



SAMPOERNA
UNIVERSITY



S.U.C
Sampoerna University Choir

Sampoerna University Choir - 2nd Annual Concert

COUNTLESS MOMENTS

to Shine

Sponsorship Proposal



Project Officer Remarks

Greetings!

A high privilege for me to proudly introduce Sampoerna University Choir 2nd Annual Concert as a great opportunity to present our accomplishment through this year. This concert is initiated by Sampoerna University Choir which aims to achieve our goals as a club. This concert was our culmination after undergoing exercises and also a means to measure our progress, we hope there will be a significant progress year by year.

Sampoerna University Choir will hold a concert titled "Countless Moments to Shine", in which this tagline implies that we want to keep the progress up. Our hope at this 2nd annual concert in 2018 is the message we want to convey through this concert can be conveyed well to the audience.

For these goals and expectations, we hope Sampoerna University Choir 2nd Annual Concert can run smoothly and in accordance with the plan. Hopefully with this event, we can build a good collaboration to other college students, our partners, sponsors and Sampoerna University students themselves.

Preface

The purpose of the Sampoerna University Annual Concert is to preserve folklore songs and also establish good relations to people who have interests on choir art.

Sampoerna University Choir has some objectives to hold an annual concert, which are;

1. Contributing to preserve Indonesian culture.
2. Introducing Sampoerna University Choir to the public.
3. Improving the skills and performances in order to be a better team.
4. Finding an additional fund to join a competition later.

Background

SUC Annual Concert is an event that presents Sampoerna University student choirs by performing folklore songs along with their dances and classic songs. SU Choir was successfully held the first concert entitled "The World Welcomes You" in October 2016. On this occasion, Sampoerna University Choir intends to hold a concert as an annual event with the theme "Countless Moments to Shine". This aims to improve our ability to appear in public as a competent choir group and bring the good name of the Sampoerna University campus.

Sponsorship Opportunity

SUC Annual Concert 2018 offers you an excellent opportunity to obtain your marketing objectives, develop your business, and expand your network with your valuable new potential customers, partners and employees. By partnering with Sampoerna University Choir Annual concert through our customized sponsorship packages, Sampoerna University Choir Annual concert will create great exposure for your company and introduce you to your potential customers.

Benefits of Sponsoring

1. Direct promotion to potential customers

Companies can promote their products, goods and services during the event according to the sponsorship packages. By sponsoring this event, companies can also use it as a marketing communication platform through public relations to hundreds of participants.

2. Mutually Beneficial Cooperation

Company's involvement with Sampoerna University Festival may start a fruitful and long-lasting relationship between both.

3. Expanding Market

Event delegates broadened from various faculties of Sampoerna University with hiring many talented of high school participants from various competitions and external public participants for entire Sampoerna University Festival events. This opportunity may offer a great potential market for company's product.

Marketing Promotion

Sampoerna University Choir Annual Concert 2018 Will be promoted via a comprehensive marketing and advertising strategy, which includes:

1. Social media promotions (LINE, Instagram, etc.)
2. Advertisement Lips
3. Video teasers
4. Event poster, brochure, backdrop and poster

Potential Customer

Who will you meet?

1. Hundreds of college students as our target market
2. Hundreds of students and external public students as potential employees.
3. Other notable institutions as possible business partners
4. Academicians and Lecturers
5. Sampoerna University Alumni

