



DEKAN
CUP

2019

Loading..

MEDIA SPONSORSHIP

Faculty of Medicine Universitas Airlangga
Jl. Mayjen Prof. Dr. Moestopo 47, Surabaya 60131

Assalamu'alaykum Warahmatullahi Wabarakatuh.

As one of the oldest medical school in Indonesia, Faculty of Medicine Universitas Airlangga has also become the leading medical school in Indonesia over the years. Surely, the Faculty of Medicine Universitas Airlangga uphold the three pillars of higher education. One of the manifestation of the contribution to society pillar is through Dekan Cup 2019. Dekan Cup 2019 is an annual event established by the medical student of Faculty of Medicine Universitas Airlangga batch 2017 and 2018. The purposes of Dekan Cup 2019 are to fundraise the charity event Bakti Sosial 2019, to promote a healthier society, and to educate the society about general health and wellness. Dekan Cup 2019 also exists to become a platform for medical students and civitas academica who has passion in arts and sports, and to strengthen the bonds between students and residents.

Each year, the enthusiasm of local society towards Dekan Cup kept on increasing. This can be seen from the number of participants during Dekan Cup 2018. Last year's Dekan Cup managed to gather more than 500 runners for the opening ceremony, Nightmare Run. Other than that, the Sport and Non-Sport Competition has successfully united all of the civitas academica of Faculty of Medicine Universitas Airlangga from mere medical students to amazing doctors, through sports and arts. Moreover, during the closing ceremony, Dekan Cup 2018 has managed to assemble 4500 audience and invite 3 Indonesia's prestigious artists.

We highly recommend our prospective partners to join us on Dekan Cup 2019. All parts of this event are known and proven to be satisfactory, due to the high degree of enthusiasm and the increasing quality of participants. By joining this beneficial collaboration, prospective partners will be able to expand the reach of their products to thousands of people from different community and background. Prospective partners also have the platform to promote their program or service directly to the society. All kind of supports will be helpful for us in order to achieve our main goal which is contributing to society. We look forward to working with your esteemed company. Thank you.



DEAN'S PREFACE

Wassalamualaikum Wr. wb.
Dekan,

A stylized, handwritten signature in black ink, consisting of a large, sweeping 'S' shape followed by a horizontal line.

Prof. Dr. Soetojo, dr., Sp.U (K)
NIP. 195606081986121001



GOALS

To promote the reputation of our alma mater, becoming a platform for medical students of faculty Medicine Universitas Airlangga and the community that facilitates their skills and interest towards art and sports



WHAT

Dekan Cup is a yearly event held by BEM KM Faculty of Medicine Universitas Airlangga, consisting running competition, sports competition, and music concert that brings out the passion of unity and togetherness, especially for Indonesian's young generation



TARGET

The prospective audience for Dekan Cup 2019 are *civitas academica* of Faculty of Medicine Universitas Airlangga and RSUD Dr. Soetomo Surabaya, and the local community, especially young generations of Surabaya

DEKAN CUP CHARITY PROJECT

Dekan Cup 2019's purposes can only be achieved by the collaboration between prospective company and Faculty of Medicine, Universitas Airlangga. Even more, Dekan Cup 2019 come up with something fresh and new. Next year, we are going to establish a Charity Project.

Here's how the project works:

- 10% of the profit from Opening and Closing of Dekan Cup 2019 will be given to disabled children's foundations or community for children with cancer
- the rest of the profit from Dekan Cup 2019 will be given to Bhakti Sosial FK Unair 2019.

By joining Dekan Cup 2019, your company will be a changemaker for hundreds of children and people in need.



PREVIOUS EVENTS



Dekan Cup 2018, with the theme of "Mental Health" successfully gathered around 5,000 people from their series of events: Opening (Zombie Run), Sports & Non Sport Competition, and Music Concert with the guest star Raisa, Maliq & D'Essentials, and Danna.



MEDSPIN is an international science-medical olympiad, and the second largest science olympiad in Indonesia after Olimpiade Sains Nasional (OSN). This competition successfully involves more than 21.000 participants from Indonesia and several Southeast Asia countries. The theme of Medspin 2018 is "Nutritional and Metabolic Disease".



Bakti Sosial Sinoatrial is located in Ngempit Village, Pasuruan. This event helped the people of the village to broaden their horizon about health, disease, and general education. Our goal for this event are to increase the quality of life of the people, and to continue the development of the village.

Why we choose **Drug abuse**

In today's world, teen substance abuse is more of a serious concern than ever. Roughly 450,000 people died as a result of drug use in 2015, according to WHO. Of those deaths, 167,750 were directly associated with drug use disorders (mainly overdoses).

