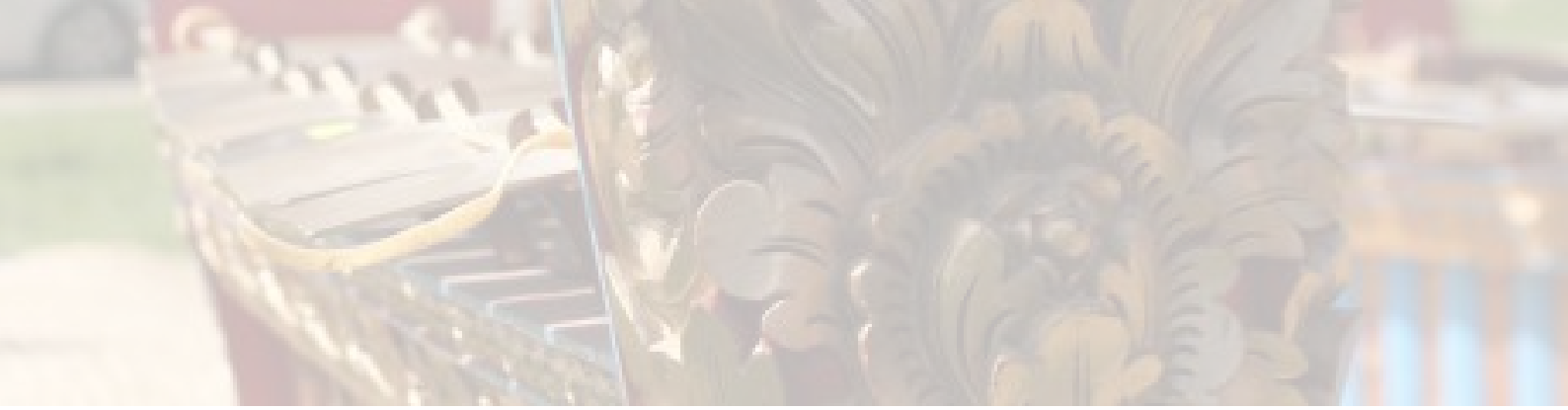
NUSANTARA

traditions in transition

SPONSORSHIP PACKET



FOREWORD

Dear prospective sponsors and collaborators,

The Berkeley Indonesian Student Association and I cordially invite you to be a part of our **5th Nusantara "Traditions in Transition."**

Our annual Indonesian festival is to celebrate Indonesia's rich and diverse culture with various communities across the Bay Area while also giving Indonesians living away from home a place to reconnect to their roots.

Sponsors like you make everything we do possible and we appreciate the unending support that we receive each year. Through this packet, we hope to provide you with a glimpse of our event and assist in determining the level of involvement with Nusantara that best suits you.

On behalf of the entire committee, I would like to thank you for your consideration and interest in partnering with us. We look forward to collaborating with you.

Kindest regards,

Patricia Hidayat
Nusantara Chief Coordinator

ABOUT BISA

The **Berkeley Indonesian Student Association (BISA)** was founded in 1985. BISA is a non-profit, student organization with a mission to raise cultural awareness of Indonesia in Berkeley and provide a community for our members to develop lifelong relationships.

For over thirty years BISA has been contributing to the community through its events aimed towards promoting Indonesian culture beyond the Indonesian community.

BISA
Berkeley Indonesian Student Association

NUSANTARA
Traditions in Transition

ABOUT NUSANTARA

Nusantara takes pride in celebrating and promoting the diverse culture of Indonesia. We work hard to ensure that guests will be able to immerse themselves in our culture through traditional food, performances, games, and other engaging activities throughout the day.

Nusantara: Traditions in Transition is the fifth annual Indonesian Festival hosted by BISA. This year, the event will take place on April 6, 2019 from 12pm - 6pm at West Crescent Circle, UC Berkeley.

