



KERATON

INDONESIAN FESTIVAL



The background image shows a wide-angle aerial view of the Seattle waterfront during sunset. In the foreground, the city's modern high-rise buildings are visible, along with some lower residential and commercial structures. A large body of water, likely Elliott Bay, stretches across the middle ground. In the distance, the iconic Seattle Great Wheel and the Alaskan Way Viaduct are visible. Further back, the snow-capped peak of Mount Rainier rises majestically against a sky filled with soft, pastel-colored clouds.

We would like to invite you to our
biggest event in 2015...



LETTER TO OUR SPONSOR



Dear prospective sponsor,

The **Indonesian Student Association at the University of Washington (ISAUW)** would like to invite you to become our **2014-2015 valued partner** through this sponsorship opportunity. Enclosed in this proposal, you can find information about our organization, description of our events, as well as our different levels of sponsorship and their benefits.

ISAUW is a non-profit cultural organization that aims to promote the diverse Indonesian cultures and traditions to the various different communities in the University of Washington and to unite the many Indonesian communities scattered throughout the state of Washington. We hold several highly iconic events throughout the year, including "**Keraton 2015: Indonesian Festival**", the largest Indonesian cultural event held in West Coast of the United States. This event, held in the **University of Washington's Red Square on May 2, 2015**, is expected to attract over 8,000 people from many diverse backgrounds.

By supporting ISAUW, we strongly believe that you are making a difference in our community: **by sharing and strengthening our common love for Indonesia to the rest of the world**. It is in our hope that your support will allow us to promote the Indonesian culture within Washington State area and beyond.

We are pleased to start working with you. Thank you for your time and attention and we are highly looking forward to your support and collaboration.

Best regards,



William Hadibowo
President



Alisson Hartono
Vice President



Patricia Nadia Leo
Director of Finance



Ghali Sulkarnain
Head of Sponsorship

Vision

We aim to not only promote the Indonesian culture, but also to help develop a new generation of Indonesian youth that will uphold and embody the Indonesian values of diversity. In order to fulfill our vision, we plan and initiate multi-themed events that promote the diverse Indonesian culture and traditions, as well as unite and forge bonds amongst the many different Indonesian communities around the greater Seattle area.

Mission

Through relevant and diverse traditional events, we aim to inspire and promote Indonesian cultures and traditions, as well as to unite and strengthen the bonds amongst the various Indonesian communities at the University of Washington, the Greater Seattle Area and throughout the United States.





SAUW

The Indonesian Student Association at the University of Washington (ISAUW)

is a non-profit student organization established in 2001 with the goal of promoting and providing awareness of the diverse traditions and culture of Indonesia. Our organization consists of 42 members from different areas of Indonesia, and each comes from a unique background that adds to the diversity of our organization.



ISAUW is a student organization started out with small , with simple roots in **2001** . Throughout the decade, ISAUW has evolved to become one of the largest and respected student organization amongst the Indonesian community throughout the United States.



All of this was only made possible with the immense amount of hard work and dedication each members put into their duties. As a result of our strong commitment to action, we have built up and organized our **Keraton** event to be the **second largest** in the United States.

Keraton is ISAUW's largest and most iconic event that is held annually every spring since 2002 at the University of Washington. Every year, we commit to leave indelible impressions to a crowd of over 3,000 international audiences, through in-depth and hands-on experience of Indonesian culture provided through Indonesian traditional performances and activities.

Keraton has grown much since its start in 2002, from a small crowd of 70 attendees, it has developed to a staggering audience of over 3,000 visitors in its latest display, consisting of people from many various backgrounds. This event is currently the largest of its kind in Seattle, and the second largest in the United States.

