

Embarcadero Bintaro Site Office Event Plan Proposal September & October 2018

Embarcadero Bintaro Event Plan

Draft Timeline & Propose Event

September Week 1 Sept 1 st	September Week 2 Sept 8 th	September Week 3 Sept 15 th	September Week 4 Sept 21,22,23
Location: Embar Booth at KV Mal	Location: Embar Pav Site	Location: Embar Booth at KV Mal	Location: Embar Pav Site
Event: Face Painting Rp 1,500,000 (3 hours)	Event: Educartive Coloring Competition	Event: Face Painting Rp 1,500,000 (3 hours)	Event: Wisata Kuliner & Food Bazaar
Budget: Rp 10 Million	Budget: Rp 10 Million	Budget: Rp 10 Million	Budget: Rp 10 Million
October Week 1 October 6 st	October Week 2 October 13 th	October Week 3 October 18 th , 19 th , 20 th	October Week 4 October 26 th
Location: Embar Pav Site	Location: Embar Booth at KemVil	Location: Embar Pav Site	Location: Embar Booth at KemVil
Event: Educartive Traffic Playmate	Event: Children Bracelet Making Rp 1,250,000 (50 piece)	Event: Wisata Kuliner & Food Bazaar	Event: Animal Balloon Making Rp 1,500,000 (2 hour)
Budget: Rp 10 Million	Budget: Rp 10 Milion	Budget: Rp 10 Million	Budget: Rp 10 Milion

Embarcadero Bintaro Event Plan – Booth at Kemang Village



Bracelet Making

No	Programs	Price (IDR)	QTY	Total (IDR)
1	Face Painting	1,500,000	per 3 hours	4 Days 6,000,000
2	Bracelet	25,000	per pax	50 Pieces 1,250,000
3	Animal Balloon	1,500,000	per 2 hours	2 Days 3,000,000
4	Kids Table Exhibition Rental	1,750,000		4 Day 7,000,000
TOTAL				17,250,000



Face painting



Balloon Animal Making

Embarcadero Bintaro Event Plan – Booth at Kemang Village



Kemang Village Maket
replaced by Kids Corner



Embarcadero Bintaro Site Office Event Plan

Upcoming Events



**Coloring Competition by Educative
Sept 8th**



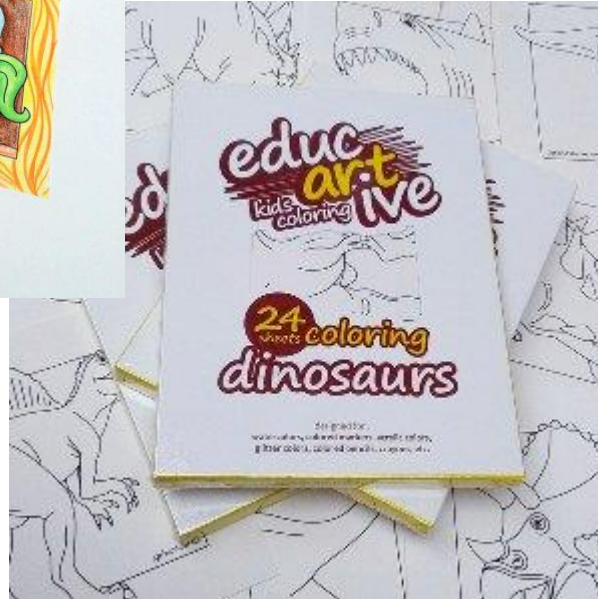
**Traffic Playmate by Educative
October 6th**



**Food Festival
Sept 21,22,23
Oct 18,19,20**

No	Event	Summary Cost (IDR)
1	Coloring Competition	5,878,000
2	Traffic Playmate	6,316,000
3	Food Bazaar (6 days)	21,819,000
	TOTAL	34,013,000

Coloring Competition by Educartive



- **Competitions:**
 - Original Price :Rp 88,000/pax
 - **Participant : Free**
- Each participant will get:
 - Drawing paper
 - Clip board
- Each participant need to bring :
 - spidol/ crayon/ coloring pencil
- Participant :
 - 1 session : 15 person

