

HOLIDAY FUN FEST

Vol. 2



PT KARYA BAKTI
PARAHYANGAN



BACKGROUND

PT Karya Bakti Parahyangan (PT KBP) is a business unit under the UNPAR Foundation which was formed with the aim of providing support to the development of UNPAR and accelerating the growth of the university in various aspects. One of the concrete forms of PT KBP is in the form of supporting the development of creativity with the Holiday Fun Fest event.

Holiday Fun Fest a.k.a HFF is an events that collaborates with big brands, which are then expected to become a network for universities in academic aspects (student internships and the Tri Dharma of higher education) and non-academic (potential partners supporting infrastructure).

The very first HFF started with only 5 crews, but attended more than 500+ audiences and 20+ brands.

Since then, HFF Vol.2 (this year) has always been continually improving its qualities and expanding its program. Having **"We Need More Time and Fun"** as its Tagline, HFF Vol.2 aim to be an euphoric event, by giving a spectacular experience to all.

BACKGROUND

The tagline...

"We Need More Time & Fun!"

...conveys the idea that HFF Vol. 2 aims to provide a space where people can enjoy themselves without feeling rushed and emphasizing the importance of enjoyment. It suggests that the event will be a break from the usual hectic pace of college life, offering audience the opportunity to unwind, have fun, and make the most of their time.

So let's join us at HFF Vol. 2 with More Brands, More Fun, and More Activities!

#WeNeedMoreTimeandFun #HFFUNPAR

WE'RE BACK!

Here are some highlights from our event last year



FEEL THE 4 INDUSTRIES



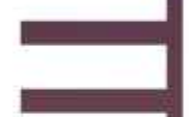
FOOD N' BEVERAGES

Live cooking, dessert,
frozen food, ready-to-eat



ELECTRONICS

Phone, PC/laptop, utilities, accessories,
telecommunication, electric vehicle



ENTERTAINMENT

Photo booth, claw machine, tour &
travel, mini theater, mini golf,
pottery/flowerist/bakery classes



LIFESTYLE

Fashion and beauty, makeup, skin care,
accessories, perfume, health, finance

>1K

traffic/day



50K
-200K

spending/person

TARGET

- > Active Student
- > Lecturers
- > Staffs
- > Alumni

OPEN FOR PUBLIC



- > Fashion Trend Follower
- > Healthy Lifestyle Conscious
- > Tech-Enthusiast
- > Youthful

PROPOSED DATE

19-21 NOV

HFF Vol. 2

TIMELINE

- 1 Oct - 15 Nov
Registration for Brands
- 15 Nov
Last Call
- 16/17 Nov
Technical Meeting
- 18 Nov
Loading In
- 19-21 NOV
HFF Vol. 2

60%

of students in West Java
experience stress during their studies.

Hakiki, B. (2021)

37% frequently experience stress.
26.3% due to being unable to manage their time.
43.5% try to **find other activities** to cope with stress.

Seberapa sering kamu mengalami stres?



Penyebab utama mahasiswa mengalami stres



Usaha untuk mengatasi stres



WE NEED MORE TIME & FUN!

VENUE

Parahyangan Catholic University

Jl. Ciumbuleuit No.94, Kota Bandung, Jawa Barat

Operational Hours: 08.00 – 17.00 WIB

PLAZA PPAG 2



Plaza PPAG 2 is here to facilitate FnB tenants which is the best place for people to pass through

FOOD N' BEVERAGES LIFESTYLE

±15 Brands

IDR 3mio
-5mio

MULTIFUNGSI



The PPAG 2 Multifunction Room presents an exclusive opportunity for selected technology brands to showcase their superior products

ELECTRONICS LIFESTYLE

± 7 Brands

IDR 12mio
-15 mio

SELASAR



Selasar is an exclusive place which is the connecting road between Multifunction Room and Plaza PPAG 2