KERATON INDONESIAN FESTIVAL



Indonesian Traditional Dancer



Chicken Satay



Congklak, traditional game

On May, 2014
Keraton was held
at the University
of Washington

More than
3000 people
attended

On May 2.
2015, we
promise
this year's
event will be
Extravagant



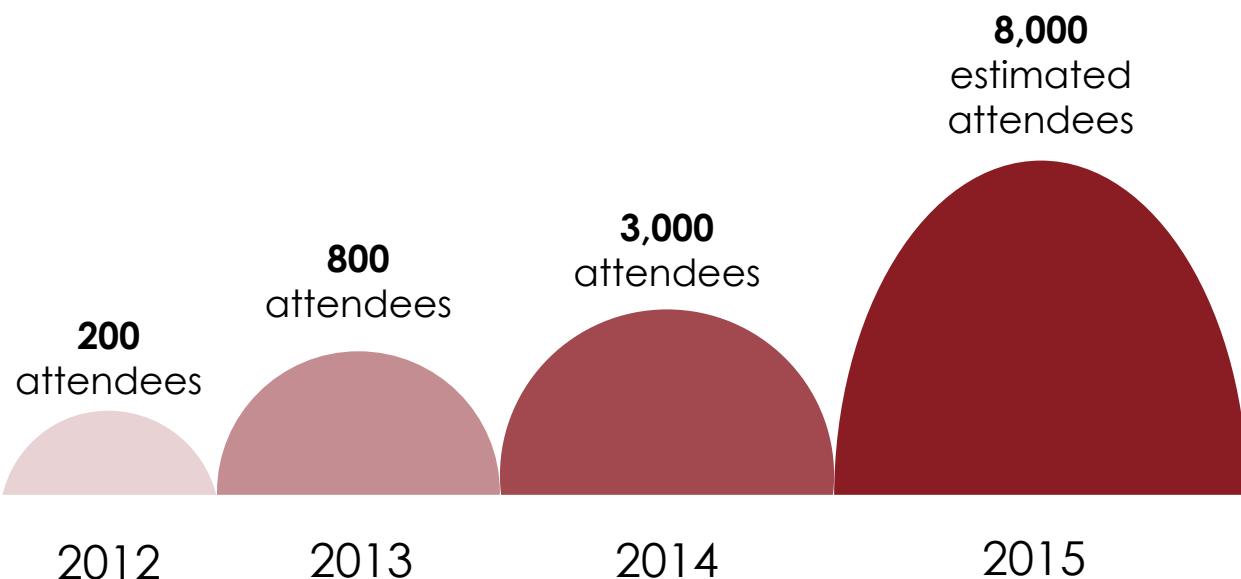
KERATON

INDONESIAN FESTIVAL

As ISAUW's signature event, Keraton 2015 is proudly one of the largest Indonesian cultural event in Washington State. Every bit of Indonesian culture will be presented to you throughout the day.

With an ever increasing number of attendance for each year, We anticipate 8,000 people will be attending Keraton 2015 from all over the Washington state.

EVENT ATTENDANCE 2012-2015





This year,
we will come up with a different concept
to represent our beauty...

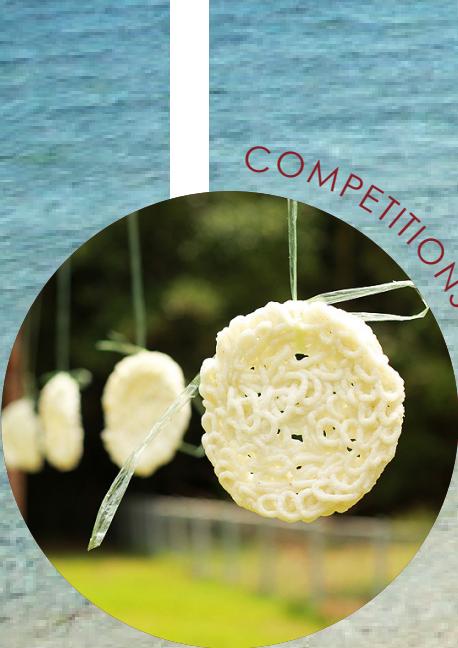


CONCEPT

Indonesia has roughly 300 ethnic groups, each with cultural identities that have developed over centuries.

Through that overwhelmingly large amount of culture, we handpicked the best of each culture and are bringing it to the community in Greater Seattle area.

