



CCXP25 Unveils Ticket Prices and New Benefits, Launches the “CCXP Hero” Experience

Tickets starting at R\$160; exclusive pre-sale for Banco do Brasil Ourocard Visa customers begins March 31 at 12 PM (BRT); general sales open on April 9 at 12 PM (BRT)



Wagner Moura durante painel no Palco Thunder. O ator foi o Homenageado do Ano da CCXP24.

Crédito: @bleia | I Hate Flash

São Paulo, March 24, 2025 – CCXP, the world’s largest pop culture festival, has announced ticket prices and benefits for its 2025 edition. Fans will be able to choose between single-day tickets, a four-day pass, or the Epic Pass, which comes with exclusive perks. During the first sales window, prices will match last year’s first batch.

From March 31 to April 7, Banco do Brasil Ourocard Visa cardholders will have access to an exclusive pre-sale with a 10% cumulative discount on all tickets, including social and half-price tickets. General sales open on April 9, with ongoing benefits for Banco do Brasil Ourocard Visa customers: 45% off full-price Daily and 4-Day tickets and 10% off the Epic Pass and CCXP Hero.



All sales open at 12 PM (BRT) and are available exclusively through Mundo Ticket, the official ticketing platform of Omelete Company.

CCXP Hero

This year's highlight is the launch of the CCXP Hero — an additional package designed for fans seeking more convenience and exclusive amenities. It's important to note that the CCXP Hero is not a ticket for event access but adds premium benefits to the experience.

CCXP Hero holders can choose the day they want to attend (up until November 21) and secure their Daily Ticket at first-batch pricing. Benefits include access to an exclusive lounge with mobile charging stations, a variety of food and drink options, a full-service bar, and an official CCXP store. Other perks include fast-track lines for badge pickup and event entry, access to reserved restrooms and hydration stations, a limited-edition lanyard, and surprise gifts such as autographs, photos, or exclusive merchandise. Unique shopping and dining experiences are also available within the lounge.

Ingresso Social

Social Tickets, available at all CCXP editions, offer a 35% discount on full-price tickets upon a mandatory R\$10 donation to a partner institution. This option is not available for the Epic Pass or Unlock credentials.

Epic Pass

The Epic Pass grants access to all four days of the festival, Spoiler Night admission (with a guest), priority entry lines, reserved restrooms and hydration points, early access, and an exclusive Epic Pass kit. Epic Pass holders are also entitled to one photo or autograph session with a guest artist, a 10% discount at the CCXP Store, and early access to purchase up to four tickets for CCXP26.



First Batch Pricing

CCXP25 - First Batch			
Day/Package /	Half Price	Social	Full-Price
Thursday	R\$ 160	R\$ 210	R\$ 320
Friday	R\$ 180	R\$ 230	R\$ 360
Saturday	R\$ 240	R\$ 290	R\$ 480
Sunday	R\$ 240	R\$ 290	R\$ 480
4-day pass	R\$ 740	R\$ 910	R\$ 1.480
Epic Pass	—	—	R\$ 2.300
CCXP Hero	—	—	R\$ 460

Banco do Brasil Ourocard Visa clients benefit from an exclusive pre-sale from March 31 to April 7, with a 10% discount on all ticket categories and the CCXP Hero package. After the pre-sale, discounts shift to 45% off full Daily and 4-Day tickets and 10% off the Epic Pass and CCXP Hero. Offers subject to availability.

New Upgrades and Add-Ons

For the first time, CCXP25 will offer premium access to the Thunder Stage and the Omelete VIP Lounge.

Thunder Pass: Unlimited access to the Thunder Stage — the festival's hub for major studio launches and celebrity interviews — with reserved seating throughout the selected day. Only a limited number of passes, representing less than 2% of total seating, will be available at R\$1,099 per day.

Omelete VIP Lounge: Located within the Palco Omelete by BB area, this lounge offers a panoramic view of the stage, along with unlimited food and beverages. Access is limited, priced at R\$1,289 per day.

Additionally, CCXP25 introduces CCXPins, a collection of five exclusive metal pins designed by artist Paola Murbach (@papryca). Fans can purchase individual pins for R\$24.90 or the full mini box set for R\$109.90, available during the first sales batch or while supplies last.



Event Details – CCXP25

Dates: December 4–7, 2025

Venue: São Paulo Expo – Rodovia dos Imigrantes, KM 1.5 – São Paulo, SP

Banco do Brasil Pre-sale: March 31, 12 PM to April 7, 11:59 PM

Epic Pass Exclusive Sale: April 8, 12 AM to 11:59 PM

General Sales: Starting April 9, 12 PM through May 6, 11:59 PM

Operating Hours

Spoiler Night (Epic, Unlock, and invite-only): December 3, 6 PM to 9 PM

Thursday (Dec 4): 12 PM to 9 PM

Friday (Dec 5): 12 PM to 9 PM

Saturday (Dec 6): 11 AM to 9 PM

Sunday (Dec 7): 11 AM to 8 PM

Ticket Types

- Daily Ticket: Includes access to activities, panels, artists, and immersive experiences. Availability is subject to capacity and schedule changes.
- 4-Day Pass: Grants access to all four days with the same benefits as the Daily Ticket.
- Epic Pass: Enhanced experience including early entry, Spoiler Night access, exclusive kit, and other perks.
- CCXP Hero: Add-on for one day only, includes lounge access, special perks, and priority services.
- Thunder Pass: Reserved seating at the Thunder Stage (ticket not included).
- Omelete VIP Lounge: Premium viewing and catering at Palco Omelete (ticket not included).



About CCXP

CCXP is the world's largest pop culture festival. Created and produced by Omelete Company, the event has welcomed over 2 million attendees across its São Paulo editions, along with CCXP Tour in Recife and CCXP Cologne in Germany. Two digital editions under the CCXP Worlds banner expanded its reach to more than 7.5 million users in 139 countries. Beyond the numbers, CCXP is a feeling — a place of belonging and freedom, delivering unforgettable experiences and positively impacting society. Its essence can be summed up in a single word: epic.

In May 2025, CCXP will return to Mexico City for the second edition of CCXP MX.

CCXP25 will take place from December 4 to 7, 2025, at São Paulo Expo.

Press Contact – CCXP

Approach Comunicação

João Ricardo Barbedo (Account Manager) | joaoricardo.barbedo@approach.com.br | +55 (21) 99992-0224

Lucas Alves (Manager) | lucas.alves@approach.com.br | +55 (11) 98652-3851

Fabiana Guimarães (Director) | fabiana.guimaraes@approach.com.br | +55 (21) 98818-4845