

THE BOOKERS GUIDE TO RIO CARNIVAL

2023



BOOKERS
INTERNATIONAL

THE BEST CARNIVAL GUIDE



**FOLLOW
KOKO AND
HAVE FUN.**

**IT'S
ALREADY
CARNIVAL
IN RIO**

Hello, I'm Koko Silva, the official Bookers mascot, a true carioca. I know the Wonderful City like the back of my hand and know everything about Carnival. I've received revelers from all over the world over the last 10 years. Join me!



ABOUT

BOOKERS

Bookers International is a 20-year-old tourism agency that offers tour packages for those who want to enjoy one of the most famous parties in the world: Rio Carnival! From the Sambadrome to gala balls, just choose the option that suits you best. Headquartered in Rio de Janeiro and with a subsidiary in Miami, Bookers receives about 15,000 tourists each year, and during Carnival, Bookers has a large team to welcome customers from all over the world.

HOSPITALITY

DESK

Bookers Hospitality Desk is located in the Imperial Salon of the **Hotel Atlântico Copacabana**, located at **90 Siqueira Campos Street**, from **Tuesday, February 14th** thru **Saturday 25th**, opening hours **10AM to 7PM** - to meet customers who will be in Rio for the Saturday Parade of the Champion Schools.

THE PLACE TO GET YOUR TICKETS AND INFORMATION

Our Hospitality Desk offers many services. Check all about it in our Carnival Video Guide.





SUMMARY

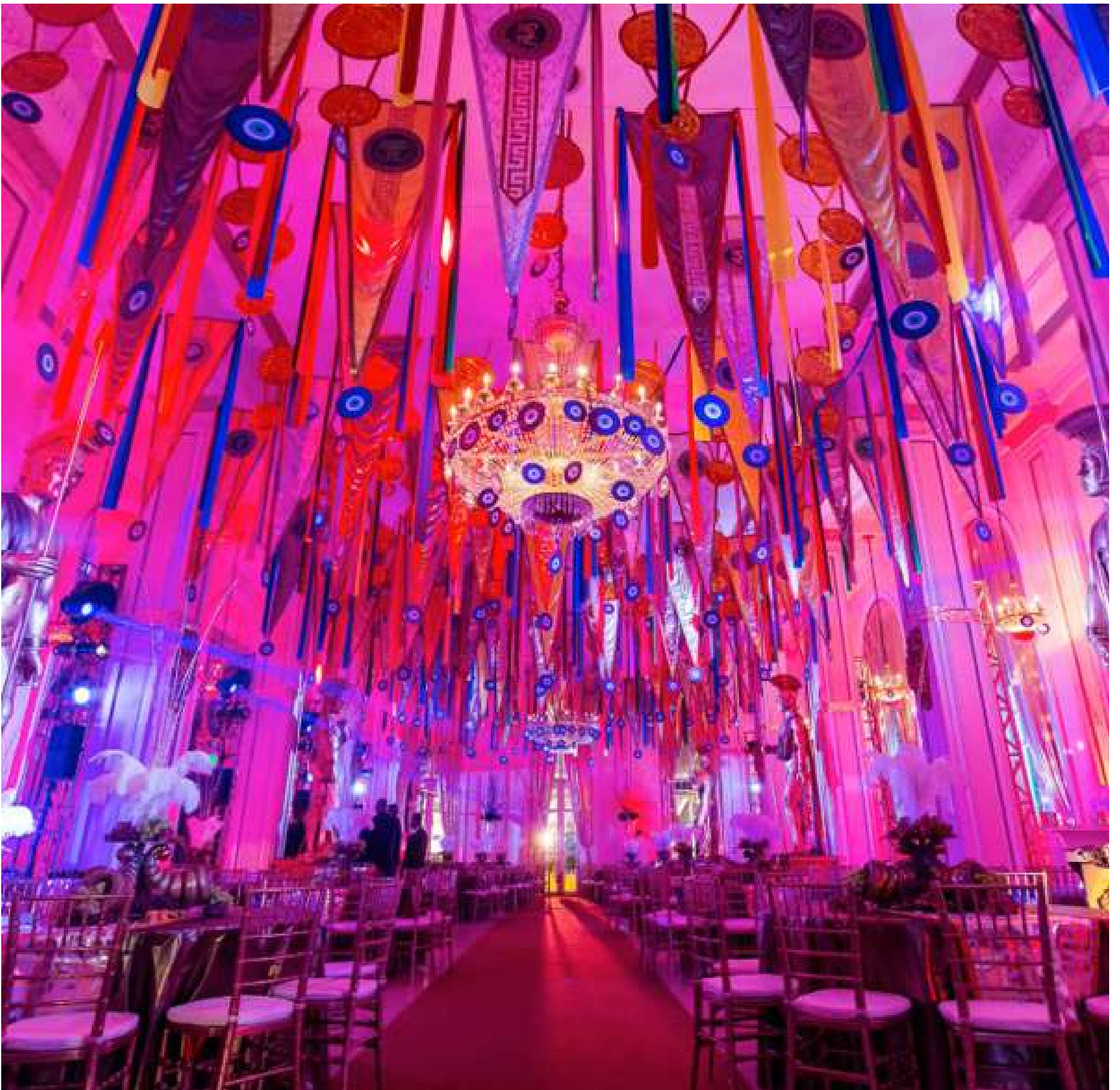
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THE GREATEST SHOW ON EARTH

Popularly known as The Greatest Show on Earth, Rio's Carnival is the most famous and celebrated event in Brazil. It is the place to be due to its sensational parades, hip-twitching music, enticing dancers, over-the-top costumes, and parties galore. At the centre of Rio Carnival is the grand Samba Parade when the most talented Samba Schools compete to become the next Champion. Each school chooses a theme and creates a seventy-five-minute performance surrounding it. Everything is produced from scratch – the music, the choreography and the dazzling (bordering on unbelievable) costumes. The parades take place at the enormous Sambadrome, a structure built specifically for Carnival raised along both sides of a former street. It is divided into sectors and within each sector there are different categories of seats. From the VIP tickets to the grandstand free seating options, Rio Carnival 2023 is accessible to all. Rio Carnival offers some of the most dazzling parties ever known.

The most luxurious is the Magic Ball, which attracts a number of local and international celebrities. In addition, there are street parties, parades in the streets, free of any charge open to anyone who wants to enjoy a good time with the locals - cariocas. Rio has even more to offer. Take a tour around the city to enjoy its attractions, the local culture. And don't miss the chance to visit the beautiful beaches along the 70-kilometer seashore.



CONSIDERED BY MANY AS ONE OF THE MUST-SEE EVENTS OF ALL TIME, THIS YEAR BEGINS ON FEBRUARY 17TH AND CULMINATES IN THE EARLY HOURS OF FEBRUARY 21ST

EXPERIENCE THE RIO SAMBA PARADES

Rio Carnival is mostly known for its glorious Samba Parades. Held every year in the Sambadrome, it is the focal point of carnival and the demand for the tickets is huge. There are six Samba Parades, held on five nights of carnival and on the following Saturday.

The two big performances are on Carnival Friday and Saturday when the premier Samba Schools of the city compete against each other for the title of Champion.



JOIN THE PARADE IN THE SAMBADROME

The Samba Schools Parades were historically held on the streets of Rio but as they became more important and popular, they gained a definitive stage, the Sambadrome. It is a concrete structure built alongside the 700 meters of a former street. The Samba Schools start on one end and spend 75 minutes marching to the other side while the crowd goes wild in their seats. There are a variety of seating and ticket options ranging from comfortably affordable to ultra-expensive.



BE PREPARED TO BE STUNNED BY THE COSTUMES

When one thinks of Rio Carnival, the first thing that comes to mind is the exotic and outlandish costumes: some of them dazzling and intricate while others can be fun, creative, sexy and minimal; an event by themselves. Costumes are not just restricted to the samba parades and the samba schools. Everyone from the street dancers to the ball ticket holders, like to get in costume.

MARVEL AT THE TALENT OF SAMBA SCHOOLS

The Rio Carnival worldwide fame took shape with the Samba Schools parade competition. Samba Schools are cultural groups belonging to different communities in Rio de Janeiro and are completely self-contained. They have their own dancers, musicians and choreographers. They create their own performances from scratch, the costumes, the floats, the music and the dance routines.

It is their vision and creativity that brings an exuberance to Rio Carnival rarely seen at any other event on the planet.





CARNIVAL TICKETS

Most events for Rio Carnival are ticketed so if you want to experience all the magic, you need to buy your tickets well in advance.

Tickets for the Samba Parades in the Sambadrome range in price and seating options.

Some are hard to get while others are usually readily available. Furthermore, you can also book costumes in advance and actually participate in the parade for a truly incomparable carnival experience.



HEADS UP!

For last minute tickets to the parade, balls and/or tours and accommodation packages, contact our Carnival Help Desk by email helpdesk@bookersinternational.com or Visit us at our Help Desk located at the Hotel Atlântico Copacabana.

FIND OUT HOW THERE'S SOMETHING FOR EVERYONE

Rio Carnival has activities for all kinds of people, from families to couples, to group travelers to alternative lifestyle communities. Children can join street parties and particularly enjoy the show where youngsters, hopeful of becoming Samba professionals strut their stuff in the Children's Samba Schools Parade.

Rio is also known as the most gay-friendly city in the world. Gays, lesbians, trans and drag queens are at their flamboyant best as they bring their own charm and flavor to this captivating event.