ENTERTAINMENT LIFESTYLE

± 7 Brands

IDR 5mio
-10mio

LAYOUT

Electronics & Entertainment Area
Indoor

Lifestyle & Entertainment Area
Semi-Indoor

FnB Area
Outdoor

ADDITIONAL INFORMATION

Total ± 29 brands

Indoor Size: 2x2, 3x3,
5x5, 10x5

Outdoor Size: 3x3

SPONSORSHIP BENEFIT

No.	Type	Package				
		Platinum	Gold	Emerald	Silver	Bronze
Inclusion of Company Logo and Name:						
1	Value	IDR 50mio	IDR 30mio	IDR 15mio	IDR 10mio	IDR 5mio
2	Booth (stand)	10x5m	5x5m	5x5m	3x3m	
3	Adlibs by MC	✓	✓	✓	✓	✓
4	15' company promotion	✓	✓			
5	TVC	✓	✓	✓	✓	✓
6	Company Logo in promotion material: <ul style="list-style-type: none">• Entrance Gate*• Posters• Social Media• Influencer• T-Shirt Crew• ID Card Crew/Tenant• Backdrop• Cue Card• Other Printed Material	XXL	XL	L	M	S

Logo Size

XXL

XL

L

M

S

MARKETING STRATEGIES

T-SHIRT CREW



*Images and designs are for illustration only

- Sponsor Platinum
- Sponsor Gold
- Sponsor Emerald
- Sponsor Silver
- Sponsor Bronze

ID CARD CREW/TENANT



POSTER



BACKDROP



CUE CARD



MARKETING STRATEGIES

*Logo company for Platinum Sponsor only



- Placing entrance gate at Wind Tunnel / Multifungsi Area / Selasar Multifungsi
- Estimated gate size 6 x 3 meters
- Images and designs are for illustration only