With this year's theme, Traditions in Transition, we aim to showcase a unique blend of our cultural heritage; bringing our audience into a journey of Indonesia's cultural evolution and the recent trends among our youth–how the Indonesian culture remains embodied in us even in today's modern society.

MEET THE COMMITTEE

PATRICIA HIDAYAT
NUSANTARA PRESIDENT

AUDREY SIMANDJAJA
ADVISOR

RACHEL SUMADI
SECRETARY

LARAS KAMILA
EVENT ORGANIZER HEAD

THEODORE OTTO
EVENT ORGANIZER HEAD

FELIKA AILEEN
SPONSORSHIP HEAD

IRVAN ARVENZIA
SPONSORSHIP HEAD

KIVIA SUGIARTO
SPONSORSHIP HEAD

PAUL LELI
LOGISTICS HEAD

DAVID JULIO
LOGISTICS HEAD

SHERRY TANIA
MARKETING HEAD

ANASTASHA RACHEL
MARKETING HEAD

JACQUELINE ANGELINA
CREATIVE MANAGEMENT HEAD

ANGELICA PAN
CREATIVE MANAGEMENT HEAD

KEISHA CHRISMANTO
BOOTH HEAD

VIVIAN WIJAYA
BOOTH HEAD

COMMITTEE MEMBERS

EVENT CHAIR

Patricia Hidayat

SECRETARY

Rachel Sumadi

CREATIVE MANAGEMENT

Jacqueline Angelina
Angelica Pan
Sean Sada
Vince Kesuma
Karen Supandi
Hendry Susanto
Eunice Sukarto
Jacqueline S Andersen
Rafi Hanafiah
Gia Wicaksono
Patricia Kusumah

EVENT ORGANIZER

Laras Kamila
Theodore Hartono
Adhitama Buana
Albert Sudjana
Andrew Soegiharto
Antony Tejakusuma
Inez Novia
Astrid Marlina
Gabriella Adiprawira
Jennifer Jaury
Jazmine Angelica
Kenneth Wu
Keinanya Miman
Gwyneth Jocelyn

LOGISTICS

David Julio
Paul Leli
Rick Surya
Alvin Gunawan
Beverly Tanada
Laurentia Louiza
Arthur Tjhoi
Andrew T Young
Reynaldo Harry
Leonardo Alvin
Kevin Widjaja
Nicholas Andre
Daniel Mao
Peter Son
Andrei Michael

ADVISOR

Audrey Simandjaja

SPONSORSHIP

Kivia Sugiarto
Felika Aileen
Irvan Arvenzia
Jessica Evangelista
Aprillia Judokusumo
Claudia Johan
Rafael Brian Sumali
Ivan Alexander Kristanto
Arlene Tan
Chloe Purnama
Iqbal Nurjadin
Michael Cashton
Ivo Siddarta
Andrew Ie
Leonardo Hendriono
Jonathan Ang
Sean Wilbert Utan

BOOTH

Keisha Chrismanto
Vivian Wijaya
Klara Mairentia
Natasha Ashley
Cevin Timothy Suciono
Helena Samara
Jenifer Yunnaraga
Shania Alexandra
Fiona Madeline
Natasha Steven
Hansel Fath
Timothy Billyan Huey
Mevani Gotama
Steffi Wijaya
Natasha Susetyo

MARKETING

Anastasha Rachel
Sherry Tania
Aaron Judah Bong
Jason Rudianto
Dennis Tan
Alexa Indra
Erlina Lamita
Melissa Tania
Vanessa Indrawan
Vincenzio Widjaja
Christy Isman
Jessica Ongkowijaya

NUSANTARA

Nusantara: Traditions in Transition is the largest annual Indonesian cultural event in the Bay Area hosted by the Berkeley Indonesian Student Association (BISA).