PARTY LIKE THE LOCALS WITH THE INCOMPARABLE STREET PARTIES

In order to truly experience the local flavor of Carnival, enjoy it like the cariocas do, in street parties. They don't require any tickets and everyone who wants to have a fantastic time can join in the fun. It usually begins at a predetermined spot like a bar or a square. Soon, a street band or sound truck begins to play music and the parade marches through the streets. 'Banda de Ipanema' is one of the most well known street parties, a particular favorite with the gay revelers. For an "X" rated party, you can check out the Simpatia é Quase Amor group.



EXPERIENCE ALL THE RIO FUN

Rio Carnival is a festival of music, dance, parties, culture and beauty. It is an experience that will last a lifetime and it is an opportunity you can't possibly miss.

RELAX ON THE BEACHES OF RIO

Rio has some of the most legendary beaches in the world. With mountains bordering tropical rainforests and waterfalls, the views are beyond spectacular. Whether you prefer to lounge in the sun or play soccer with the locals, or enjoy building sand castles with your children, the beaches of Rio have something for everyone.

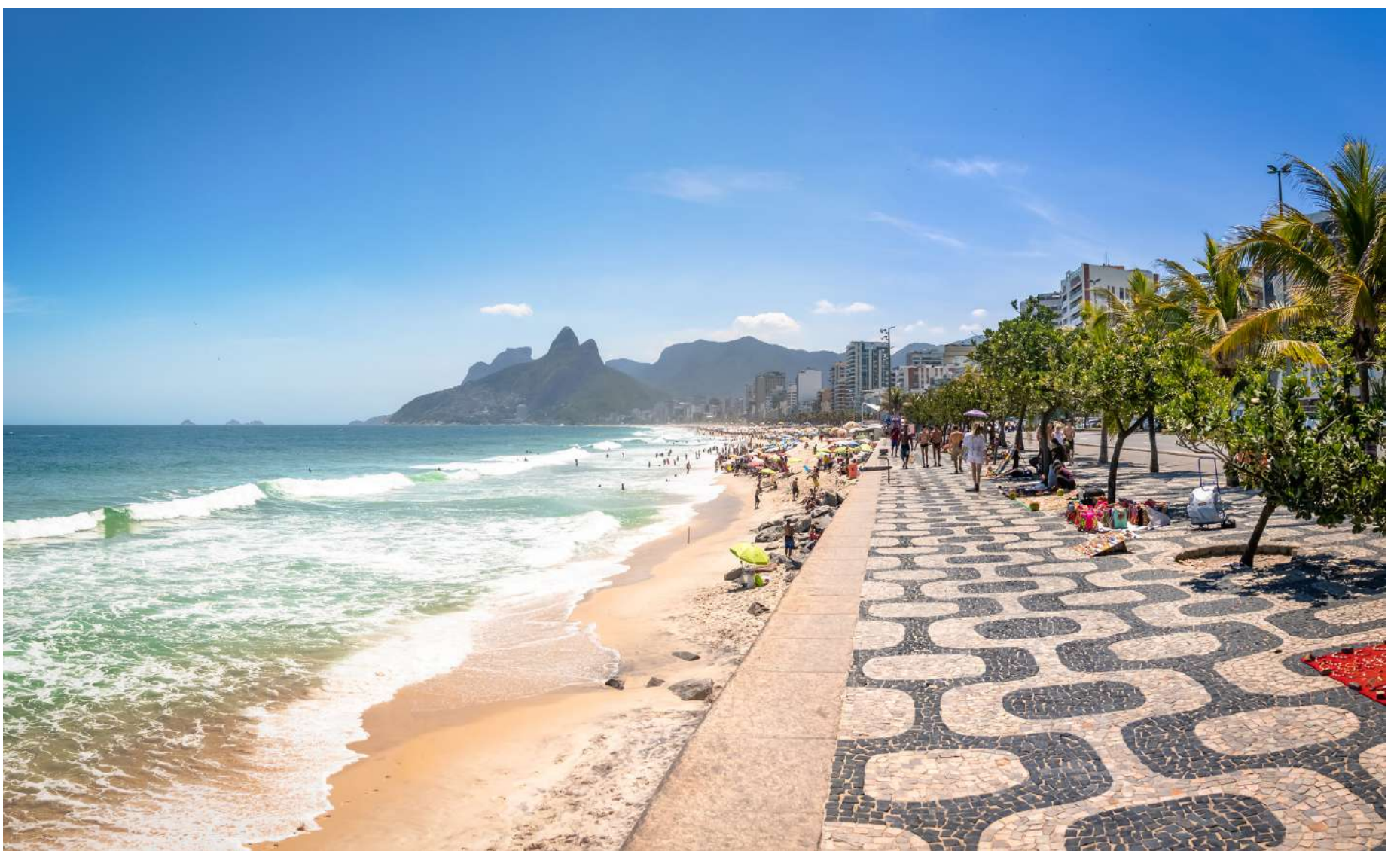


ANY QUESTIONS ABOUT RIO OR THE CARNIVAL?

We will be glad to answer your questions!
CHECK IT OUT!

THE GORGEOUS BEACHES OF RIO

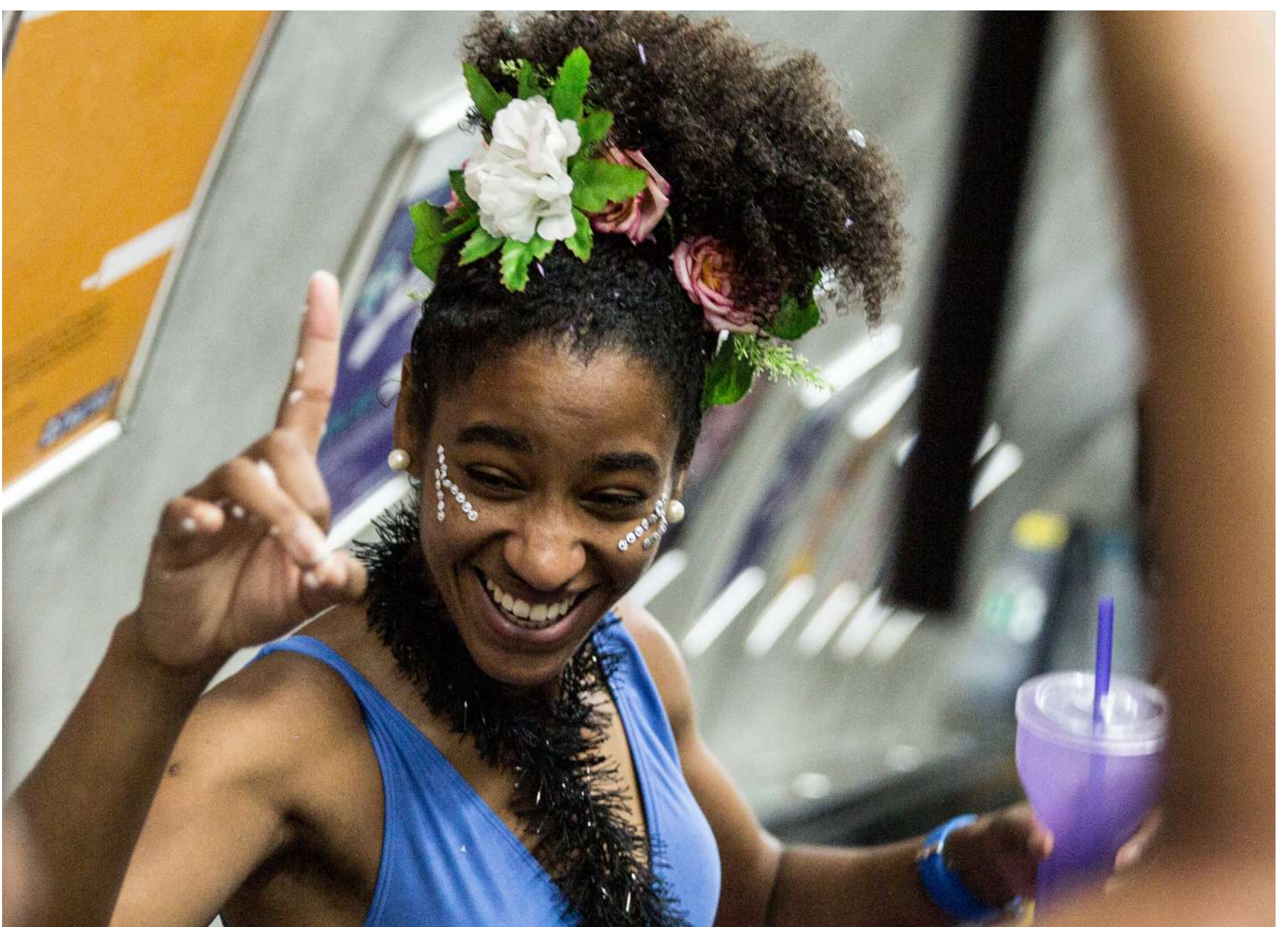
Ipanema Beach is Rio's most famous beach, mostly because of the song The Girl from Ipanema, which is believed to be the second most recorded pop song in history. Recently awarded by TripAdvisor the world's sexiest beach, Ipanema Beach is also a major party ground for Carnival bands and blocos.



Other popular beaches in Rio include Leme and Copacabana beach, will pop in your mind when you think of Rio. Between Copacabana and Ipanema, you will find Arpoador beach, known for its captivating sunset views and excellent surfing waves. Then there is Leblon, more relaxing with children and families. Another family-friendly beach is Leme, which is transformed every evening into a beach soccer field. Further south, you will find Barra, Recreio and Prainha, particularly picturesque as mountains surround them. They also have excellent waves which attract surfers all year round. Angra dos Reis is a beautiful seaside town near Rio with gorgeous beaches, waterfalls and untouched tropical jungles.