ENTRANCE GATE



MARKETING STRATEGIES



@bujungkyo
Influencer | Reviewer | Blogger

42.5k+ folls on Instagram
1k+ folls on TikTok



@coinfamily
Digital Creator

56.4k+ folls on Instagram
1.1M folls on TikTok



@mstanty
Digital Creator | Teacher | MC

32.4k+ folls on Instagram
300+ folls on TikTok

INFLUENCER WISHLIST



@helenysm
Entrepreneur | Food Grapher

34k+ folls on Instagram
7k folls on TikTok



@bettyaugustina
Digital Creator | Entrepreneur

217k folls on Instagram
1.2M folls on TikTok



@foodnotestories
Food Blogger

386k+ folls on Instagram
267k+ folls on TikTok



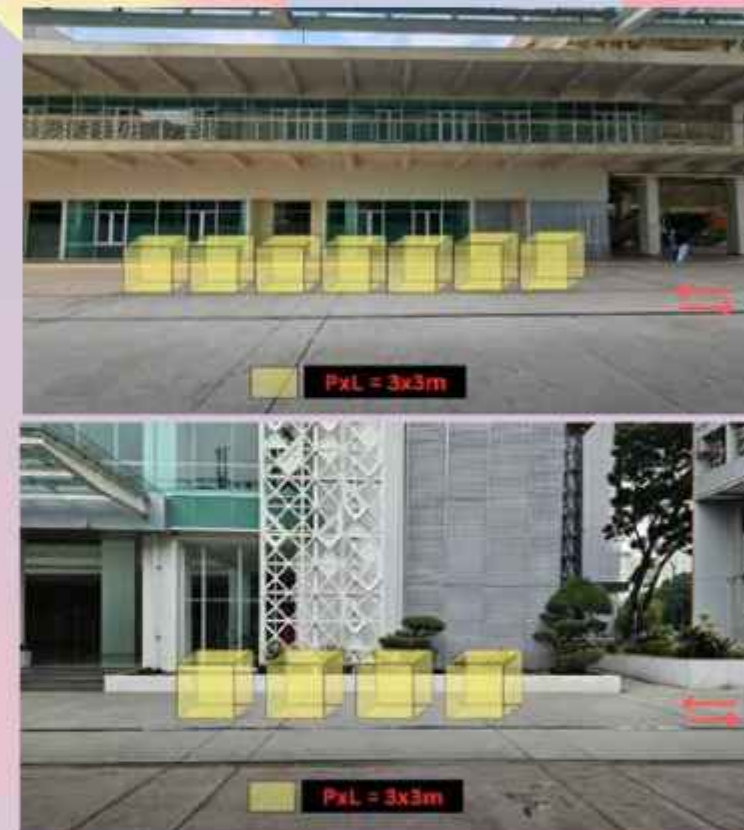
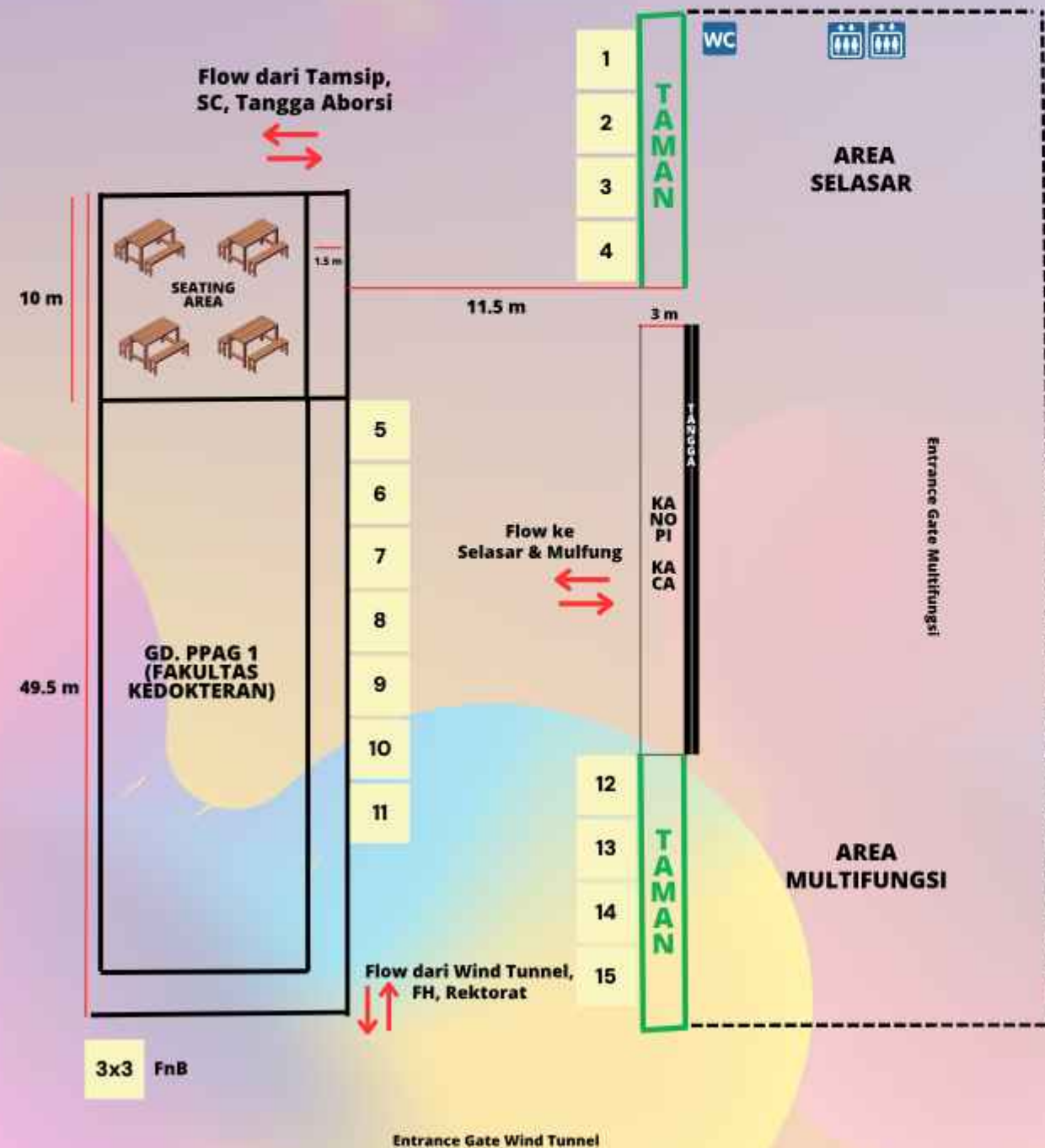
@eatjournal.bdg
Blogger | Food Enthusiast

132k folls on Instagram
30k+ folls on TikTok

and
many
more!!!