In Indonesia itself, National Anti-Narcotics Agency's data shows that there are nearly six million drug users out of a total population of 261 million. The number has grown sharply since a 2014 survey by the agency found 4.1 million users. Another survey, conducted by the agency in 2016, that approximately 27% of the users are high school to universities students. National Anti-Narcotics Agency's has promoted a bunch of campaign in order to empower the community and raising the awareness of drugs abuse. This step is taken as a consideration to prevent young generations from drugs abuse. Another step such as massive rehabilitations and an easier access to rehabilitations center has also been done.

In relation with **Dekan Cup 2019**

As stated before, 1.6 of 6 million drug users in Indonesia are its young generation. With regard to that matter, we intend to fully support the action that has been made by National Anti-Narcotics Agency by creating a platform for young generation to express their minds, and to expand their insight about drug abuse via Dekan Cup 2019. As mentioned in our tagline, we are hoping to alternate the euphoria that might be gotten from drugs, into activities that made the young generations, the future backbone of our nations, reach their optimum potentials. We also hope to raise the awareness for parents and families towards this issue. With this event, we believe that our actions would make an impact towards our community, and we can retain, or even suppress the number of drug abusers in this country.



TIME- LINE

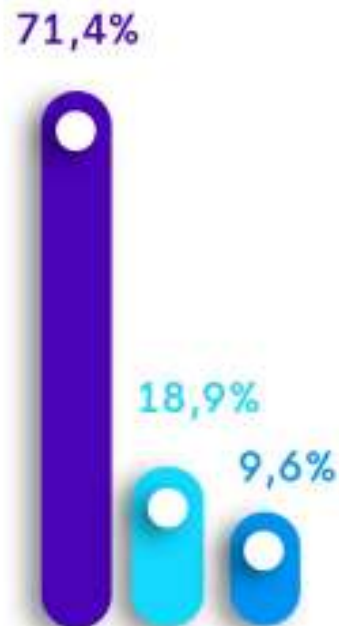


INFOGRAPHIC

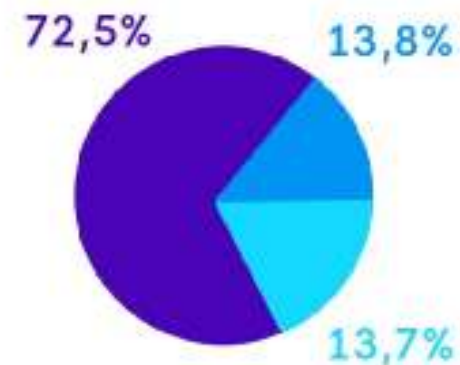
Are you satisfied with
Dekan Cup 2018 Clos-
ing event?



Are you satisfied with
Dekan Cup 2018 Open-
ing event?



Are you satisfied with
Dekan Cup 2018 Sport
and Non Sport event?



● Satisfied ● Unsatisfied ● Very Satisfied

PARTICIPANT TARGET

5000

Target for Closing Party

1000

Target for Opening

3

Batches target for
every sport / nons-
port competition



MALIQ⁸
D'ESSENTIALS



**OUR
LAST
YEAR
GUEST
STARS**

OPENING CONCEPT

As mentioned before, Dekan Cup 2019 bring the theme Drug Abuse. Therefore, other than to officially begin the series of Dekan Cup events, the opening ceremony is intended to educate the local community of Surabaya and the participants of this events about the damage of drugs abuse. The opening ceremony consists of 3 main events; fun run, a showcase, and free medical check-up. This year fun run is not an ordinary one, it is wrapped in an educative way about the risk of drug abuse. The runners will get to see the stages of drug's effects, starting from the most common one until the most severe one. Other than that, each of the runners has the task to find the antidote for those people. After the fun run, there will a be a showcase of performance and also a free medical check-up for the local community. After this events has been successfully proven to achieve its target of 500 participants, this year Opening Ceremony is setting a higher target of 1000 participants to alternate the euphoria of drug abuse



COMPETITIONS

sport



Basketball



Volleyball



Futsal



Tennis



Table Tennis



Badminton



Tug of War



Chess



Billiard

nonsport



Photography



E-Sport



FK Idol



PES



Band



Cooking



FK Unair's
Ambassador



Amazing
Race



Painting



Islamic
Competition



Makeup
Competition

The logo for Kunto Aji, featuring the name 'KUNTO' above 'AJI' with a stylized triangle graphic.

Kunto Aji

The logo for RAN, featuring the letters 'RAN' in a stylized, orange and red font.

RAN

The logo for JAZ, featuring the letters 'JAZ' in a stylized font inside a teal circle.

JAZ

The logo for Sheila on 7, featuring the name 'Sheila on 7' in a red, stylized font.

Sheila on 7

The logo for Kahitna, featuring the word 'Kahitna' in a white font inside a red circle.


Kahitna

The logo for Yovie & Nuno, featuring the names 'YOVIE' and 'NUNO' in a stylized font.

Yovie & Nuno

The logo for Naif, featuring the word 'NAIF' in a red, stylized font.

Naif

The logo for Yura Yunita, featuring the name 'YURA' in a stylized, cursive font.