CARNIVAL IS EVERYWHERE

Rio Carnival is a citywide festival. Wherever you go, there will be people dancing, singing, playing instruments, in costumes or wearing bathing suits, all of them joining in the incessant merrymaking. Copacabana with its stunning crescent shaped beach reaches a frenzied state with Samba Rehearsals, balls and non-stop beach parties. Ipanema adds to Carnival with its famous Banda de Ipanema. Downtown Rio is a hub of activities, especially street parties. Leblon, the city's more up-scale area has a combination of excellent beaches and great nightlife. Flamengo is another hotspot where you can catch the scintillating street party "Estica do Flamengo". Botafogo is home to the hilarious Bloco Barbas party, which has a water truck to hose down frenzied and sweaty followers. Nights in Lapa are the essence of Rio Carnival life with kiosks selling beverages, delicious barbecue and other treats. Santa Teresa and Jardim Botânico also have excellent block parties.



EXPERIENCE BRAZIL WITH YOUR FRIENDS

Excellent deals, bargains and a host of superb packages are available if you decide to attend the Brazilian Carnival in a group. Bookers International is an expert agency in group trips to Brazil for Carnival season. You will get the best tour package perfectly tailor-made to suit the needs of your group. Our customer service agents are ready to arrange whatever you need to make this vacation your most memorable one.



15% DISCOUNT COUPON

ALL GRANDSTANDS TICKETS

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CARNIVAL IS RIO DE JANEIRO ROOTS AND CULTURE

There are very early historical records of people celebrating the end of winter with dance, music, masks and lots of food. The festivals went on in Ancient Greece, Rome and throughout the Middle Ages. The Catholic Church tried to fight these pagan traditions but had to concede to pre-Lent Carnivals happening in Christian Europe. Lent is a 40-day period of abstinence before Easter in which people could not consume meat, alcohol and other worldly pleasures. “Carnival” comes from the Latin expression “Carne Vale”, which means “Goodbye to meat”.

Carnival in Italy was a large costumed festival that soon spread to France, Spain and other European countries. As Europe extended its reach over the Americas, Carnival Culture went with it. The tradition was brought to Brazil by the Portuguese.



TRADITIONAL AFRICAN VIBES

Brazilian Carnival was not entirely influenced by Europe. When Brazil became a colony of Portugal, slave traders took a great number of Africans there. And they kept their tribe rituals alive in the new country. Many of those were incorporated into Carnival traditions, like masks and costumes made of bones, stones, herbs and feathers or dances to bring peace and drive away bad spirits.

SAMBA COMES TO BRAZIL

The samba dance and music, which are symbolic of Carnival in Brazil, has its roots in West Africa and Angola and arrived in Brazil with slave trading in the 1600s. Two centuries later, when slavery was finally abolished many former slaves moved to the central part of Rio, which soon became known as Little Africa and was the core of the samba movement.



THE BIRTH OF THE SAMBA SCHOOLS

In the 1920's as the Samba form of music and dance became more popular, dancers and musicians began to gather regularly to further their art in parties organized by women that were community and cultural leaders. They soon evolved into formal associations or clubs to perform during Carnival. One of them had its headquarter in front of a school for ladies. The founders of this group Deixa Falar decided to call it a samba school. In 1929, a samba music contest was held in a backyard and it was a success.

For the 1932 Carnival, a sports newspaper decided to organize a contest of samba schools that sang, played and danced in a square for thousands of people. The idea caught on and three years later the samba schools parade became part of the official carnival calendar of events. The competition gained momentum prompting the founding of Rio's Association of Samba Schools to run the parades.

PARADING IN THE SAMBADROME

Originally, Carnival in Rio used to take place in some of the oldest streets of Downtown Rio. As they became more famous, popular and extravagant, a formal structure was required. The Governor of Rio commissioned the construction of the “samba arena” which was completed in 110 days in time for the 1984 Samba Schools Parade.

Popularly known as the Samba Course or Sambadrome it consists of concrete stands built on two sides of a 700-meter long former street with food courts and waiting areas for participating schools. These days, Carnival in Brazil is a spectacular event, broadcast all over the world and attracting millions of visitors every year. The performances are grand and lavish, the parties stupendous and the infrastructure, impeccable. Still it has at its core a number of elements that were born hundreds of years ago in the fields of Africa and streets of Italy.





THE DATES OF THE BRAZILIAN CARNIVAL

Carnival in Brazil is celebrated every year on the four days preceding Lent. Lent, which begins on Ash Wednesday, is observed by Christians all over the world as a forty-day period of fasting and abstinence. It is a time when worldly pleasures like meat, alcohol and chocolates are to be given up.

PLAN AHEAD FOR RIO CARNIVAL:

2023: February 17th – 21st

2024: February 25th – March 6th

2025: February 28th – March 8th

**IT'S RIO
CARNIVAL
TIME!**



A MAGICAL CELEBRATION AWAITS YOU

Rio Carnival is recognized as one of the largest celebrations in the world and the annual Samba parade one of the greatest shows on Earth. In 2023, Rio Carnival's official kick off will be on February 17th, and 20th, with the handing over of the city's keys to Momo, the Carnival King.

A number of events take place around Carnival time in Rio. Over 300 bands from various neighborhoods perform all over the city and are the heart of the famous Rio street parties. Blocos perform their theme songs and parade in the many Rio de Janeiro districts. Samba is usually the host at many Carnival Balls, masked theme nights that add to the fun and merrymaking. Samba schools have rehearsal nights, which are open to the public, a great opportunity to dance and sing with the locals.

The highlight of course is the annual Samba parade held at the Sambadrome raised on both sides of former street Marques de Sapucaí. That's where the city's Samba schools gather for the yearly competition.

The venue sells over 72,500 tickets each night every year to locals as well as people from all over the world who come to watch the spectacle.



At the centre of Brazilian Carnival festivities is the magnificent Rio Carnival held in the wonderful city of Rio de Janeiro.

On all Carnival days, Terreirão do Samba (a stage for music shows near the Sambadrome) and the Lapa neighborhood have activities for getting people in the party mood.



THE SAMBA PARADES



AN OVERWHELMING SHOW OF SOUNDS AND COLORS

PARADE DAYS

The Rio Samba Parades are the main attraction of the entire Carnival celebration. It's the event where the city's Samba schools compete for the position of Grand Champion. Each one plans their show for months before the competition and during the presentation they are evaluated in a number of categories. Performances are made up of dancers, singers, percussionists and other participants. The main Samba Parades take place on the nights of Sunday and Monday at the Sambadrome, an area in Downtown Rio that was specifically designed to accommodate this large-scale event.



**FOUR DAYS
OF PARADES
TO AMAZE YOU!**
Here is the samba schools
schedule.
[CHECK IT OUT!](#)

SAMBA PARADE TYPES

Four different types of samba parades take place at the Sambadrome during carnival and these usually follow the same pattern year after year, beginning with the Access Group and ending with the Champions Parade.



THE ACCESS GROUP

The Access Group A a.k.a. The A Series is composed of 15 large samba schools and the winner enters the Special Group the following year. They perform on Carnival Friday and Saturday, February 17th and 18th. Parades begin at 9pm on both days. The schools in this group usually do not have access to the financial resources and sponsors that Special Group schools do, but they are as experienced and proficient as them. In 2023, only 4 had never been to the main parades and 1 of them has even won the big title once.

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ALL BOXES/FRISAS TICKETS

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THE SPECIAL GROUP

The performances of the Special Group are the highlight of the samba parades at the Sambadrome and this spectacle is recognized as the main Rio Carnival event. In 2023, there are 12 schools in this group, six performing on Sunday and the other six on Monday. In 2023 these dates fall on February 19th and 20th respectively with performances starting at 10:00 pm.



THE CHAMPIONS

PARADE

After the great Carnival winner has been announced, on the following Saturday - February 25th, in 2023 at 10pm – fans can recap the best of the show: schools ranked 1 to 6 in the samba parade of the Special Group. Tickets for this parade are less pricey than for the official Carnival parade.



THE CHILDREN'S PARADE

Most samba schools have given birth to affiliates, which allow only youngsters in their ranks. The goal is to teach the whole process of creating the parade, including composing the songs in order to pass the samba traditions on to the next generations. In 2023, the children's samba schools show will be on Tuesday, February 21th at 4pm.

ROUNDTRIP TRANSFER

ONLY USD 78 WAS USD 98

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CHOOSING YOUR TICKET FOR THE SAMBA PARADES

The tickets to watch the Special Group are the most expensive, as this is the main show. Opting to attend the Access Group performances might be the perfect choice if you do not wish to spend a lot of money. These tickets are around half the price of the Special Group's, while Access Group samba schools are also excellent performers. Once you've decided which day to go, there are a variety of seat options to choose from, ranging from unmarked grandstands to lounges and the luxury suites.



SPECIAL GROUP PARADE TICKETS

This parade features the best of all the Samba schools in Rio de Janeiro. The event is telecast and it's considered the high point of carnival.

The Special Group parades are THE parades to watch. If you are not on a restrict budget, go and get a ticket for for Sunday or Monday. There are many sectors and tickets types for you to choose form, depending on what is your priority and budget. Not sure what ticket to get? Talk to our Carnival Specialists.

AVOID COUNTERFEIT TICKETS.

Purchase your tickets through a licensed Agencies or Hotels front Desks. Do not purchase RIO CARNIVAL tickets from scalpers at the gates.



HOW TO SELECT YOUR TICKETS AT THE SAMBADROME

There are no bad seats at the Sambadrome. It all depends how you expect to live the experience of Rio Carnival. You can opt for either assigned or unmarked seats. The unmarked seats in the Grandstands are the most economical.