LAYOUT

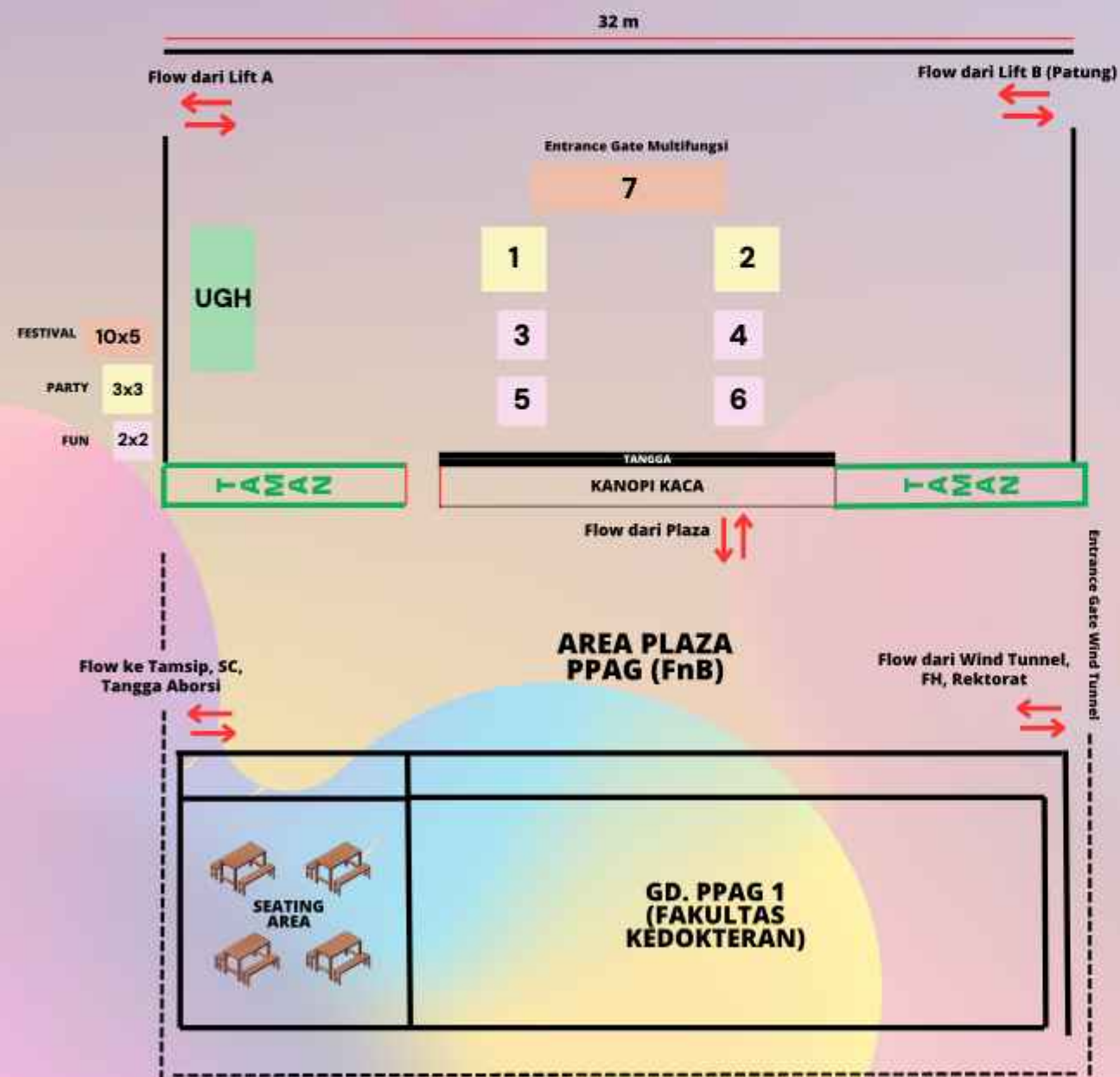
Plaza (FnB)



Benefit	Package & Price (3 days)	
	P. Festival Rp 5.000.000	P. Party Rp 4.000.000
Space incl. tent	3x3 meters	
Electricity	6A (1320 Watt)	2A (440 Watt)
Table	2 pcs	1 pcs
Chair	2 pcs	1 pcs
Trash Bag	FREE Include	