DIVERSITY
AUTHENTICITY

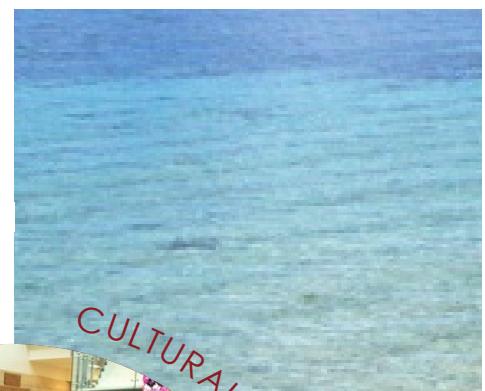


COMPETITIONS

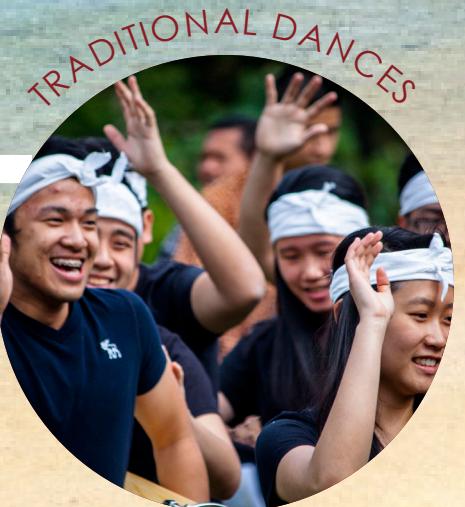
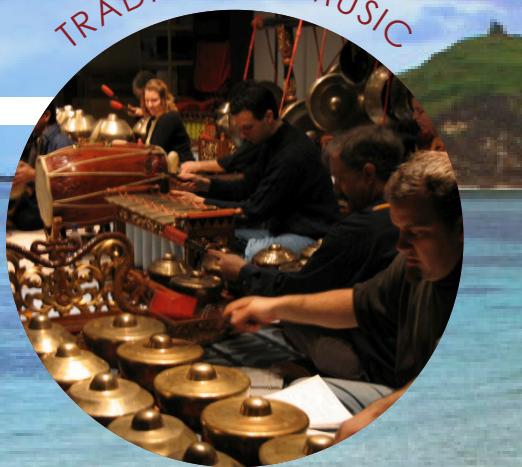