The benefit with assigned seats is that you can leave the venue and return, as you like, without worrying about someone claiming your seat. Grandstands at sector 9 offer a marked space on the bleachers. It's also known as the tourist sector, served by bilingual staff, a better structure, easy access to transportation, justifying its higher price. The "Allocated Chairs" are the most affordable of the assigned seats and offer a front row view in Sectors 12. If you are going in a small group and want to see the parade from a close distance, a Front Box or 'frisa' might be an excellent choice. These are boxes containing 6 chairs (but you don't have to buy them all). There are 4 rows marked A to D, with A and B closest to the parade. To watch the show in VIP style, opt for the lounges such as Folia Tropical, where you will have premium service with open bar, buffet, DJ's and attractions all night.

15% OFF + FREE CARNIVAL TEE

ON ALL GRANDSTANDS TICKETS

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THE SPECIAL GROUP

SAMBA PARADE

The schedule of presentations for the 2023 Special Group Samba Parade is as follows:

SUNDAY - FEB 19TH

10:00 pm - Império Serrano

11:00 pm - Grande Rio

00:00 am - Mocidade

01:00 am - Unidos da Tijuca

02:00 am - Salgueiro

03:00 am - Mangueira

MONDAY - FEB 20TH

10:00 pm - Paraíso do Tuiuti

11:00 pm - Portela

00:00 am - Vila Isabel

01:00 am - Imperatriz

02:00 am - Beija-flor

03:00 am - Viradouro





THE ACCESS GROUP SAMBA PARADE

The Schools in the Access Group or A Series consist of excellent performers. A fierce competition among 15 samba schools whose winner makes it to the Special Group parade the following year.

This is the best option for those who do not want to spend huge amounts of money, but are still interested in watching exceptional performances.



EACH PARADE IS UNIQUE

There are different types of shows during the Rio Carnival [LEARN ABOUT THEM!](#)



THE ACCESS GROUP

PARADE LINE-UP

The A Series parade takes place at the Sambadrome always on Carnival Friday and Saturday and the lineup for the 2023 parade will be as follows:

FRIDAY - FEB 17TH

9:00 pm - Arranco

9:45 pm - Lins Imperial

10:30 pm - Vigário Geral

11:15 pm - Estácio de Sá

00:00 am - Unidos de Padre Miguel

00:45 am - Acadêmicos do Sossego

01:30 am - São Clemente

SATURDAY - FEB 18TH

9:00 pm - União de Jacarepaguá

9:45 pm - Unidos da Ponte

10:30 pm - Unidos de Bangu

11:15 pm - Em cima da Hora

00:00 am - Porto da Pedra

00:45 am - União da Ilha

01:30 am - Império da Tijuca

02:15 am - Inocentes de B. Roxo



WARMING UP BEFORE THE PARADE

The performers gather and the parade is organized in an area known as the Concentration or “Concentração”, just outside the Sambadrome. This serves as the warm up location and the atmosphere here is great, with participants, getting into formation and practicing steps and the song lyrics for one last time before stepping into the official parade.



HOW THE SAMBA PARADE IS JUDGED

THE ACCESS GROUP PARADE LINE-UP

The participants in the samba parades are judged on 9 categories, which are the Drums Section, Samba Song, Harmony, Flow and Spirit, Floats and Props, Costumes, The Announcers (or Front commission), Theme of the Year and the Flag Bearer Couple.

The judges are positioned at four different points along the parade route and allocate points on a scale of 9 to 10, with intervals of 0.1. Each of the 9 categories has 4 judges, but the lowest grade given in each category is discarded.

In the Drums Section category, judges check the performance's consistency and the players ability to work in unison with each other.

The samba song is judged based on its lyrics, melody and ability to bring out the essence of the theme for the year, while schools that are able to successfully synchronize all the elements of the performance will score high in the Harmony category. Flow and Spirit judges the members on how smoothly they are able to maintain the pace of the performance and transition between sections, while at the same time adding character and vitality to the show. Costumes, Floats and Props are judged on their

visual appeal, creativity and how efficiently they help the public to understand the story being told.

While the Announcers are judged on the choreography of their performance and how well they catch one's attention in introducing the school, The Flag Bearer and her escort are judged on how well they coordinate as a couple, their proficiency in dancing, poise, flexibility and range. The Theme of the Year category refers to how creative, understandable and relevant the story of the presentation is and how well it has been incorporated into the program.



LIESA REGULATIONS

LIESA or the Independent League of Samba Schools of Rio de Janeiro organizes the annual parade at the Sambadrome, setting all the rules, and making a Public Drawing to define the parade order of the Special Group. LIESA has a number of strict regulations that the Samba schools must keep in mind when preparing for their presentation. For example, besides the 9 categories in which they will be evaluated, each group must parade for a minimum of 65 minutes and a maximum of 75 minutes. For every minute not used or gone over the Samba school loses one-tenth of a point.

THE CHAMPIONS PARADE

The Champions Parade is a celebration event in which the top six ranked Special Group Samba schools perform. Due to the non-competitive character, the atmosphere is much more relaxed. It is also a time of pride and emotion for the greatest champion participants and fans.

JUDGING AND ANNOUNCING THE WINNER

The participants of the Special Group are evaluated in 9 categories each of which has four judges, although the lowest grade is discarded. On February 22nd, Wednesday afternoon at the Apotheosis Square, at the end of the Sambadrome parade route,

the meticulous task of tabulating and announcing the results of each school, category by category is conducted, before declaring the champion of the year.



TICKETS TO THE CHAMPIONS PARADE

The date is already passed Carnival. The Champions Parade gather the best of the year Carnival in a Saturday Night nobody will ever forget. Tickets to the Champions Parade are also a bit cheaper than tickets to the Special Group performances, when Carnival is at its pick, but not less coveted. Carnival Lovers from all over Brazil prefer the Champions parade. It's a like a native gem of spectacle. The Sambadrome gets packed and filled with a lot of Cariocas who come in support of their favorite Samba school. The fervor with which they regard their Samba school is comparable to the passion they have for their favorite soccer team. As with the other parades, tickets can be purchased for the grandstands, allocated chairs, front boxes and luxury suites.



WHICH IS THE PERFECT TICKET FOR YOU?

Find out now!

[RIO CARNIVAL VIDEO GUIDE](#)



A JOURNEY FOR GLORY AT THE SAMBADROME ELEMENTS OF THE SAMBA SCHOOLS PRESENTATIONS

The parades conducted at the Sambadrome are competitions of samba schools, which are ranked into groups according to their proficiency. Any samba school routine is made up of a number of elements which were introduced over the years as the performances evolved. Some of them are items considered by the group of people in charge of judging the performances. Others are just traditional players that have to be present in the parade as stated in the rules although they are not subject to evaluation.



**YOU CAN WATCH
EVERYTHING UP
CLOSE**

Enjoy it with assigned seats
CHECK IT OUT!



THE MANY FACES OF THE SAMBA SCHOOL PARADES

A samba parade is essentially a procession of up to 5,000 performers (each school) held in a special venue, the Sambadrome.

Since these performers have specific functions during the show it is crucial that each one of them knows exactly what their part is and carries it out in a timely manner to ensure the overall success of every school's parade. It can also be described as a giant open-air opera, since every samba school's parade has to tell a story to the audience. Preparations begin way before Carnival. The theme is usually chosen in May or June of the previous year. After that, the role of the Carnival Designer, known as the "Carnavalesco", begins.

He is responsible for ensuring that the design of every costume, float and accessory is magnificent and representative enough to help the audience to understand the story being told. He



oversees the rehearsals and choreography of some performers and is responsible for the artistic direction and production of the entire performance.

The participants of the parade are split into various groups, each having a particular role. These are called the Wings or “Alas” and can have between 15 and 100 people. Each Ala will wear a particular costume and may or may not have a specific choreography. The wing opening the school’s parade is known as the The Announcers or the Front Commission and their performances are very skillfully put together, as this is the first impression the school gives to the audience and judges.

Each wing has its own director whose responsibility is to make sure that the costumes are produced on time and as per the instructions of the Carnavalesco.

The Flag Bearer or “Porta-bandeira” who carries the school’s flag and her symbolically appointed protector or “Mestre-sala” are usually the most highly skilled dancers.

Along the procession usually there are 4 to 5 large floats carrying special guests and 3 other smaller ones. They are all highly decorated according to the theme chosen. The “Bateria” is the pounding heart of a samba school. It’s a percussion orchestra with 250 – 300 components, playing different types of drums and other percussion instruments. Their organization is inspired by orchestras and is led by a Maestro, or the Bateria Maester. As an inspiration to the musicians, there is the Queen of the Drummers, a beautiful Samba dancer in a flamboyant costume. The Sound Truck carries the Vocalists – usually led by a powerful lead male vocal – who sing the school’s samba song over powerful mics with the help of some string instruments. The Samba Dancers or “Passistas” are among the best dancers of the school and this group usually numbers around 20 and they usually parade close to the “bateria” in order to show the audience all their proficiency.



THE JUDGES

The group of people with the mission of evaluating the performances and appointing each year's best school is distributed in special suites under the Grandstands along the Sambadrome parade route. There are four judges for each one of the 9 categories, ranging from the Samba song to the flag bearer couple's performance.



THE SAMBA SONG

Usually the schools organize internal contests with their composers to choose the samba that will be the soundtrack for their parades. Some choose to commission their song to well-known samba composers. The result is known in September or October of the previous year. After that, the school conducts singing rehearsals to make sure most components of the wings can learn the lyrics. The song must be representative of the year's theme and during the competition it is evaluated on its lyrics, melody and how well it helps to understand the story being told. In the first days of December the schools release for an album for sale with all their songs for the next Carnival.