LAYOUT

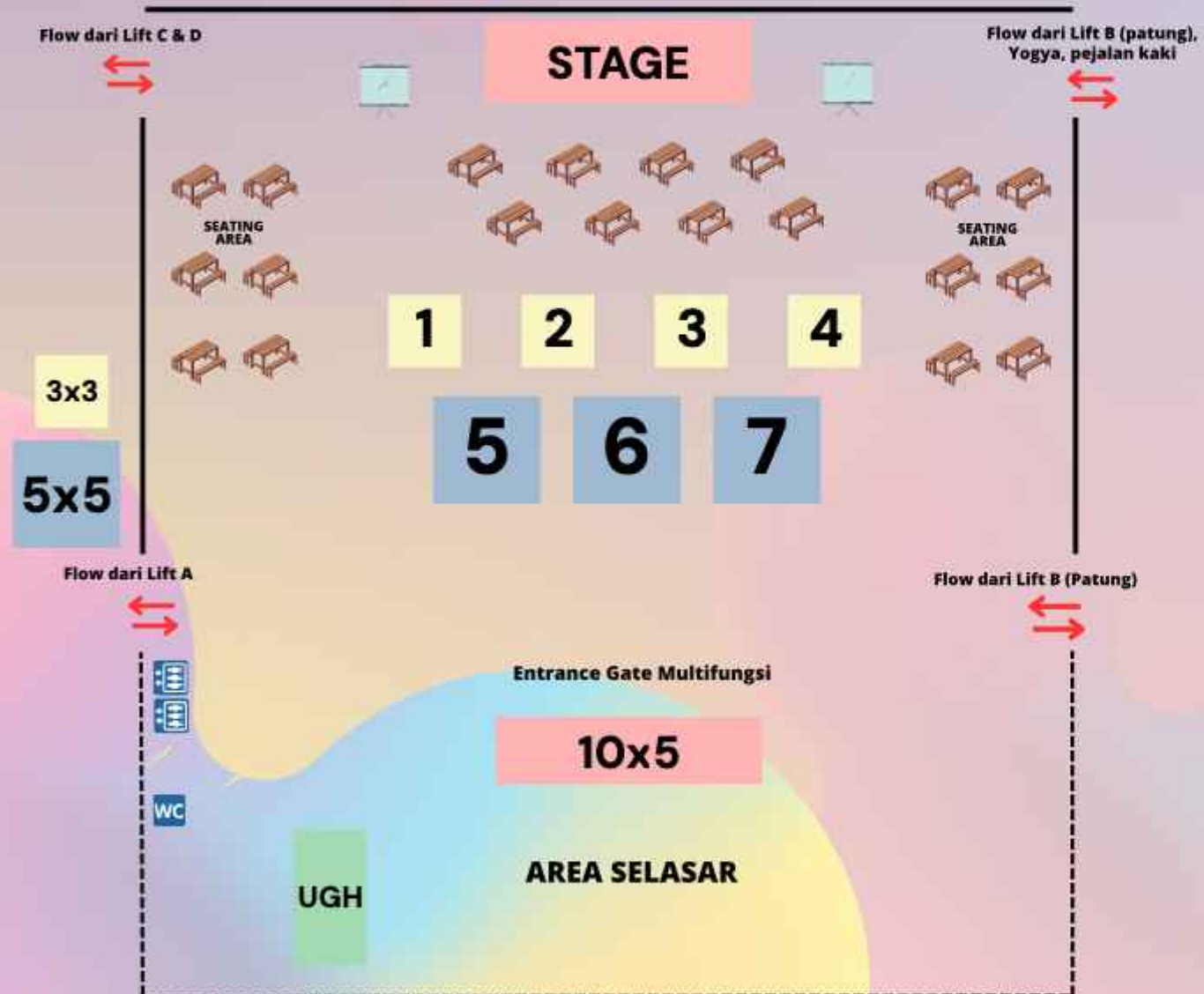
Selasar



Benefit	Package & Price (3 days)		
	S. Festival Rp 15.000.000	S. Party Rp 5.000.000	S. Fun Rp 4.000.000
Space	10x5 m	3x3 m	2x2 m
Electricity	10A (3300 Watt)	2A (440 Watt)	2A (440 Watt)
Table	2 pcs	1 pcs	1 pcs
Chair	2 pcs	1 pcs	1 pcs
Trash Bag	FREE Include		

LAYOUT

Multifungsi



Benefit	Package & Price (3 days)	
	M. Festival Rp 15.000.000	M. Party Rp 12.000.000
Space	5x5 m	3x3 m
Electricity	10A (3300 Watt)	2A (440 Watt)
Table	2 pcs	1 pcs
Chair	2 pcs	1 pcs
Trash Bag	FREE Include	

CONTACT US

**HOLIDAY
FUN FEST**
Vol. 2



PT KARYABAKTI
PARAHYANGAN



MAILING ADDRESS

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INSTAGRAM

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