DELICACY

PERFORMANCES



CULTURAL EXHIBITIONS



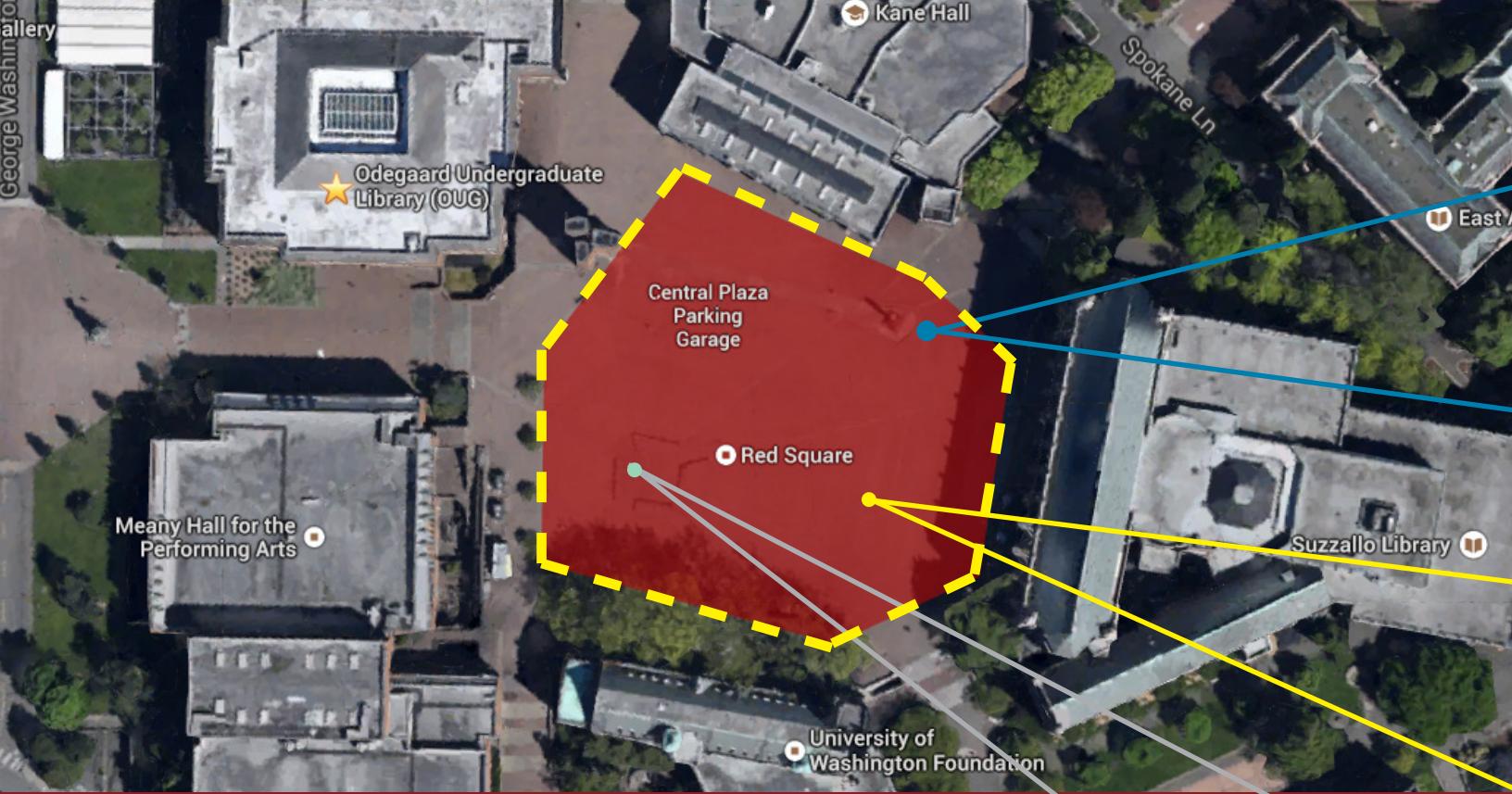
INTRODUCING



GLENN FREDLY

We are proud to inform you that Glenn Fredly, the famous Indonesian singer, will lend his wonderful voice in Keraton 2015.

Since his career-launching win on a 1995 singing competition, Mr. Fredly has continued to amaze the Indonesian music industry with more than 10 album releases, various productions of new talented artists, and his distinguished aptitude for creating movie soundtracks, which led to his recent debut as a film producer.



THE VENUE

LOCATION : RED SQUARE - UW SEATTLE

AREA : 30,000 Sq Ft

CAPACITY : 8000+ people

Red Square, officially Central Plaza, is a large open square on the Seattle campus of the University of Washington that serves as a hub for two of the University's major axes, connecting the campus's northern Liberal Arts Quadrangle ("The Quad") with the science and engineering buildings found on the lower campus.





FESTIVAL GATE

Each festival entrance will be decorated with unique gates that represents indonesian culture



BAMBOO WALL

Economic and easy to work with, the bamboo wall will be used to display information about Indonesian culture



KERATON LOGO

Made of recyclable materials and environmentally friendly.



DECORATIONS

Various decorations including unique cardboard benches and decorative post-it wall.