Date & Time: Saturday, April 6, 2019, 12-6PM

Location: West Crescent Circle, UC Berkeley

traditional food - games - performances

PROGRAM

1 beginning

Introduction - Traditional Indonesian Dance + Gamelan Sekar Jaya
MC Opening
Sponsor Announcements
Balinese Dances
UC Berkeley Gamelan Jawa

2 middle

Live Band Performance
Tug of War
Modern Indonesian Dance
Indomie Eating Contest
Sponsor Announcements
Mini Games Session

3 peak & closing

Committee Dance
Raffle Announcement
Guest Star Performance
Sponsor Announcements
Closing Ceremony

SPONSORSHIP PACKAGES

Benefits of Sponsoring

1. Gain access to over 7,000 students, working professionals and diaspora.

2. Increase brand awareness and visibility within Bay Area.

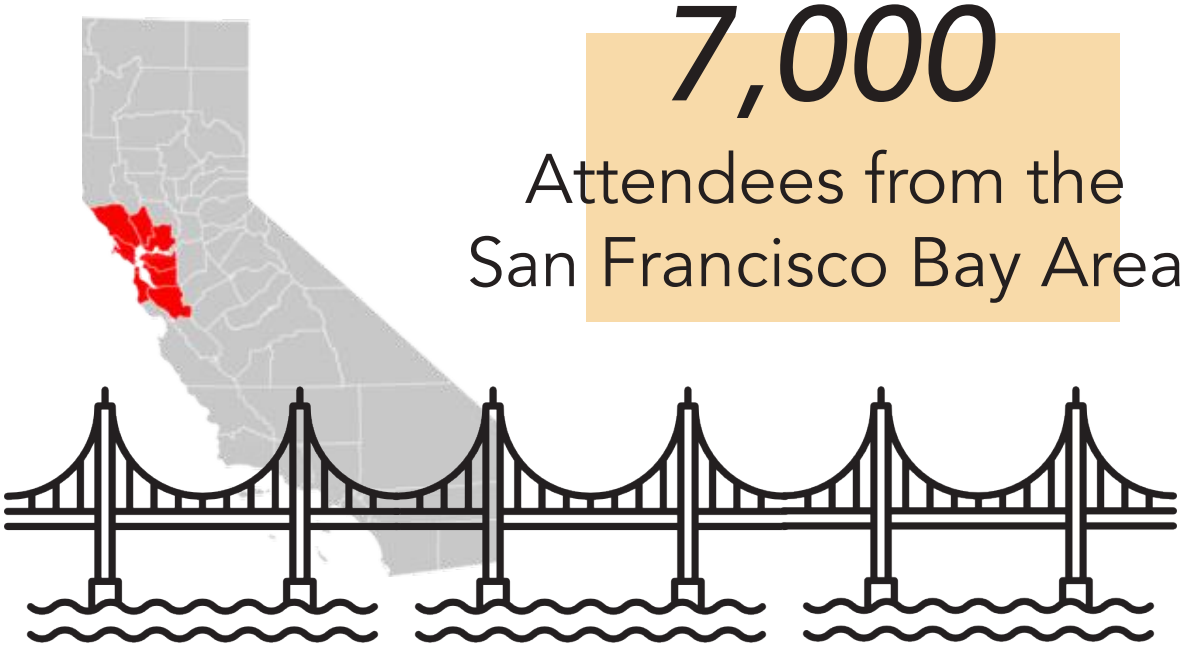
3. Recruit top talent from No. 1 public university in the world.

4. Associate your corporation with UC Berkeley.

5. Tax Deductible Contribution through 501(c)(3). Receipt available upon request.

NUSANTARA

Expected Attendance



7,000

Attendees from the
San Francisco Bay Area

Participating Colleges and Universities

Berkeley
UNIVERSITY OF CALIFORNIA

Stanford
University

De Anza College

Santa Clara University

San José State
UNIVERSITY

Diablo Valley College

Foothill College
Upgrade. Advance.

