

KERATON 2025 Project Timeline

Autumn 2024

Event Organizers:

- Start reaching out to artists to perform in *Keraton*
 - Planned to have a few known artists to headline and student performers from all over Seattle
 - Previous guest artists include: Andrew Garcia, Jeremy Passion, Leroy Sanchez, Dhruv, Lullaboy, Xavier Weeks, and more

Creativity Management:

- Decide the theme for ***Keraton 2025: Panggung Nusantara (Indonesian Stage)***

Treasury, Fundraising, and Sponsorship:

- Start Fundraising events to raise funds for *Keraton*
 - *Seathrough*: Social event for new and current UW students alike, primarily targeted towards Indonesians
 - *Friendsgiving*: Thanksgiving event, providing food, drinks, games, photo booths, and karaoke
- Sell ISAUW merchandise designed by the Design and Documentation team
 - *Seattle Puff Print Hoodie*: 100% cotton Seattle-themed hoodie in White/Purple and Dark Green
 - *The Evergreen Tee*: Seattle-themed T-Shirt in White/Green
- Sell homemade food to raise funds for *Keraton*

- *Banana Pudding*: Creating our signature dessert that is packaged in an environmentally friendly mason jar and sold to the student population around the Greater Seattle Area
- Draft *Keraton* Sponsorship proposal
- Draft rough budget plan to estimate the budget breakdowns for *Keraton*

Information Technology:

- Created a website to hold information about ISAUW, our events, our merch, and promote our sponsors

Winter 2025

Event Organizers:

- Hold Fundraising and Networking events to raise funds for *Keraton*
 - *Catalyst*: Career conference and speed networking event featuring professionals from named companies, mainly highlighting the journey and life of Indonesian professionals in the US
 - *Winter Ball*: speakeasy-themed formal ball with special live performances, food, photobooth, and games, attended by Indonesian and non-Indonesian undergraduate and graduate students and working professionals in the Greater Seattle area
- Continue reaching out to artists for *Keraton*
 - Finalize artists and performers for *Keraton* by the first week of February

Creativity Management:

- Draft designs for *Keraton*

Treasury, Fundraising, and Sponsorship:

- Create a detailed budget plan of *Keraton*
- Finish drafting *Keraton* sponsorship proposal
- Reach out to potential sponsors from small to big businesses in Indonesia and the Greater Seattle area
- Fundraising
 - Banana Pudding
 - Authentic Indonesian savory dish: *Bakmi Ayam, Nasi Tim*
 - Salted Egg Chicken

Marketing Communication:

- Create marketing campaigns for our events, including *Keraton*, in social media and physical spaces, such as the UW campus
- Tabling at University of Washington Red Square to promote ISAUW events and ISAUW merchandise

Design and Documentation:

- Create T-shirt designs for *Keraton*
- Create Instagram posts, poster designs, and video promotions for *Keraton*

Information Technology

- Finalize payment plans and have decided to incorporate a paperless mode of payment in *Keraton* by using Square

Spring 2025

Executes *Keraton* on May 3rd, 2025

Event Organizers:

- Finalize all logistics for *Keraton* by the end of April (equipment, set up, layout, artists, etc.)
- Hold *Keraton* social night on mid April to give introduction on *Keraton* and host an *Indomie* Eating Competition
- Hold *Keraton* volunteer check in on May 3rd to assign tasks and give briefing

Creativity Management:

- Complete *Keraton* décor by the end of April

Treasury, Fundraising, and Sponsorship:

- Fundraising
 - Banana Pudding
 - Authentic Indonesian savory dish: *Sambal Matah* Chicken
 - Salted Egg Chicken
- Finalize list of sponsors for *Keraton* and communicate about their plans for *Keraton*
- Create an actual budget breakdown of expenditure for *Keraton*
- Handle all reimbursements in preparation for *Keraton*

Inventory:

- Take count of inventory in office and other locations, gather items needed for *Keraton*

Design and Documentation:

- Finalize T-shirt designs for *Keraton* (Sponsors at the back of the shirt)
- Create Instagram posts, TikTok videos, promotional videos and poster designs for *Keraton*
- Print T-shirts for officers and volunteers
- Print posters to be passed around campus
- Document *Keraton* to be posted in all ISAUW's social media and website

Marketing Communication:

- Market *Keraton* actively on all social media platforms such as Instagram, Tiktok, and on ISAUW's website
- Collaborate with other colleges in the Greater Seattle area to promote *Keraton*
- Tabling to promote the festival at community colleges in the Greater Seattle Area (one week before *Keraton*)
- Tabling to promote the festival at University of Washington Red Square (week of *Keraton*)

Information Technology

- Create a paying platform using Square to be used in *Keraton* by our vendors

Keraton (May 3rd 2025)

Time	Agenda
8 AM	ISAUW starts preparing and decorating site
3 PM	Vendors arrive and set up booths (such as: Food vendors, Solar Chapter booth, Batik-making booth, Coffee-tasting booth, Photography booth, etc.)
4 PM	Guests arrive and start visiting booths
5 PM - 9 PM	Performances from guest artists and students
9:30 PM	Debrief and clean up