Yura Yunita

The logo for Isyana Sarasvati, featuring the name 'ISYANA SARASVATI' in a stylized font.

Isyana Sarasvati

The logo for Glenn Fredly, featuring the name 'GLENN FREDLY' in a red, stylized font.

Glenn Fredly

The logo for Tulus, featuring a black silhouette of a person's head.

Tulus

OUR
WISH
LISTS

SPONSORSHIP PACKAGE

NO	PACKAGE	SAPPHIRE	PLATINUM	GOLD	SILVER	BRONZE
		50.000K	40.000K	30.000K	20.000K	10.000K
1	Logo on :					
	Umbul-Umbul	XL	L	M	M	S
	Banner	XL	L	M	M	S
	Standing Banner	XL	L	M	M	S
	Backdrop	XL	L	M	S	S
	Poster	XL	L	M	S	S
	Tickets	XL	L	M	S	S
	Photobooth	XL	L	M	S	S
	Id Card of Committee	XL	L	M	S	x
	Opening Dekan Cup Running Kit	XL	L	M	S	x
	Dekan Cup 2019 T-Shirt	Yes	x	x	x	x
	Dekan Cup 2019 After Movie	Yes	Yes	Yes	Yes	Yes
2	Ad-lips	Yes	Yes	Yes	Yes	Yes
4	Company Ad Video	60s	45s	30s	x	x
5	Stand Package	Yes	Yes	x	x	x
6	Company's Standing Banner	8 Pieces	6 Pieces	4 Pieces	x	x
7	Promotion of Company Product*	6x	5x	4x	3x	2x
8	Sponsor's Special Quiz	Yes	x	x	x	x
	Special Promotion on Closing					
9	DEKAN CUP	Yes	x	x	x	x
10	Inclusion of Company Name (Dekan	Yes	x	x	x	x

ALTERNATIVE PACKAGE

NO.	PACKAGE	SIZE		
		L	Ala Carte	Special
1	PUBLICATION PACKAGE			
	Backdrop	18 million	x	x
	Umbul- Umbul			
	Standing Banner			
	Banner			
	Id Card of Committee			
	Poster			
	Tickets			
2	VIDEO EXPOSURE PACKAGE			
	Dekan Cup 2019 Aftermovie	x	4 million	9 million
	Ad-Lips		2.5 million	
	Company Ad Video (45s)		4 million	
3	STAND PACKAGE			
	Spot for company's stand within the area of Dekan Cup 2019	2.5 million	x	x
4	SOCIAL MEDIA PACKAGE			
		2 million	x	x

PHOTOBOOTH



DEKAN
CUP
2019



POSTER



DEKAN
CUP
2019



DEKAN
CUP
2019

ROAD
BANNER,
STANDING
BANNER



DEKAN
CUP
2019

BANNER



BACKDROP



DEKAN
CUP
2019



POSTER



DEKAN
CUP
2019



DEKAN
CUP
2019



TICKET



SOCIAL
MEDIA

DEKAN CUP OPENING KIT



TEE



BIB



BAG

IN KIND SPONSORSHIP



Provide charge of consumption or directly provide the consumption for participants and committees.



Provide charge of venue or directly provide venue for closing DEKAN CUP



Provide charge of accommodation or directly provide accommodation for DEKAN CUP Guest Star and All Crew



Provide charge of producing T-shirt or directly provide DEKAN CUP T-shirt



Provide charge of the production of Dekan Cup 2019 Running Kit (Inc. Race Tee, Medal, Bib Number, Race Bag) or directly provide Running Kit for Dekan Cup 2019



Provide charge of decoration materials or directly providedecoration materials for DEKAN CUP



Provide charge of transportation or directly provide transportation during DEKAN CUP



Provide charge of printings or directly provide DEKAN CUP printing materials
Publication materials : Billboards, Umbul-Umbul, Banner, X-Banner, Poster, Backdrop, dan Tickets)
Event supporting : Guideline / Handbook, Participants Kit, Certificate, Id card of committees and participants

PARTNERSHIP BENEFIT

1. Direct **promotion** to many different communities.
2. Expanding customer reach
3. Acquire platform for **promoting product** to customer
4. Brand awareness and mutual partnership
5. Community relations sponsorship

TERMS OF PAYMENT

1. Sponsors are required to provide 60% of the sponsorship value one week after signing the agreement and the remaining 40% one week before the date event.
2. If the payment not fulfilled as scheduled, the committee has the right to conduct modification of advertisement into size, sum, and form
3. All publication tools are designed by the committee, except for sponsor banners and/or publication tools.
4. The terms of payment can be adjusted under committee and company understanding.

PAYMENT OF SPONSORSHIP CAN BE TRANSFERRED TO :

142-00-1711292-0

Bank Mandiri KK Surabaya Rumah Sakit Universitas Airlangga a/n Khansa Fahira W.
QQ Dekan Cup FK Unair 2019

Last year
sponsorship:



Contact Us

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