William Hadibowo
President



Alisson Hartono
Vice President



Andy Sukandar
Director of Operations



Patricia Leo
Director of Finance



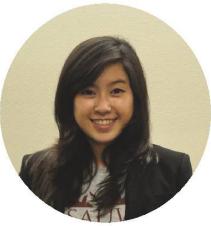
Jeselin Andono
Director of CO



Event Organizer



Sergio Simanjuntak
Head of Event Organizer



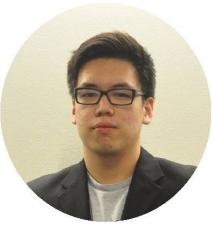
Cindy Hadiputra
Event Organizer



Evelyn Sandra
Event Organizer



Inez Keiko
Event Organizer



Ivan Tanggono
Event Organizer



Laura Lukito
Event Organizer



Wilson Hioe
Event Organizer



Inventory



Kevin Chouw
Head of Inventory



Jonathan Benhi
Inventory



Tahira Nurjaman
Inventory



Gilbert Soesanto
Inventory



Creativity Management



Jessica Priscilla
Head of CM



Emily Halim
CM



Hanna Tania
CM



Harisson Devara
CM



Ivone Liliana
CM



Lucky Pratama
CM



Stela Untoro
CM



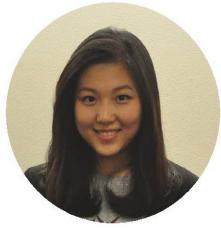
Verina Pranoto
CM



Treasury



Aria Wisnu
Head of Treasury



Danya Setiawan
Treasury



Sponsorship



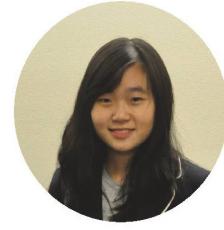
Ghali Zulkarnain
Head of Sponsorship



Christopher Suriadi
Sponsorship



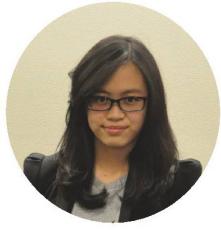
Ezra Arsajaya
Sponsorship



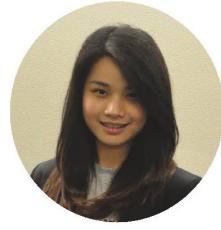
Gevira Felia
Sponsorship



Kevin Santosa
Sponsorship



Sophie Suhariono
Sponsorship



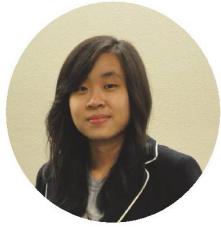
Tifanny Wibisono
Sponsorship



Information Technology



Nabil Sutjipto
Head of IT



Marcella Cindy
Information Technology



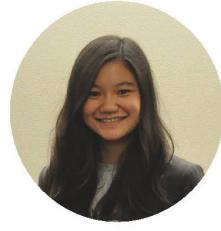
Marketing Communication



Nadya Lumanpauw
Head of Marketing



Alexander Mario
Marketing



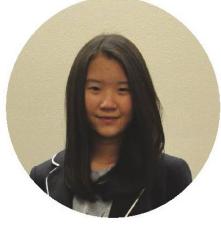
Levana Tirtaguna
Marketing



Natasha Halim
Marketing



Shannen Budihardjo
Marketing



Theresa Utanto
Marketing



Trivet Sembel
Marketing

Budget

Staging + Sound

Stage	\$ 8,548
Lighting	\$ 5,108
Sound System	\$ 1,479
Decoration	\$ 3,000

Food Vendors Area

Equipment	\$ 1,450
Canopies	\$ 5,010
Kitchen Rental + staff	\$ 296

Accomodation

Event Insurance	\$ 1,500
Electricity, Water, Trash	\$ 363
Honey Buckets	\$ 1,319
Events Staff	\$ 3,240
First Aid + Fire Extinguishers	\$ 536
Transportation	\$ 185

Logistics & Performers

Committee, Volunteers & Performers Consumption	\$ 1,500
Event T-Shirt	\$ 750
Artist & Crew Fee	\$ 5,900

Marketing

Newspaper Advertising	\$ 1,960
Posters Printing	\$ 188
Event Flyer Printing	\$ 750

Total \$ 43,081



Sponsorship Packages



\$2,500

\$ 5,000

\$10,000

Donation

Silver:

- Logo Size: A
- Access to post jobs opportunities to the network of UW alumni and graduating seniors
- Logo & link on ISAUW Website
- Logo on:
 - Posters
 - Flyers
 - Banners
 - Promotional Videos
 - Event Slideshows
 - Newspaper Advertisement
 - Social Media
 - Committee/Event Shirt
 - Event After Movie



Gold:

- Logo Size: B
- Includes all benefits in Silver package
 - + Logo on performing stage
 - + Your Very own booth at KERATON 2015
 - + Full page and banner company advertisement in ISAUW.org website and social media

Platinum:

- Logo Size: C
- Includes all benefits in Gold package
 - + Recognize as ISAUW main sponsor/partner
 - + Promotion by MC during KERATON 2015