Time and Venue

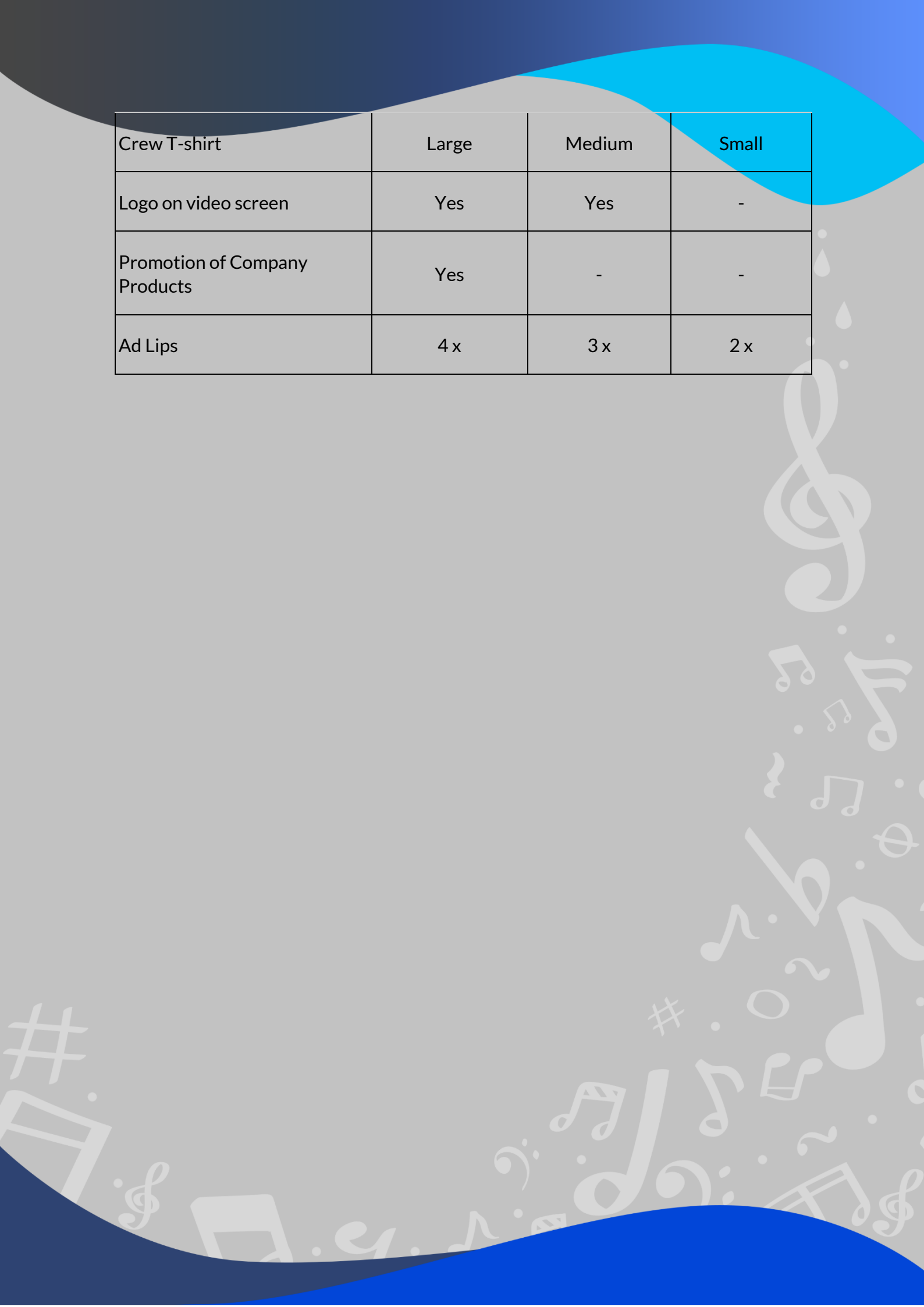
SU Choir Annual Concert will be conducted on:

Time : Saturday, 3 November 2018

Venue : Bulungan Theatre Hall, Jakarta Selatan

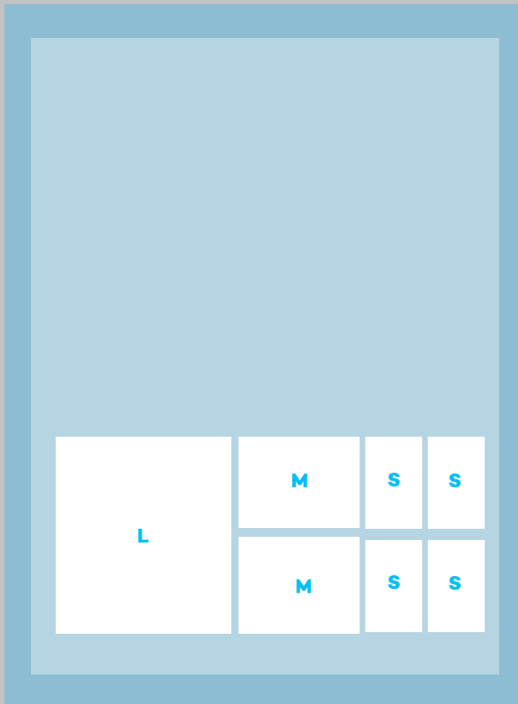
Sponsorship Package

	GOLD	SILVER	BRONZE
INVESTMENT	Rp 30,000,000	Rp 20,000,000	Rp 10,000,000
Booklet Publicity	Full page ad, logo on inside and backside cover	Half page ad, logo on inside and backside cover	Quarter page ad, logo on inside and backside cover
Additional Company Event	Catered Info session or Coffee Chat	-	-
Company Representatives	3	2	1
SUC Annual Concert Instagram Publicity	Large logo	Medium logo	Small logo
Event Banner	Large	Medium	Small
Event Standing Banner	Large	Medium	Small
Event Poster	Large	Medium	Small
Event Brochure	Large	Medium	Small
Certificate	Large	Medium	Small
Backdrop	Large	Medium	Small

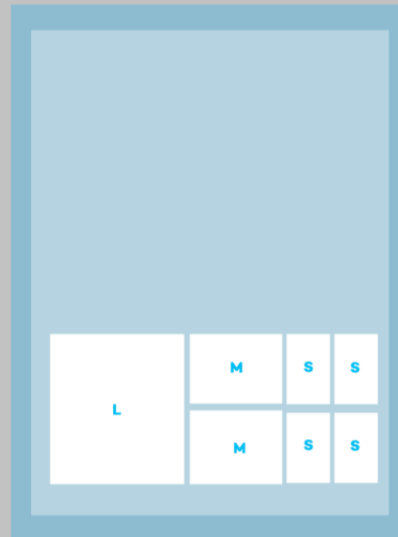


Crew T-shirt	Large	Medium	Small
Logo on video screen	Yes	Yes	-
Promotion of Company Products	Yes	-	-
Ad Lips	4 x	3 x	2 x

