



# PROPOSAL MEDIA PARTNER

TOP SECRET

# MEDIA PARTNER PROSPECTS

The event which is brought by HIMANITRO, Electrical Engineering Student Association of UIN Sunan Gunung Djati Bandung, was the biggest annual event at UIN Sunan Gung Djati Bandung, managed to attract the interest of music enthusiast.

As the committee of Gema Tekno 10, we are very eager to cooperate with your company by offering you a marketing activation inside our event that will surely give benefits for both parties and our event. Firstly, here are the advantage gained by cooperating to the success of Gema Tekno 10.

Gema Tekno 10's target most of young people not only Student of UIN Sunan Gunung Djati Bandung, which consist of different communities from music, fashion, street style and many more.

This creates a chance for your company to cooperate in order to make such awareness of what your company offers. To achieve high visibility of your company, we have provided several areas that your company can use as a form of publication.

Gema Tekno 10 has a comprehensive marketing kit in which you can put your company logo on. Moreover, there will be visual artworks, such as video teaser, and an exclusive video mapping inside the exhibition and surround the area. So, your logo will always be seen.

**BRAND AWARENESS**

# BUDGET

Artist	300.000.000
Production	150.000.000
- Stage	
- Lighting & Soundsystem	
- Electricity	
- Genset	
Decoration	80.000.000
Consumption	15.000.000
Logistic	40.000.000
Transportation	10.000.000
Marketing	35.000.000
Crew Attribute	8.000.000
Total Cost Projection	638.000.000

# MOOD



# GROUNND

## BACK

# BACK

Bandung is a creative town, Bandung has music events that bring people together. Despite events and places often consist of artists and similar concepts, it always being center of attention.

Events in Bandung needs to reflect for the creative and exceptional town that it is. Gema Tekno 10 tries to give the different event concept where crowds can enjoy various types of artists and with a nuance of unique and interesting music concerts.

# EVENT PROFILE

Gema Tekno 10 is a music festival in Bandung that brings various artist in unique and beautiful concept setting.

Location : UIN Sunan Gunung Djati  
Bandung

Event Date : 16<sup>TH</sup> December 2018

Event Time : 12.00 - 21.00pm

Estimated Visitors : 6000 - 8000

# TARGET MARKET

Gema Tekno 10's target market consists of 60% its people from UIN Bandung and 40% from others. The followings are the event's market segment in detail :

Millennials (Y generation) age 18-30 years old

- Male and Female
- SES group : A, B, C
- Pleasure Seekers
- Music Lover



# EVENT FORMAT

Gema Tekno 10 gives a new ambiance for the Millennial crowd to enjoy. It is the event in Bandung that delivers a different experience. Where else can a venue be used in such a way as a channel that administers live music concerts.

This event is not only going to create an environment that is relaxing for visitors by providing them with food and beverages but also a lively and exciting atmosphere of interactive games. The ambiance will be created by placing colourful decorations all around chosen locations for visitors to enjoy.

**WISHLIST ARTIST**  
**WISHLIST ARTIST**

**Maliq & D'Essentials - Confirmed**

**Naif**

**Anji**

**Raisa**

**Dipha Barus**

**Barasuara**

**Della Firdatia**

**THANK YOU**

Managed by

**HIMANITRO**

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