THE SPECTATORS

In the specially designed Sambadrome around 72,500 spectators watch the show from grandstands, chairs, suites or boxes and cheer for their favourite schools.

If you book in advance and buy the required costume, you could participate in one of the school's parades instead of merely watching them pass by. We assure it will be a once in a lifetime experience.



SAMBA SCHOOL

Samba schools usually belong to a particular neighborhood. They promote the Brazilian – African dance form of Samba throughout the year, and several months before Carnival they begin their preparations for the Samba Parade. First, the year's theme is chosen and then all the other elements come together, in keeping with the theme, such as the song for the year, the costumes, the choreography, the floats etc.

In Rio, as opposed to traditional dance schools in other parts of the world, the Samba schools mainly consist of volunteers from the neighborhood. Money is raised from the sales of their school's tickets to the Samba parade or by sponsorship. Each school usually has a particular political, commercial or social interest as well, and often plays an important role in the development of the particular locality. Within these impoverished societies these schools are pivotal in creating a sense of belonging and purpose.



SAMBA PARADE REHEARSALS

Practice for the parade usually begins sometime in August and by December rehearsals are in full swing. By Christmas the school releases recordings of its theme song. Around a month before Carnival, the schools' rehearsals are held once or twice a week at their headquarters and they're open to the public. These provide a great opportunity to watch some of the best Samba dancers of Rio perform in their own neighborhood. Most schools will also allow visitors to participate. Since many

of the schools are located near 'favelas' it is recommended to visit the ones that are not too far from the city's main areas. There are also some street rehearsals that can be watched for free and differ from the actual event since performers do not wear costumes and there are not floats. Still, it is a great way to get into the mood for Carnival, to see some great dancing, hear some fabulous music and mingle with the locals or Cariocas, as the people from Rio are known. The final rehearsal is quite spectacular when routines are completely in place and sound and light systems fully operational and is held in the Sambadrome. At the time the place will be jam-packed, as people can watch the performance for free. It works as an open-air giant Carnival ball a week before the real thing.



FAMOUS SAMBA SCHOOLS OF RIO

There are over 70 Samba schools in Rio, and they all take part in the annual carnival celebrations organized in five access groups and The Special Group, the premier league of samba schools. Each school has its own trademark colors and symbol. Some of the famous ones include Mangueira, one of the most popular, while Mocidade and Unidos da Tijuca has many younger people as fans. At 95 years old, Portela is the oldest active school and also holds the record of 22 parade wins displaying its most recognizable symbol, the Eagle, at the front of every parade. Though Beija-Flor, named after the Humming Bird which is frequently found in Brazil, is not located in the municipality of Rio, it is among the highest ranked schools. Other famous Samba Schools are Salgueiro, Imperatriz, União da Ilha and Vila Isabel.

IMPÉRIO SERRANO



SÃO CLEMENTE



PARAÍSO DO TUIUTI



UNIÃO DA ILHA



SALGUEIRO



UNIDOS DA TIJUCA



VILA ISABEL



GRANDE RIO



IMPERATRIZ



MOCIDADE



BEIJA-FLORES



MANGUEIRA



PORTELA



ESTÁCIO DE SÁ



VIRADOURO





THE EPIC SAMBA STAGE

Before the construction of the Sambadrome, the parades had been held at squares and large avenues in Downtown Rio like President Vargas Ave. Temporary stands used to be put up every year for the parade and tore down once it was over.

By 1983 it had become evident that the makeshift venue would not suffice to accommodate an every year large scale event. Leonel Brizola Rio's Governor at the time hired world famous architect Oscar Niemeyer to design a permanent Samba parade venue, inaugurated on the 2nd of March 1984, once Marques de Sapucaí street.



WHAT'S IN THE SAMBADROME?

Know the services available for you [CHECK IT OUT!](#)



WHEN TO ARRIVE

The Sambadrome opens its gates at 5PM. Some people line up early in order to get the best seats in the sectors without allocated seats, typically the Grandstands. If you get a spot on the lower steps, you will be closer to the action.

There is a little welcome show at 9PM with King Momo parading through the parade route alongside his Queen and princesses. It's not very interesting, in our opinion.

An average person truly enjoys and generally watches 3-5 samba schools. Thus, we think, to arrive around 9:30 -10:00 pm is not a bad idea. You can also time your arrival to watch the best shows. Be sure to check the lineup so that you don't miss a nice performance because this year the Special group is full of the most traditional schools.

HOW TO DRESS AND WHAT TO TAKE

Wear whatever you like. There are no rules, not even standards for what to wear. People and celebrities in the boxes will dress up all kind of ways. In the Grandstand sectors, informal street style rules. Use very light clothing as it is usually hot throughout the night. A raincoat should be considered for the eventuality of a summer shower. Nevertheless if it rains, vendors will surely have them on sale. One person can only take up to two plastic containers of 500ml and two items of food (e.g. sandwich).

Not allowed in the Sambadrome: Umbrellas, objects made of styrofoam or glass, weapons, firecrackers and fireworks.

There are fast food kiosks in all sectors. We suggest you have a meal before setting off and attend fast food restaurants just for snacks. You could take some food such as fruit.



As the show is extremely long and goes on until sunrise, some people take a little cushion to sit on. You can take some toilet tissue since in the later hours it might run short in the toilets. Some people take binoculars/theatre glasses.

You can take any type of still picture camera but video cameras are not allowed. It is totally safe inside the Sambadrome.

So only take your equipment out of bags inside the venue. Be careful with valuables outside of the Sambadrome.



15% OFF + FREE CARNIVAL TEE

- ON ALL BOXES TICKETS -

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One T-Shirt per person. Not valid in conjunction with any other sale, discount or campaign.

GOING TO THE SAMBADROME

1 OPTION

GUIDED ROUNDTRIP SHUTTLE SERVICE – US\$ 98 PER PERSON

Going to the Sambadrome

Our Roundtrip Transfer Service offer the most convenient and safer way to get to the Sambadrome and back to you hotel area, especially when the night is over, with everybody trying to return at the same time.

Check the boarding point options

Arriving at the Sambadrome:

Drop-off in Sector 8 for even-numbered sectors.

Drop-off in Sector 9 for odd-numbered sectors

Returning from the Sambadrome to Hotels

Upon the end of each samba school presentation (each lasts approximately 1 hour), a bus will be leaving from the Sambadrome to take guests back to their hotels. Drop-offs are done only at hotels located along the beach – therefore guests of hotels not located along the beach should get off of the bus at one of the beach-side hotels and walk and/or take a taxi to their respective hotels.

Guides will accompany clients during the transfer service but will not be allowed access to the Sambadrome.

Once you are inside the venue, our Bookers Angels will provide any assistance required and be available until 30 minutes after the show is over.

2 **OPTION**

TAXI SERVICE

ODD SIDE

COOPERTRAMO: +55 21 2209-9292 | + 55 21 98008-0055

EVEN SIDE

COOPATUR: + 55 21 3885-1000 | + 55 21 98245-9732

We suggest the use of private taxi companies, rather than street cabs. There are two companies that have the credentials to serve the Sambadrome with exclusivity, on samba parade days. To schedule your pickup, call the taxi company. On the way back, you should go to Sector 11 or Sector 8 and look for their booth or somebody walking by with their name on a t-shirt. People taking the orders speak English. Approximately USD 70 each way per car with capacity for 4 people.

3 **OPTION**

SUBWAY OR TUBE OR METRO

It's very convenient using this transportation to and from Carnival events avoiding the traffic jam in the streets.

If you bought your ticket with Bookers to even sectors 2, 4, 6, 8, 10, and 12, you are entitled a free roundtrip subway passes –











just ask for them at the Hospitality Desk - and may opt to follow our staffers on the trains. They should get off at Praça Onze Station and walk 300 meters (5min to 15 min) to the gates. To go to Odd-numbered Sectors 3, 5, 7, 9, 11 and 13 get off at Estação Central. (Walk 1,2Km 10 min to 25 min to the gates).

It's okay to use the subway even if you have your costume on. In fact, you will see lots of people dressed to parade with the Samba Schools.

CENTRAL LOCATION

Located in the heart of Rio de Janeiro the Passarela do Samba Darcy Ribeiro, the Sambadrome's official name, can easily be reached from Rio's International airport. It is located right in the heart of Rio and close to many hotels, cultural centers, restaurants, metro stations and also to other Carnival festivities such as the Cinelandia street parties and the street bands competition. It is also close to the South Zone where a lot of the parties and balls, such as the Magic Ball take place.

PICK YOUR TRANSPORTATION

 <p>Subway</p>	<p>\$</p>	 <p>Pay Booth</p>
 <p>Bus</p>	<p>\$</p>	 <p>At the Bus</p>
 <p>Transportation App</p>	<p>\$\$\$</p>	 <p>Credit Card In App</p>  <p>Cash</p>
 <p>Taxi</p>	<p>\$\$\$\$</p>	 <p>Pay Boot</p>  <p>Taximeter</p>

SUBWAY MAP



WHERE TO GET THE SUBWAY IN THE SOUTH ZONE OF RIO

Main Stations - Line 1

Estação Cantagalo - Praça Eugenio Jardim - Copacabana

Estação Siqueira Campos - Rua Siqueira Campos - Copacabana

Estação Cardeal Arcoverde - Rua Barata Ribeiro - Copacabana

Estação General Osorio - Praça General Osório - Ipanema

YOUR BEST FRIENDS AT RIO CARNIVAL!