Coloring Competition by Educartive

Budget

No	Item	Description	Quantity	Price/ Item (Rp)	Total
1	Ovo Cash	1st winner : 300.000,-	1	300,000	300,000
		2nd winner : 200.000,-	1	200,000	200,000
		3rd winner : 100.000,-	1	100,000	100,000
2	Educartive fee	perlengkapan	15	88,000	1,320,000
		Karpet	1	490,000	490,000
		Set Soundsystem	1	1,000,000	1,000,000
		tali, lakban, jepitan	1	63,000	63,000
		Crew & tutor	1	600,000	600,000
3	Konsumsi		23	35,000	805,000
4	Additional Cost	Biaya tak terduga	1	1,000,000	1,000,000
TOTAL					5,878,000

Diajukan oleh,

Ashanna Djemat
Marcomm

Disetujui oleh,

Henry Wibisono
Product General

Disetujui oleh,

Jessy Quantero
Direktur

Coloring Competition By Educartive

Rundown

No	Time	Duration	Details
1	12:00 - 13:00	60'	Registration
2	13:00 - 13:30	30'	Introduction Session & Explanation
3	13:30 - 14:30	60'	Coloring Class Session starts
4	14:30 - 15:00	30'	Winner Selection & Announcement
5	15:00 - End		Mingle

Traffic Playmate Competition by Educartive



- **Competitions:**
 - Price :Rp 150,000/pax
- Each participant will get:
 - Traffic playmate
 - 1 Hotwheel car
 - Spidol 1 pax
 - Colouring book & playdoh
- Participant :
 - 2 session : 10 person/ session

Traffic Playmate Competition by Educartive Budget

No	Item	Description	Quantity	Price/ Item (Rp)	Total
1	Educartive fee	Educartive traffic playmate	15	150,000	2,250,000
		Gunting	15	10,000	150,000
		Soundsystem & Transport	1	1,000,000	1,000,000
		Tutor Fee	3	200,000	600,000
		Karpet alas hitam	1	511,000	511,000
2	Konsumsi		23	35,000	805,000
3	Additional Cost	Biaya tak terduga	1	1,000,000	1,000,000
TOTAL					6,316,000

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Direktur

Traffic Playmate Competition by Educartive

Rundown

No	Time	Duration	Details
1	12:00 - 13:00	60'	Registration
2	13:00 - 13:30	30'	Introduction Session & Explanation
3	13:30 - 15:00	90'	Traffic Playmate Competition Starts
4	15:00 – 15:30	30'	Judging & Winner Announcement
5	15:30 - 16:00	30'	Winner Photo-shoot & closing of event

Millennium Village Site Office Event Plan

Timeline – Upcoming Events Sept & Oct 2018

21,22,23 Sept & 18,19,20 Oct

Duren Festival + Jajanan Pasar Food Bazaar

- Mini games (Durian Eating Contest, Kids Fashion Show, etc)
- Happy Hour



Millennium Village Site Office Event Plan

Timeline – List of Tenants

1. Babi Buncit Sambal Durian
2. Jeruk Enteng Jodoh
3. Ketan Durian
4. Sop Durian
5. Bakso Beranak Durian
6. Es Cendol Durian
7. Siomay Dimsum Topping Durian
8. Rujak Beubeuk
9. Durian Manai
10. Durian Sumatra
11. Durian Hendrik
12. Durian Aneka

Event Durian & Kuliner Nusantara at Embarcadero Bintaro (21-23 Sept 2018 & 18-20 Oct)

No	Item	Desc	Qty	Day	Price/Item	Total
1	Sewa Tenda	Sewa Tenda Sanafil 3x3 m	13	6	260,500	20,319,000
2	Biaya Tak Terduga				1,500,000	1,500,000
Total						21,819,000