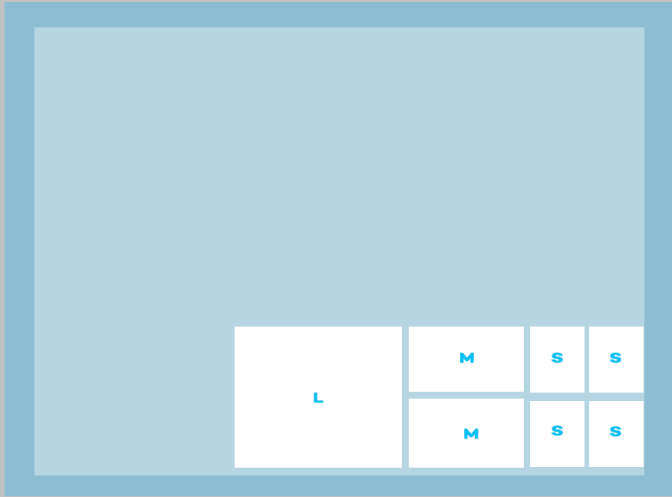
Marketing and Promotional Design



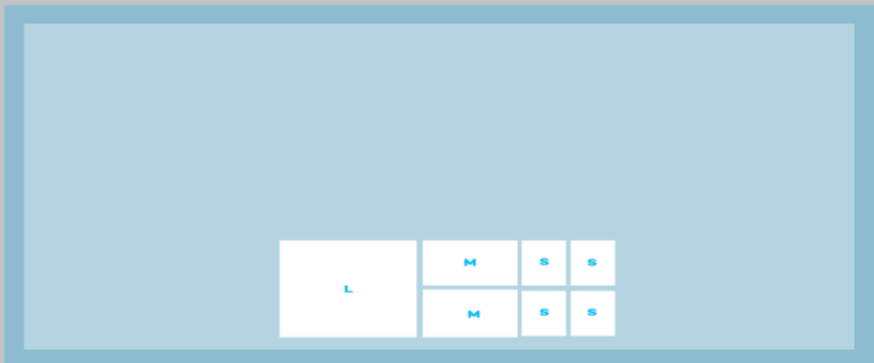
Design for Poster



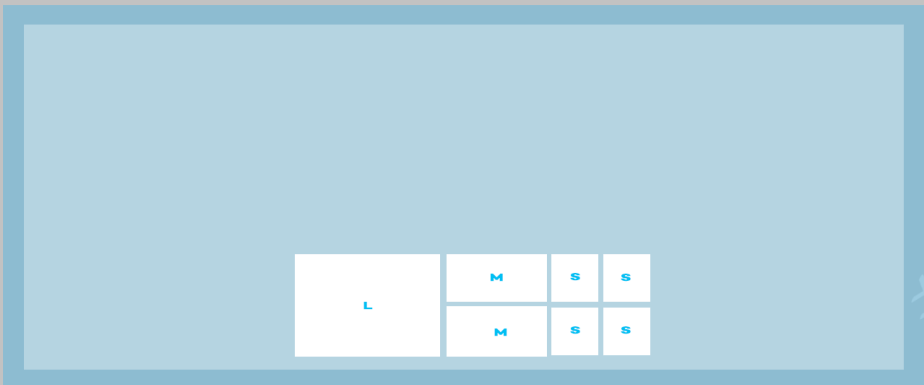
Design for ID Card



Design for Certificate



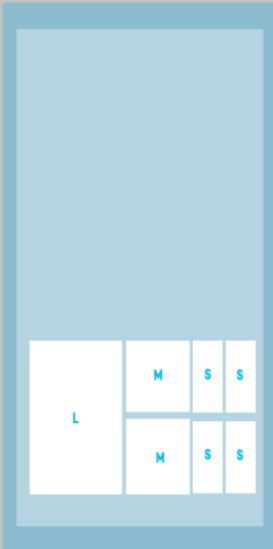
Design for Banner



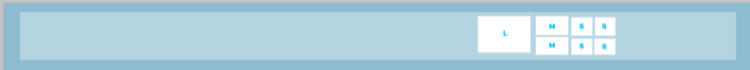
Design for Background



Design for T-shirt



Design for Flyer



Design for Ticket

Alternative Packages

MATERIAL	INVESTMENT
Company Logo at Poster, Brochure (Size S)	Rp 5,000,000
Company Logo at Poster (Size S)	Rp 3,000,000

Terms of Payment

75% (seventy-five percent) of the total amount must be provided one week after the signing of the contract and the remaining 25% (twenty-five percent) must be settled three days after the event. Payment of the sponsorship can be transferred to the following bank account.

a/n Griselda Irma Minerva

No. rekening 7115083451

Bank : Mandiri Syariah

Contact Us

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