517.638-98  
 Azul Linhas Aéreas Brasileiras S.A.  
 Security Level: Email, Account Authentication (None)

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Carbon Copy Events	Status	Timestamp
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Accepted: 8/31/2023 4:22:21 PM  
ID: 044cb9a5-3002-4fcd-8960-e2819610badb

Vinicius Cardoso  
vinicius@mediaonboard.com.br  
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(None)

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Witness Events	Signature	Timestamp
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Notary Events	Signature	Timestamp
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Envelope Summary Events	Status	Timestamps
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Envelope Sent	Hashed/Encrypted	5/8/2026 2:29:22 PM
Certified Delivered	Security Checked	5/8/2026 2:29:45 PM
Signing Complete	Security Checked	5/8/2026 2:29:45 PM
Completed	Security Checked	5/8/2026 2:29:45 PM

Payment Events	Status	Timestamps
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Electronic Record and Signature Disclosure
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