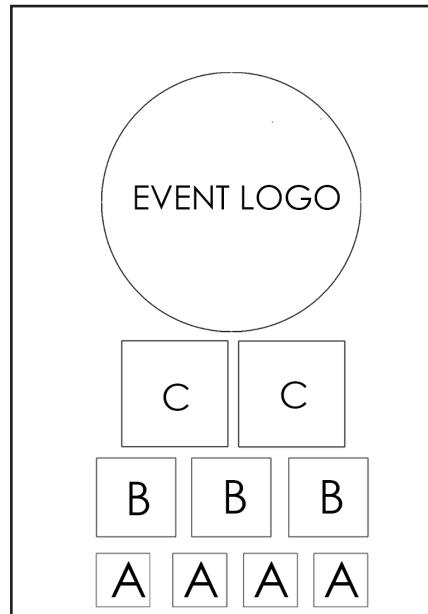
Donation:

- We provide the customized and donation package, where you can choose the beneficial option for both your company and ISAUW.

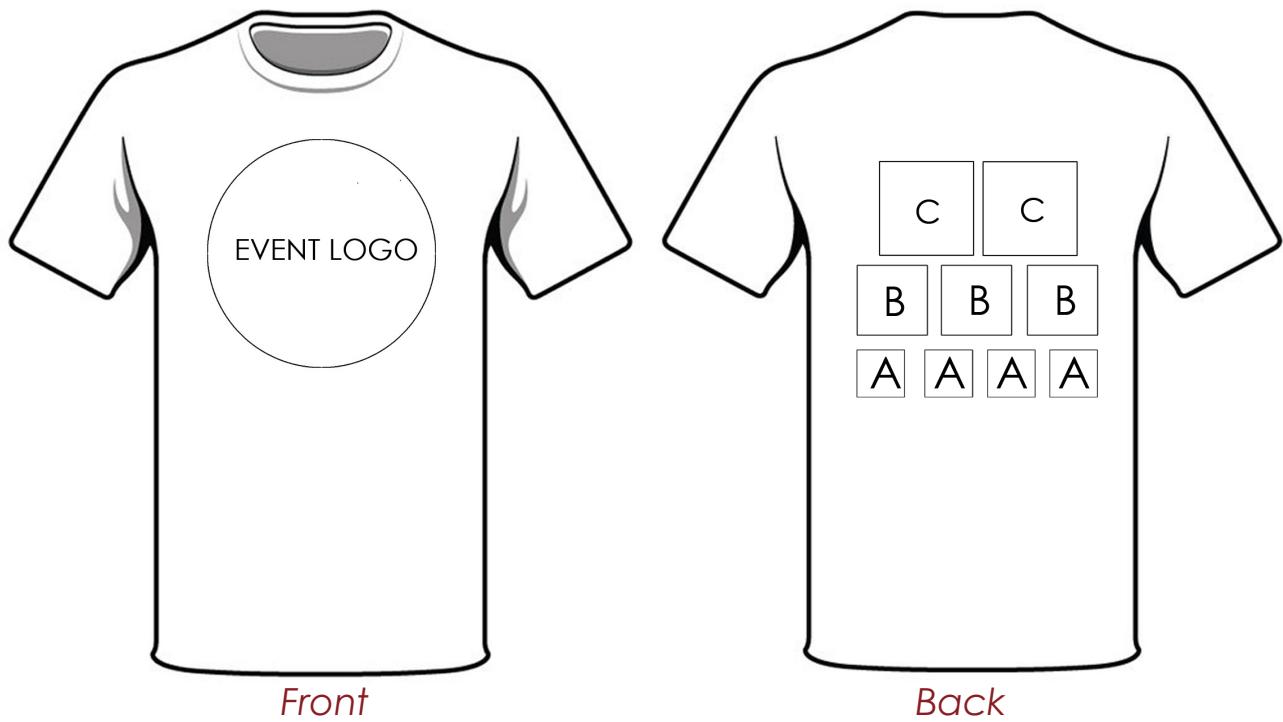
Please refer to "logo placement" page for logo placement references.