Diajukan oleh,

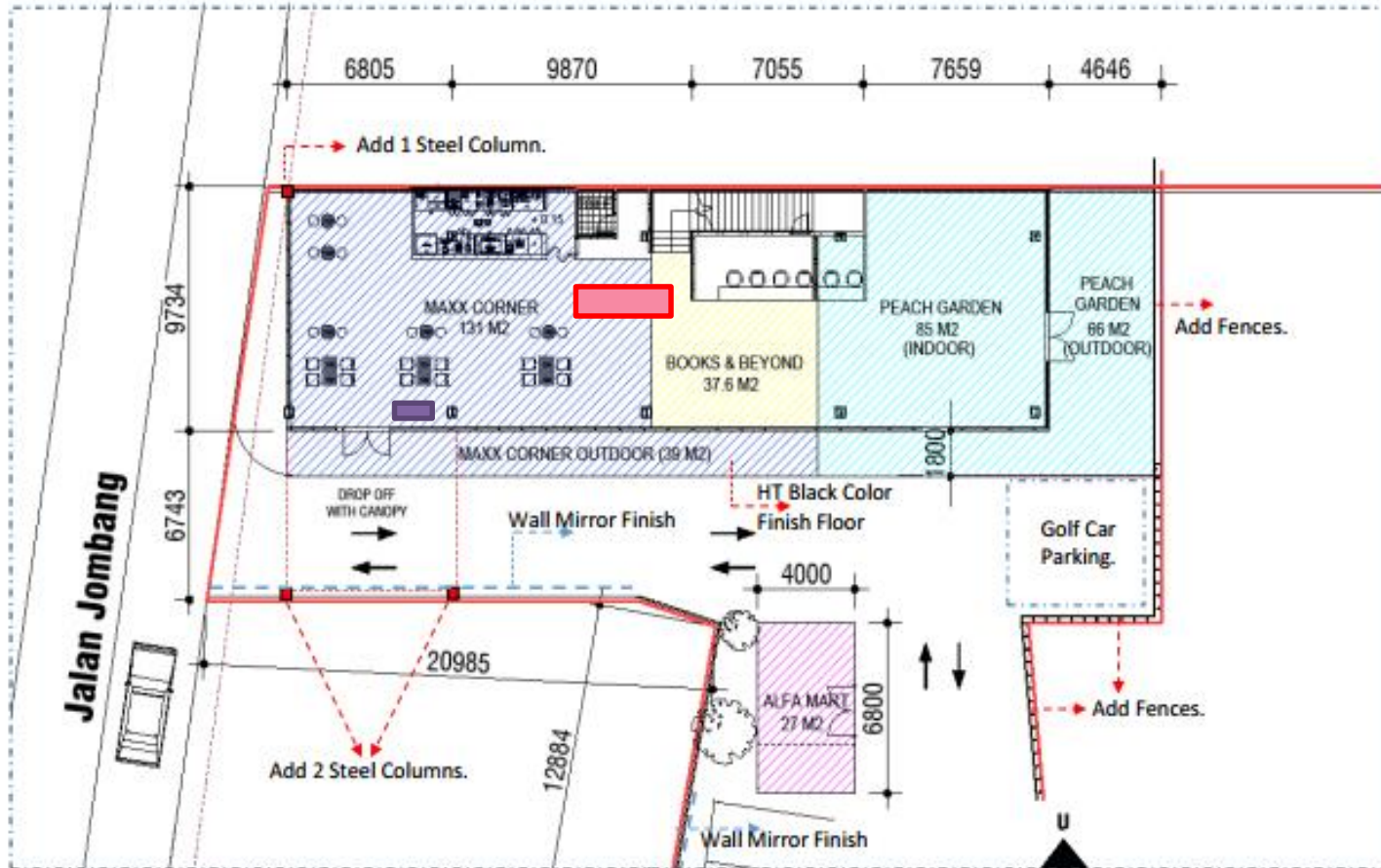
Disetujui oleh,

Ashanna Djemat

Henry Wibisono

Jesse Quantero

Lay Out and Positioning – August 11th, 2018



-  Workshop & competition area
-  Registration Area

Thank You