UC DAVIS
AGGIES

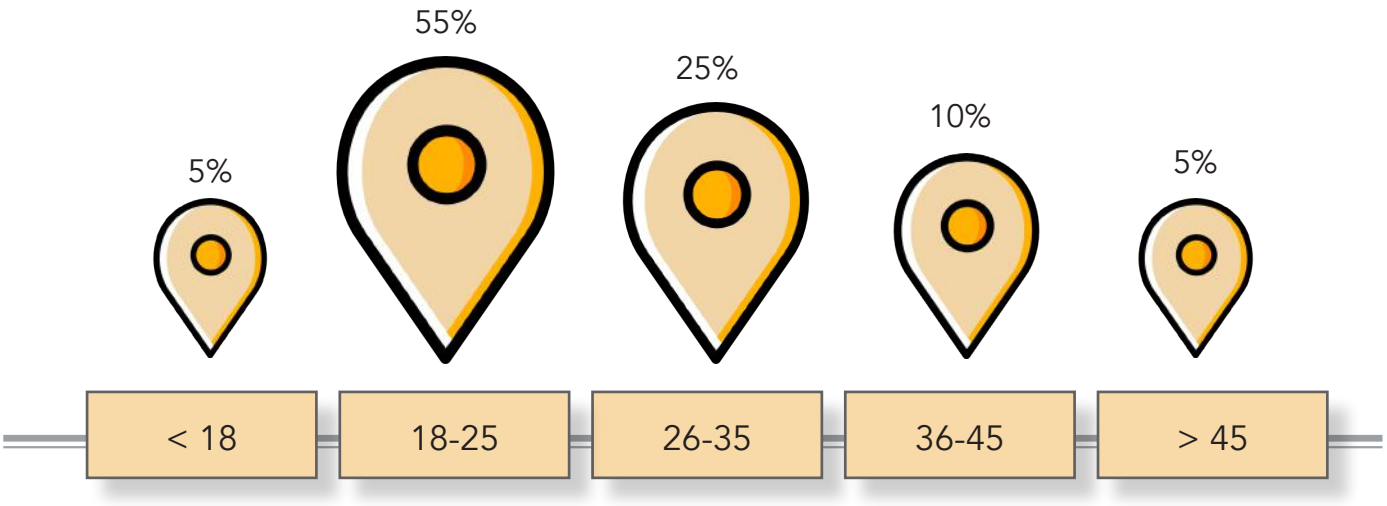
Golden Gate University

University of
San Francisco

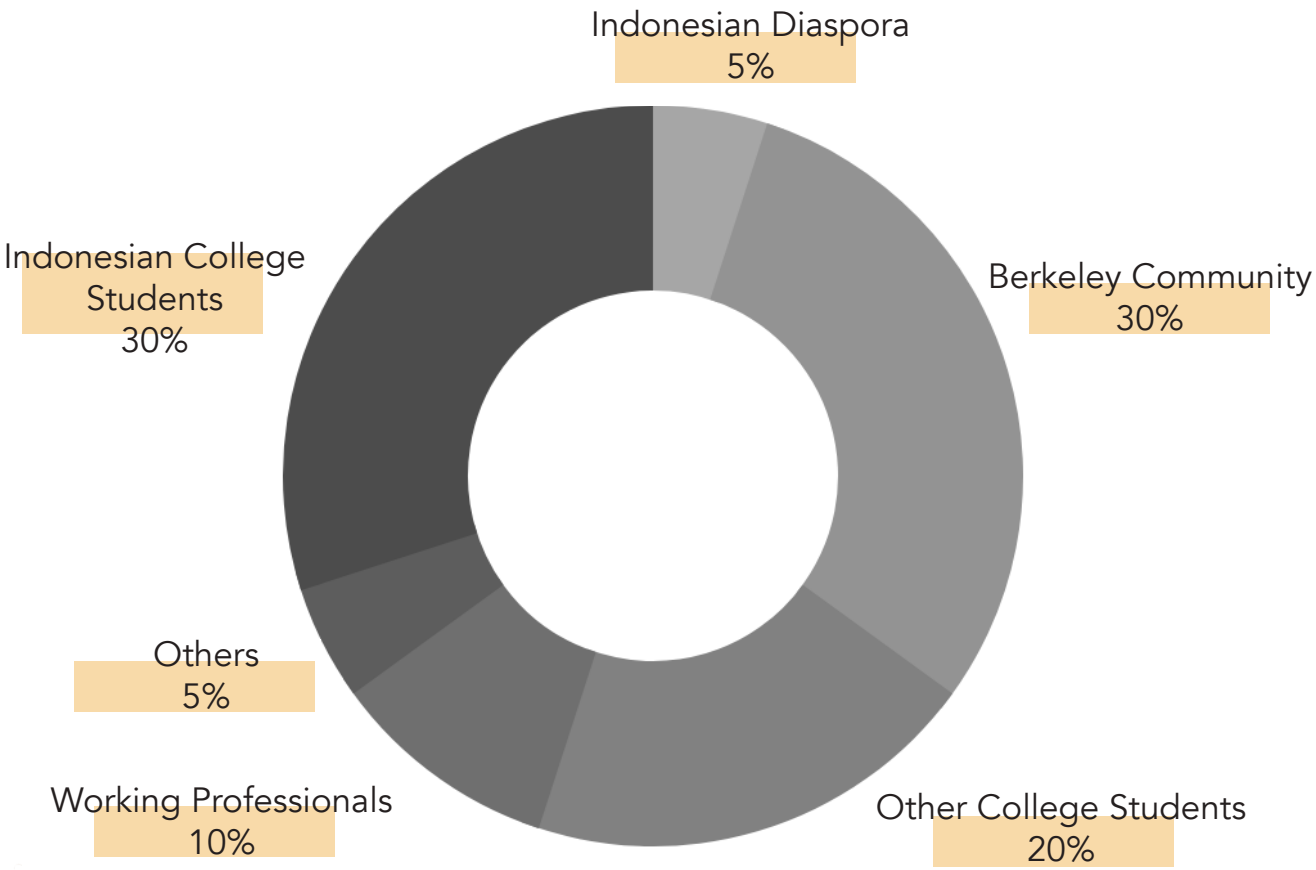
...and more!

NUSANTARA

Target Audience



Attendees' Profile



Our Influence

Nusantara is one of the largest Indonesian festivals in Northern California, making it a great platform for exposure and promotion. Located in the heart of the **Bay Area** in the city of Berkeley, CA, Nusantara exposes brands, products, and services to not only Berkeley students, but also visitors from San Francisco, Davis, Silicon Valley, Los Angeles, and various other cities.

What does that mean?
It means reaching a potential market of more than 40,000 people.

Being in Silicon Valley has many advantages, one of which is being at the hub of technology and growth. Sponsoring Nusantara provides you with the opportunity to be exposed to the curious individuals and thriving companies in the Bay Area.

If you help Nusantara, you will have access to BISA, and our loyal and engaged social media flowers. On average, you can expect:

46.3K+ site views,

7.7K overall content engagement, and

81% engagement and reach per post.

BLSA
Berkeley Indonesian Student Association

COST ESTIMATE

Categories	Cost	Qty	Total Cost
Admin			
Coupon Ticket	$55.00	1	$55.00
Sponsorship Packet Printing + Distribution	$400.00	1	$400.00
Security	$1,500.00	1	$1,500.00
Miscellaneous Costs + Buffer	$750.00	1	$750.00
			$2,705.00
Event, Staging, Sound, Logistics			
Music and Dance Performers	$650.00	5	$3,250.00
Game Logistics	$700.00	1	$700.00
Game Prizes	$500.00	1	$500.00
Guest Star Fee	$5,000.00	1	$5,000.00
16' x 24' Stage Section, Electrical Equipment, Sounds System, Stage Lighting, Backdrop	$15,000.00	1	$15,000.00
Technician/Sound Engineer	$1,500.00	1	$1,500.00
Stage Inspection Fee	$525.00	1	$525.00
Sprinkler, Recycling bin Trash bin + bag, Trash delivery	$675.00	1	$675.00
Transportation (U-Haul)	$250.00	1	$250.00
Parking Permits	$42.00	35	$1,470.00
			$19,420.00
Food Vendors			
Canopies & Chairs Rental + Delivery	$5,200.00	1	$5,200.00
Utensils	$775.00	1	$775.00
Food to be sold	$12,450.00	1	$12,450.00
			$18,425.00