Rio is a bustling city teeming with joy during Carnival and the Sambadrome receives a crowd similar to that in the Maracanã Stadium for the Brazil 2014 World Cup Final each day.

Such a complex event and the infrastructure of Marques de Sapucaí Avenue may leave one a bit overwhelmed. That's when you can count on the **BOOKER ANGELS!** We offer this special service for newcomers or those insecure about getting there on their own. Our Angels can be found in all sectors of the Sambadrome, all night long, on every parade day.



BOOKERS



ANGELS



DO YOU WANT TO GO TO THE SAMBADROME WITH OUR BOOKERS ANGELS?



Bookers offers a special service for those who purchase tickets for even-sector Grandstands. You leave from our Hospitality Desk in Copacabana and take the subway to and from the Sambadrome having an Angel by your side. Your only concern will be having a good time because the rest is on us. One last detail: you get subway tickets for FREE.

LET OUR ANGELS GUIDE YOU

You will have full assistance getting to and leaving from the Sambadrome. It's an exclusive service for ticket holders of even-sector grandstands – 2, 4, 6, 8 and 10.

HOW IT WORKS:

SERVICE

Go to the samba school parades with an Angel.

GUIDED


Service to take you to and back from the Sambadrome by Subway.

COST

Available for those who purchase tickets for even-sector grandstands.

AVAILABLE ON

February 17th, 18th, 19th, 20th and 25h - 2023





AMENITIES AT THE SAMBADROME

The “Samba arena” has restrooms; a taxi stand comprising of official taxis whose sole purpose is to take spectators to and from the Sambadrome, a souvenir shop and a food court with many options of snacks and refreshments.

The luxury suite package includes buffet meals, open bar and also waiter service. Security measures are high and the venue is considered to be the safest place in the whole of South America, during Carnival. The presence of a number of high profile visitors ensures this. The Brazilian government takes extensive security measures to ensure that this event that attracts a huge number of tourists every year goes off without any incidents.

CAPACITY AND VARIOUS SECTORS

The Sambadrome can accommodate over 72,500 spectators and sees up to 5,000* performers in each samba school. The Sambadrome is divided into concrete structures known as sectors, with even numbered sectors on one side and odd numbered sectors on the other. Tickets are sold for unmarked and marked seats, which are located in the concrete grandstands, boxes and luxury suites. Tickets to the 2023 parade can be bought online all year round or via our Hospitality Desk during Carnival.

OTHER EVENTS HELD AT THE SAMBADROME

Many international singers and bands that come to Rio perform at the Sambadrome. Past shows have included James Blunt, Guns'n'Roses, Carlos Santana, Robbie Williams, Bob Dylan, Radiohead, Jonas Brothers, Avril Lavigne, Madonna, Black Eyed Peas, Coldplay and Radiohead to name just a few. During the recently held Rio 2016 Summer Olympics, it was the venue for the Athletics Marathon arrival and archery events.

15% OFF + OUR MASKOT KOKO

ON ALL GRANDSTANDS TICKETS

Chat online and Ask for Today's Promo Code here www.carnivalbookers.com

One T-Shirt per person. Not valid in conjunction with any other sale, discount or campaign.

SAMBADROME TICKETS



GET YOUR PLACE AT THIS INCREDIBLE EXPERIENCE!

Though the tickets can be purchased well in advance, they will only be issued a week before Carnival, to avoid duplicates being made and for security reasons. Depending on what your budget is and what you would like to see, there are a variety of options to choose from. Seats can be right next to the parade at ground level or elevated for those who prefer a broader view, while seat types range from economical concrete steps to expensive, plush suites.

THE RIO SAMBADROME SECTORS AND CARNIVAL TICKET

The 2023 Rio Carnival promises to be an unforgettable experience and fortunately there are a host of options for you to review while choosing your Samba parade tickets.



HOW ABOUT A SPECIAL DELIVERY?

It's the easiest way to get your tickets [CHECK IT OUT!](#)



TYPES OF PARADE TICKETS

The first thing you should consider is the type of ticket you would like to buy. There are four options – the grandstands or arquibancadas, luxury suites or camarotes, frisas or open boxes and allocated chairs or cadeiras avulsas.



GRANDSTANDS

These are the most popular and readily available type of Carnival Tickets. It consists of free seating on large concrete steps of the Sambadrome (only in Sector 9 seats are allocated). So you'd best arrive early to pick your location to get a good view of the parade and be prepared that you may lose your spot if you are alone and decide to leave for grabbing a snack, for instance.

15% DISCOUNT COUPON

ALL GRANDSTANDS TICKETS

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GRANDSTANDS



GOOD VIBRATIONS AND LOTS OF FUN!

Feel the Brazilian joy at the grandstands

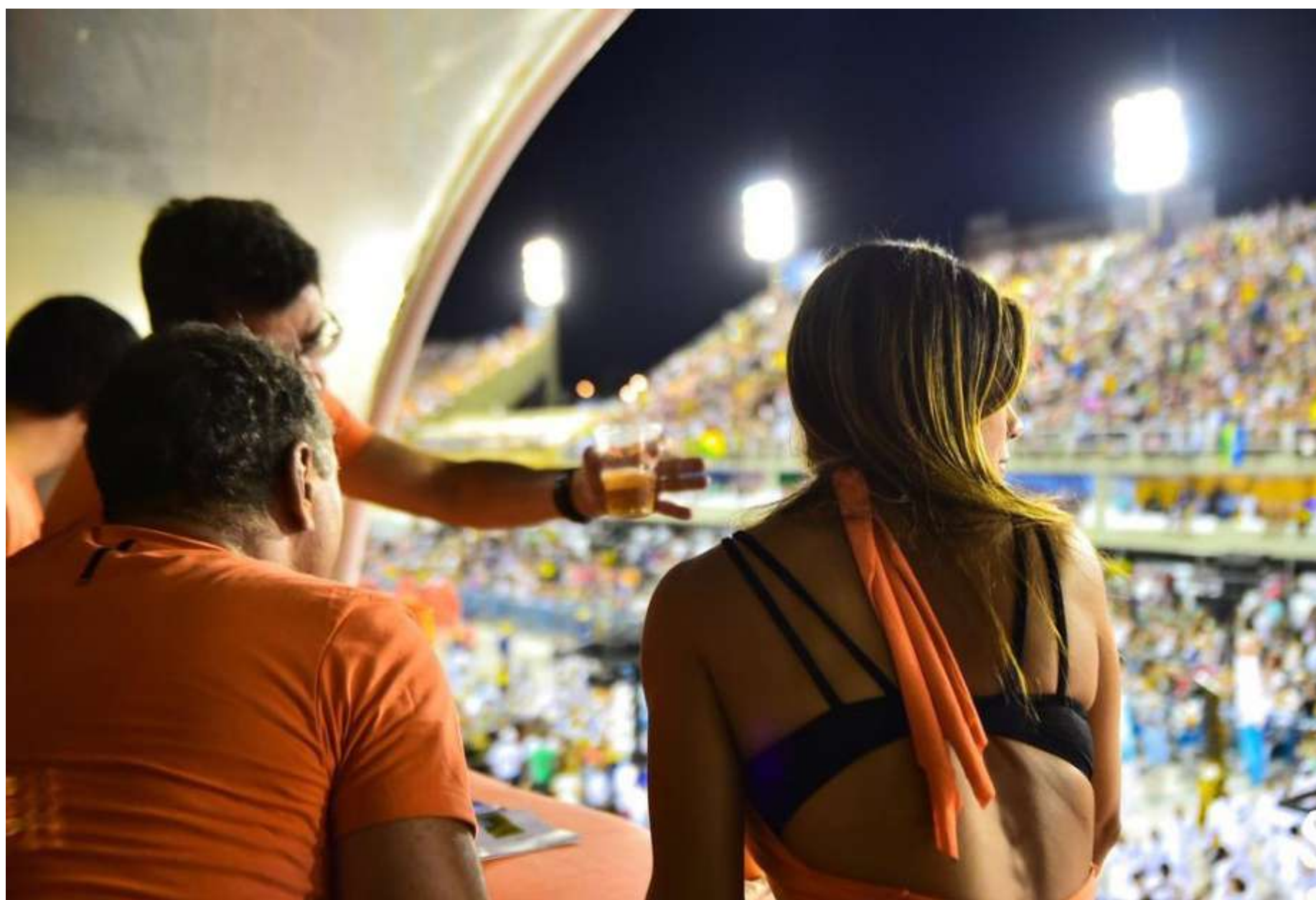


FOLIA TROPICAL LOUNGE AND SUPER FOLIA

Folia Tropical is our pick for those who want to party and enjoy the parade at the same time. Located on Sector 6. Folia Tropical tickets offers open bar, buffet, DJs, shows and transportation from and to two meeting points, one on the South Zone and the other on Barra da Tijuca. Lounge area with a capacity of 1000 people.

Should you want to take your Camarote experience to a next level literally, chose the SUPER FOLIA, the upper Folia locate at sector 6, 3rd floor of Folia Tropical, with capacity of only 150 people. A new concept with VIP area including Champagne Veuve Clicquot and Absolut Elyx, among other exclusive services. Is the combination of privacy, comfort and luxury of the Luxury Suites with the fun and excitement of Folia Tropical.

FOLIA TROPICAL LOUNGE AND SUPER FOLIA



THE MOST EXCLUSIVE SERVICES

Enjoy Carnival with the luxury and
comfort you deserve



OPEN BOXES

Located in the front of the sectors, these seats are an excellent alternative to the high priced luxury suites. Considered by many as the best way to experience Rio Carnival, the “frisas” are similar to the camarotes without the VIP perks, but with a lot more space.