LOGO PLACEMENT

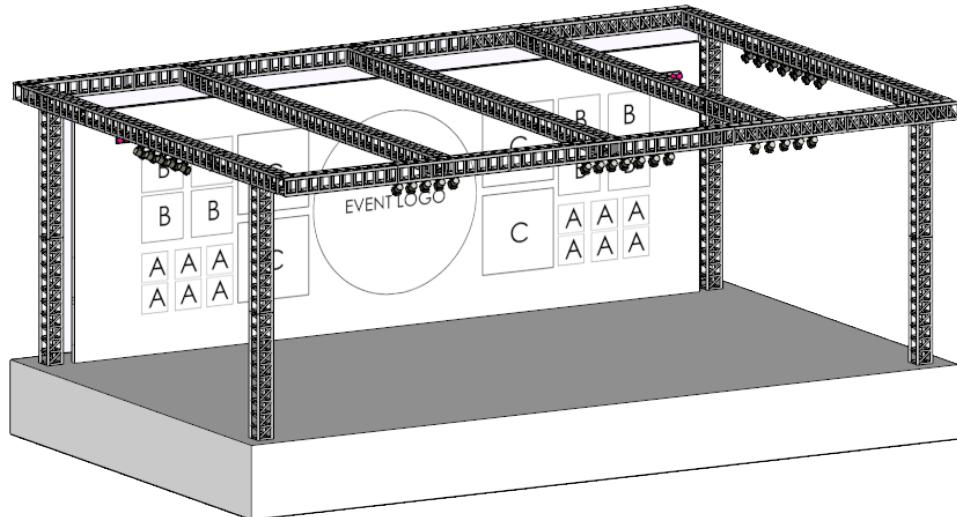
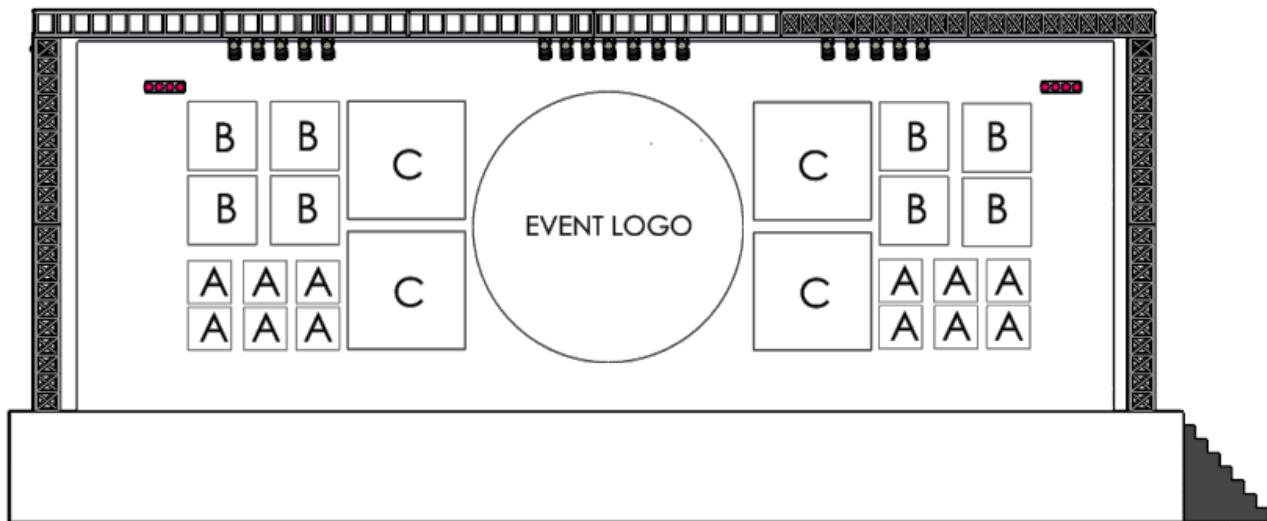
Poster



Committee T-Shirt



Stage



A = Silver Sponsorship Package
B = Gold Sponsorship Package
C = Platinum Sponsorship Package

What we promise...





Disclaimer:

The plan, designs, sponsorship packages shown from this book is subject to change and we reserve the right to modify any of our plans. However, we can assure you we will bring the best Keraton 2015 experience.