NUSANTARA
Traditions in Transition

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COST ESTIMATE

Categories	Cost	Qty	Total Cost
Committee & Volunteers			
Committee T-Shirts	$12.00	90	$1,080.00
Certificates of Participation	$0.20	150	$30.00
Volunteers Consumption	$15.00	70	$1,050.00
			$2,160.00
Advertising			
Clothing Merchandise - T-shirts	$12.00	150	$1,800.00
Clothing Merchandise - Sweat-shirts	$17.00	150	$2,550.00
Stickers	$0.50	2000	$1,000.00
Phone card holders	$0.75	600	$450.00
Drawstring Bags	$3.15	300	$945.00
Snapchat Geofilter	$600.00	1	$600.00
Raffle & Social Media Compe-tition Prizes	$800.00	1	$800.00
			$8,145.00
Decoration			
Cardboard, fairy lights, light bulbs, lanterns, spray paints	$1,000.00	1	$1,000.00
Banners	$1,000.00	1	$1,000.00
Photobooth	$500.00	1	$500.00
			$2,500.00
		GRAND TOTAL	***$51,355.00***

NUSANTARA

	KEDIRI	SINGASARI	SRIWIJAYA	MAJAPAHIT
GENERAL PERKS				
Appearance on Nusantara Website	special mention + logo	company profile	special webpage with company profile + detailed blurb	special webpage with company profile + detailed blurb + priority strategic placement
Brand company shout-outs on BISA's social media	Company name mentions	Company name mentions + logo	Company name mentions + logo + at-the-end credits of Nusantara video productions	Company name mentions + logo + video content of Nusantara video productions
Option to host exclusive recruitment events @ UC Berkeley	No	No	Yes	Yes
and company shout-outs on public plat-ms (featured articles on The Daily Californian, Buzzfeed, The Odyssey, etc)	No	No	Yes	Yes
DAY OF EVENT PERKS				
Logo Placement on Committee T-shirts	Small	Medium	Medium	Large
Live mentions during event	No	Yes	Yes	Yes
-color advertisement on program booklet	Small	Medium	Half page	Full page
Booth at event	No	No	Yes	Yes
stribution of Company Merchandise/Marketing Materials	No	No	Yes	Yes
Logo on Backdrop	Small	Medium	Medium	Large
Price	**$1,000**	**$3,000**	**$5,000**	**$7,000**

BISA
Berkeley Indonesian Student Association

SPONSORSHIP FORM

Sponsor Name/Company: ----------

Mailing Address: ----------

Contact Name: ----------

Phone Number: ----------

To: **Berkeley Indonesian Student Association**

I, under the signed, hereby agree that my company will participate in the sponsorship of Nusantara 2019: *Traditions in Transitions*. I also agree to the sponsorship benefits as written in the proposal at the following level (check one that applies):

-- Kediri ($1000)
-- Singasari ($3000)
-- Sriwijaya ($5000)
-- Majapahit ($7000)
-- Other:

Payment will be transferred to beneficiary at the latest (March 1, 2019):
Account Number:
Bank:
Account Name:

Total Support Amount $ ----------

Signature: ---------- Date: ----------

Please e-mail this sponsor form to kiviasugiarto@berkeley.edu

*donation amounts are subject to change according to the USD to IDR exchange rate at the time of transfer

Gifts to BISA's Nusantara are tax deductible to the full extent of the Internal Revenue Service (IRS) code. BISA is designated by the IRS as a not-for-profit 501 (c)(3) organization.

NUSANTARA
Traditions in Transition

Further Inquiries

please don't hesitate to contact:

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BISA

Berkeley Indonesian Student Association

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