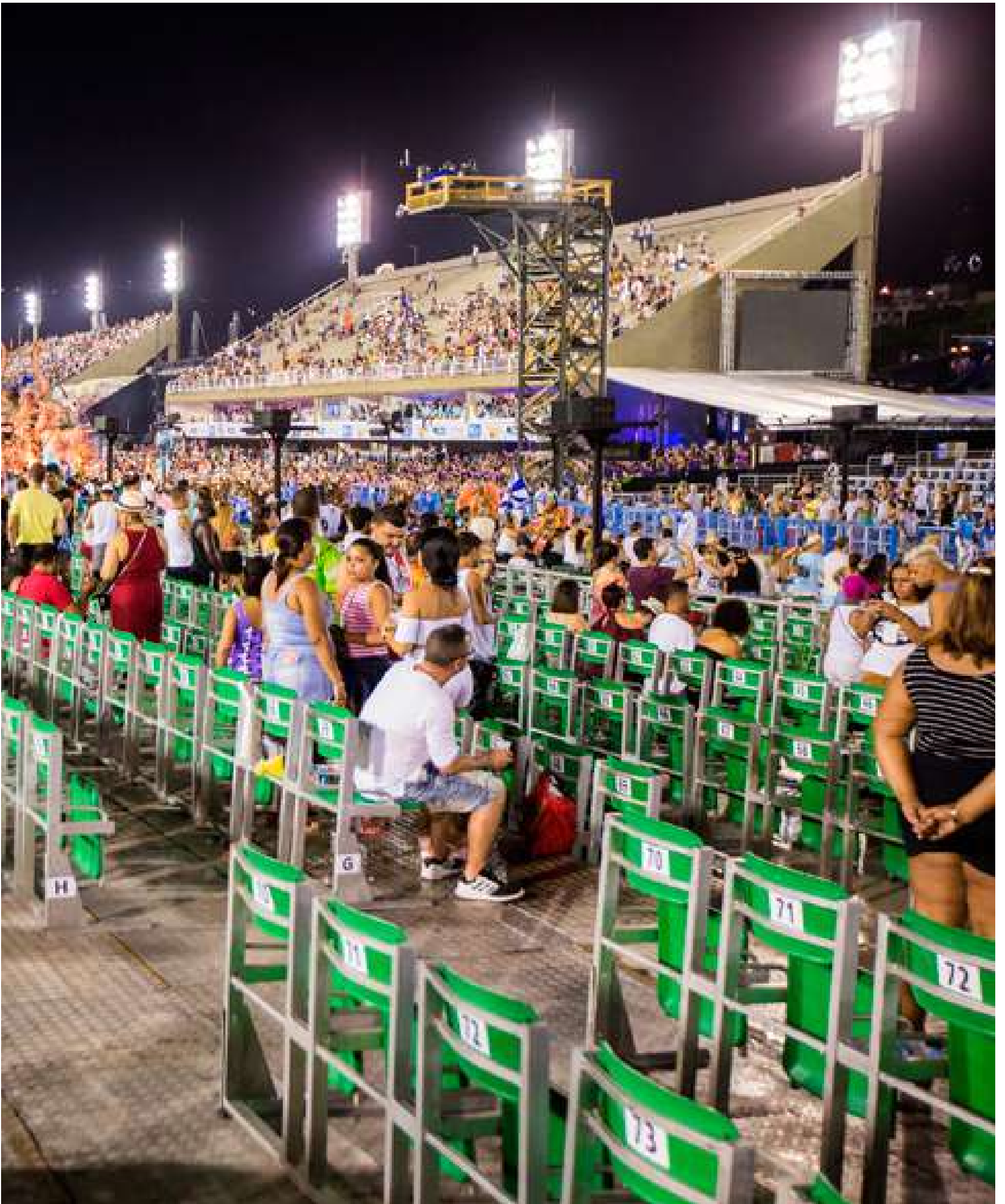
You will get a seat to yourself with more space to move around than in the Grandstands. Food and beverages can be purchased in the area.

OPEN BOXES



THE BEST TICKETS AT THE SAMBADROME!

Front boxes provide the closest look with assigned seats



ALLOCATED CHAIRS

These are located in front of the grandstands of sector 12. They don't have the best views of the Samba Parade but are a viable option. The allocated chairs are moderately priced and since they are right in front of the parade route they can provide a better view than some of the other locations.

ALLOCATED CHAIRS



CHILL OUT AND AND BE AMAZED

Allocated Chairs give you privacy with affordable prices

SECTOR 9 THE TOURIST SECTION

Sector 9 or the so-called tourist section, offers the best structure of the Sambadrome, with its bilingual staff. It's privileged location right in the middle of the runway and close to the ramp that leads to the transfer vehicles, is Rio's way of saying that tourists are as welcome to the Sambadrome and the Grand Rio Samba Parade as all the Brazilians. This sector has got numbered seats all over the grandstand and provides the ticket holders an excellent view of the parade. Plus it is located just next to one of the drummers' section boxes so the acoustics here are the very best.





ACCESS TO THE BEST SERVICES

Grandstands at sector 9 are perfectly located and have assigned seats

SECTOR 1 FOR THE YOUNG AT HEART

Sector 1 has only concrete seats and tickets are always handed over to the samba school communities.

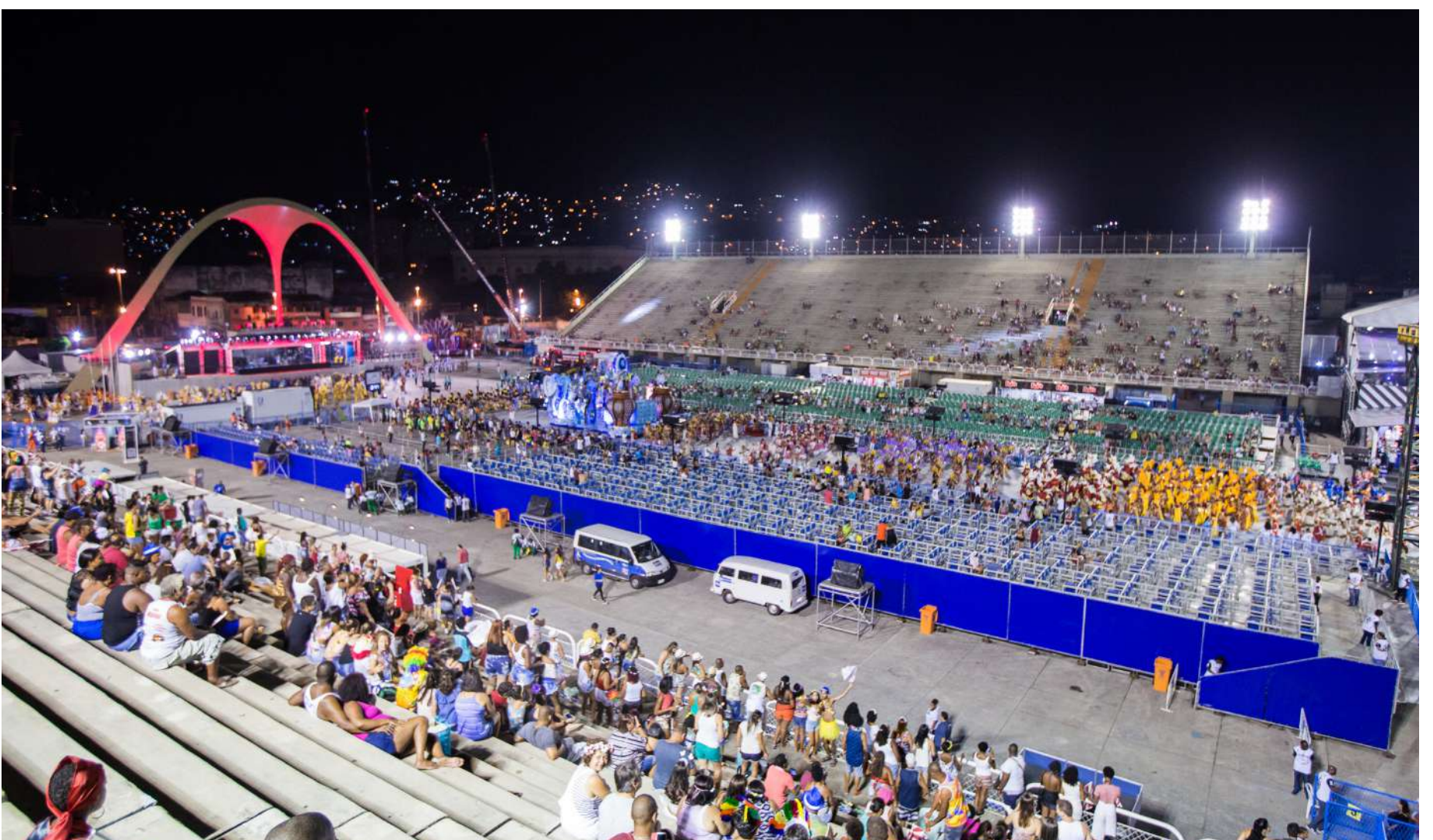
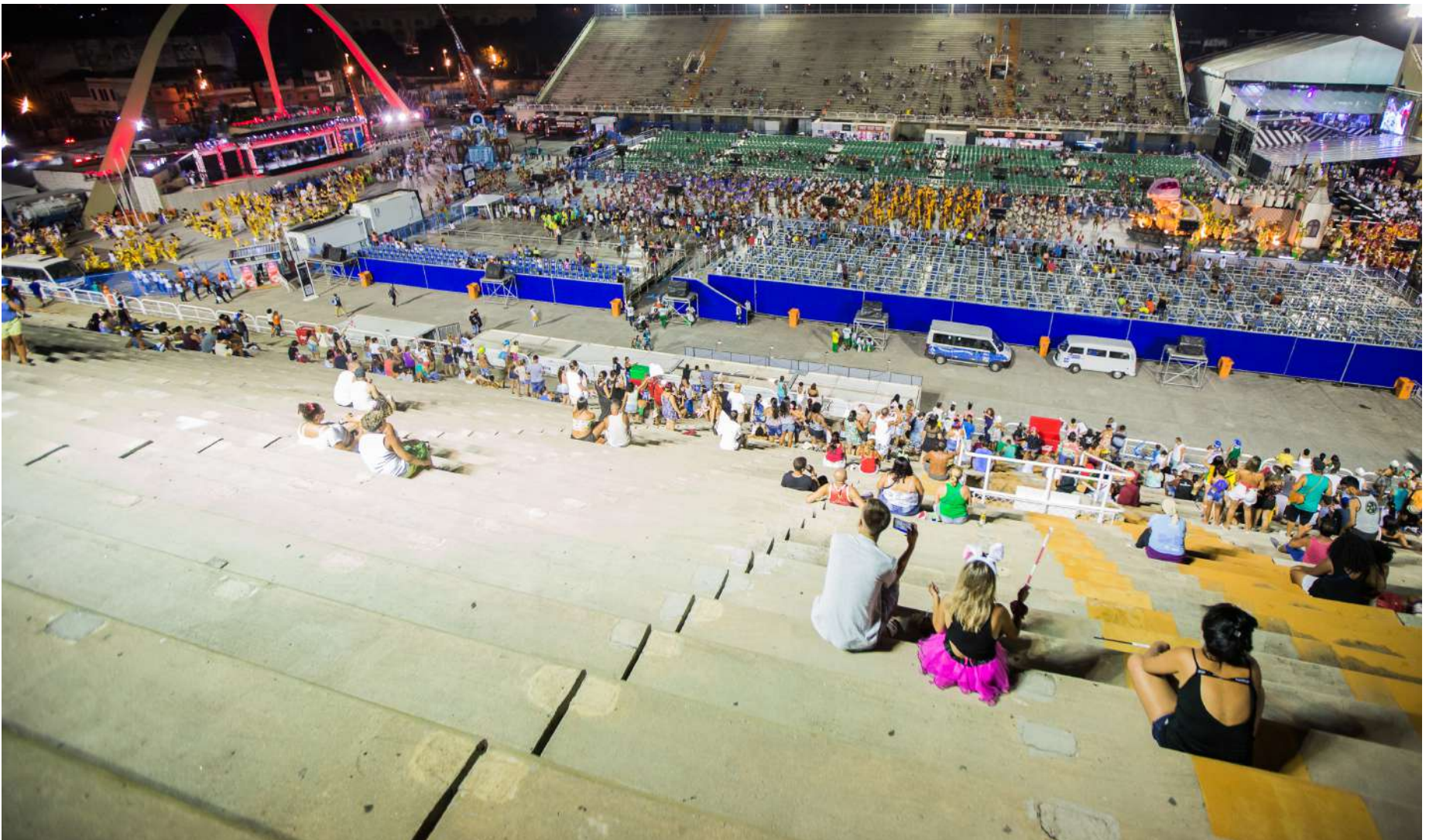