For further inquiries, please do not hesitate to contact us at:

Email: finance@isauw.org

Patricia Nadia Leo
Director of Finance
Contact: +1 (206) 484-2494

Ghali Zulkarnain
Head of Sponsorship
Contact: +1 (206) 306-6572



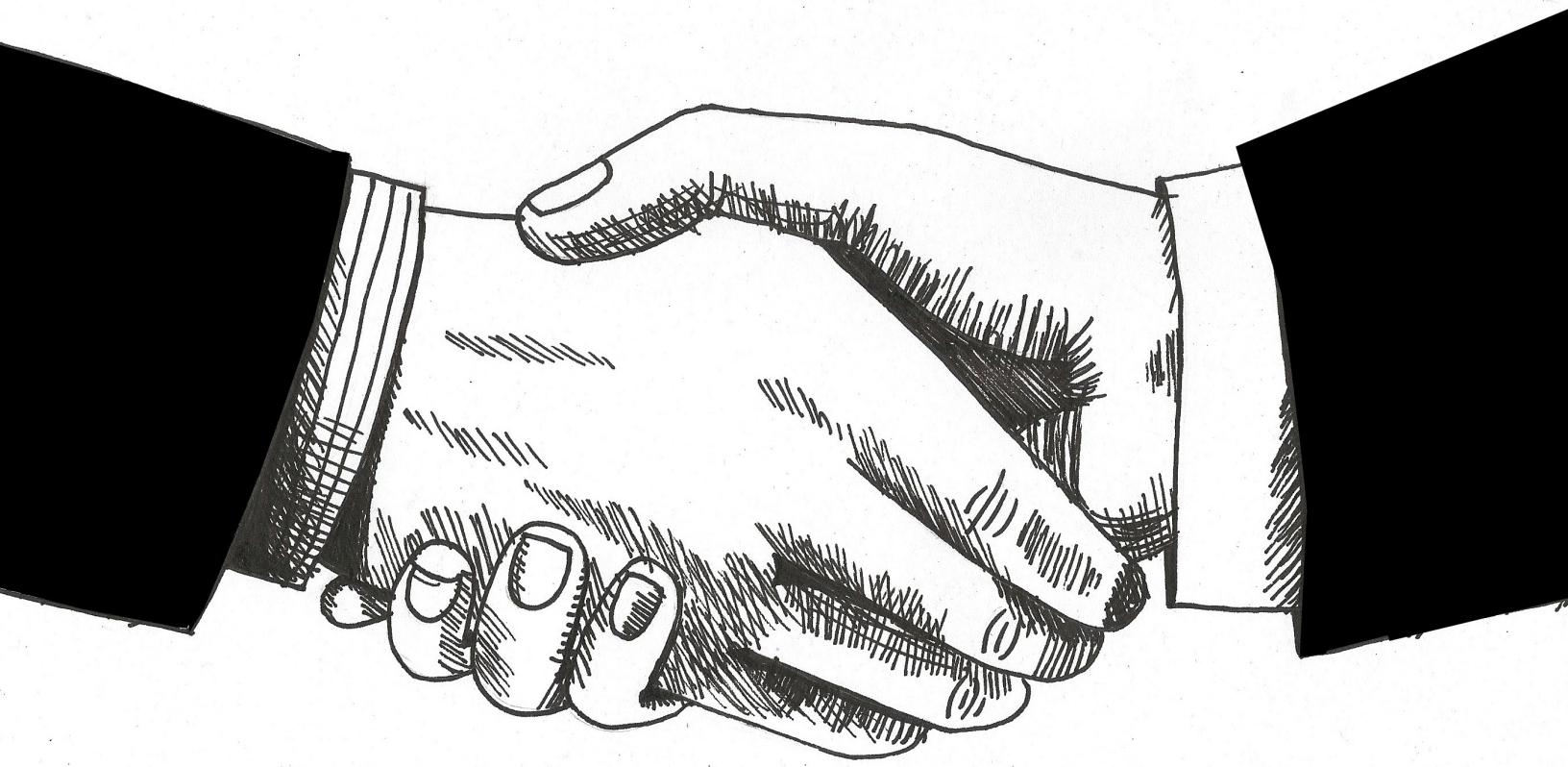
@isauwhuskies



/isauw.huskies



isauw.org



THANK YOU