ODD AND EVEN SECTORS GRANDSTANDS

If you want to experience the Carnival in the grandstands, then get your Samba Parade tickets in odd sectors 3, 5, 7, 11 or 13 or in the even sectors 2, 4, 6, 8, 10 or 12. Sector 8 is where some judges are seated and arguably has the best view of the performances. It is also the place where the Samba schools perform at their highest level; so getting seats here will assure you a great festival.

SECTION 12 & 13 FOR THOSE ON A BUDGET

These Grandstands sectors are the last of the Sambadrome parade route and where the presentations end. Parade tickets here are cheaper and most are given out to the poorer sections of the neighborhoods so that they too can enjoy the great 2023 Rio Carnival. For those that want the comfort of leaving and coming back to stretch their legs, buy food, there is the option of the allocated chairs in this sector; since they are numbered you can leave without any hassle or worries of losing your seat.



SAMBADROME MAP

An overview of the Sambadrome map will give you a good understanding of where each category of seats is located, in terms of proximity to the Samba parade runway, as well as in terms of how close to or far away from the end of the parade route they are.

As indicated on the map, the front boxes of the Sambadrome are located closest to the parade on either side of the parade route. Then come the luxury suites, which are located at a higher elevation, thus giving a broader view of the entire show. Furthest away from the participants are the grandstands, also at an elevation. The allocated chairs are located closer to the end of the parade. If looking towards the end of the parade route, even numbered sectors flank the right side of the Sambadrome, while odd numbered sectors are on the left.

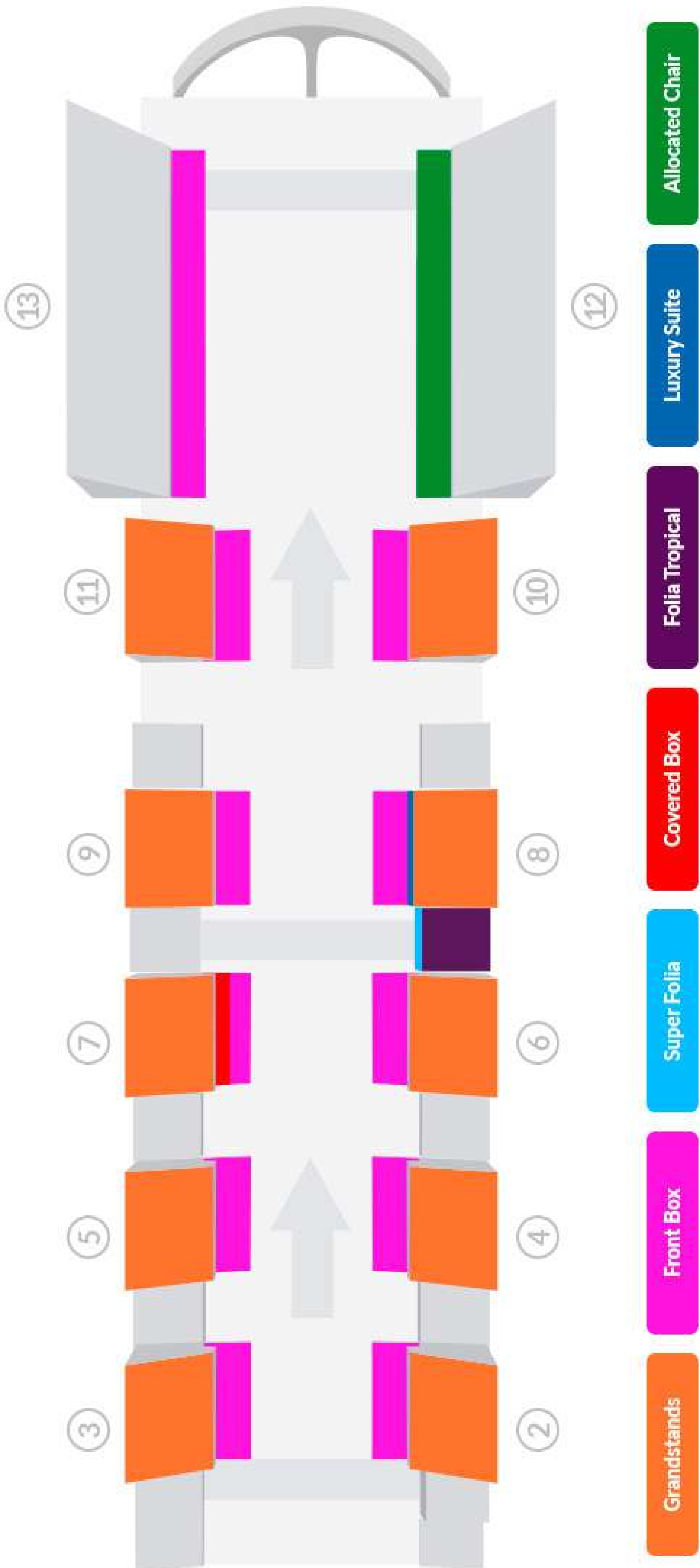
15% OFF + FREE METRO PASS

ON ALL GRANDSTANDS TICKETS

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SAMBADROME MAP



THE SATISFACTION OF OUR CLIENTS

Everton

"I had fun enough, was well attended, the staff is very responsive and met many nice people. Thanks, Rio."

Karen

"Very good service, great experience. Would definitely use next year above other Carnival providers to overseas."

Roland

"Wow! What a great organization! Perfect and very friendly and competent service!"

Bren

"They`re really nice and helpful people! They make everything simple and fun!"

Sue

“Congratulations to your staff for being professional, organized and super friendly. Based on our experiences with the company, I would happily use Carnival Bookers again and would recommend them others.”

Bren

“They`re really nice and helpful people! They make everything simple and fun!”

Jennifer

Carnival Bookers is AMAZING! We visited the 2018 Carnival celebrations in Rio and had an amazing time. We can`t wait to return!

20% OFF ALL PARADING COSTUMES

PARADE WITH A REAL SAMBA SCHOOL

Chat online and Ask for Today`s Promo Code here www.carnivalbookers.com

While Costumes are left. Not valid in conjunction with any other sale, discount or campaign.



**BOOKERS
INTERNATIONAL**