



# KERATON

INDONESIAN STUDENT ASSOCIATION  
UNIVERSITY of WASHINGTON

2024





# KEERTUN

2023







## Dear Prospective Sponsor,

It is an honor for the Indonesian Student Association at the University of Washington (ISAUW) to offer you an invitation to be our sponsor for our biggest event of the year, KERATON.

ISAUW is a 501(c)(3) non-profit cultural organization dedicated to promoting Indonesian culture and traditions to the community in the greater Seattle area. Our members thrive in making our events reflect the diversity and richness of Indonesian culture by ensuring an inclusive, open, and safe environment with many of our interactive experiences. One of the ways we try to achieve this vision is by organizing one of the most significant cultural events, such as KERATON, where we invite Seattleites to experience the largest Indonesian cultural event annually held on the West Coast of the United States.

By sponsoring KERATON, you are contributing towards driving our vision and mission into a reality, bringing not only the community of many Indonesian and Indonesian-Americans in Seattle closer together but in building a network of mutually enriching international experiences for non-Indonesians alike. If we piqued your interest, you can find further information about our organization, our past and upcoming events, as well as details about sponsorship opportunities that we offer enclosed in this proposal. Thank you for your time and attention to this matter. We genuinely hope that you will consider being a patron and we look forward to seeing you in KERATON 2024.

**Best Regards,**

**President**

Charisse Luhur

**Vice President**

William Perdana



**President**  
Charisse Luhur

**Vice President**  
William Perdana

**Director of Operations**  
Bryan So

**Director of Finance**  
Jessica Fredlina

**Director of Communication & Outreach**  
Gillian Soekawan

**Event Organizer**  
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Sharon Sutandinata  
Caitlyn Widjaja  
Aurelle Alexandra  
Jean Cuaca

**Treasury**  
Head: Octavio Gunawan  
Clairine Buntoro  
Chelsy Aryani

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Head: Kezia Proverby  
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Caitlyn Widyantara

**Documentation**  
Head: Eugene Wongso  
Josh Setiady



# ABOUT ISAUW



ISAUW (Indonesian Student Association at the University of Washington) is a non-profit, cultural student organization established in 2001. We are a platform for Indonesian students at the University of Washington to create a unifying community on campus and throughout Seattle based on our shared heritage and culture.





# VISION

To become the leading and most innovative Indonesian student association, by creating respectful, well-rounded, diverse, yet nationalistic young Indonesian leaders.

# MISSION

To hold events that would promote the many unique and diverse cultures of Indonesia to the Indonesian community and beyond. To provide a versatile learning experience through hands-on approaches. To unite and strengthen the bonds amongst the different Indonesian communities around the University of Washington, the Greater Seattle Area, and the world.





# PAST EVENTS

## SEATTLE 101



Hosted online, ISAUW collaborated with PERMIAS Seattle on an orientation event to welcome incoming Indonesian students. Seattle 101 is also open to parents, families, and returning students. The event covers the essentials of living overseas and what to expect before coming to Seattle, followed by a Q&A session.

## SEATTLE BINGO TOUR

Seattle is well-known for being one of the best tourist destinations in the United States. What better way to introduce International students to the beauty of Seattle than to host a bingo tour? UW students get the opportunity to familiarize themselves with the city and UW community as they travel from the UW campus, U District, and all the way to Pike's Place! This event is an incredible opportunity to accustom themselves to their new city and meet other fellow students alike in a relaxed, comfortable, yet exciting environment.







# PAST EVENTS

## SEATHROUGH

We hosted SeaThrough, ISAUW's annual welcoming event in Seattle, where we welcomed recently transferred and returning Indonesian UW students to the community. We extended a warm welcome to students of all nationalities with a dinner party featuring food, games, and a presentation.



## FRIENDSGIVING

Friendsgiving Event was a Thanksgiving dinner hosted by ISAUW, intended to introduce fellow Indonesian students to the American Thanksgiving culture, as well as to celebrate the season of thankfulness and togetherness. The event also acted as a gathering for the Indonesian community where we dined with homemade food and played games.







# PAST EVENTS

## CATALYST CAREER FAIR



Catalyst was a collaboration event with Catalyst's core team and PERMIAS Seattle as we presented an opportunity for students and young professionals to kickstart their careers early. This event included keynote and breakout sessions with special guests, practical career planning talks, speed networking with other professionals and students, and giving the students mentorship opportunities.

## WINTERBALL RETRO NIGHT

It's a night filled with food and company as we get serenaded by amazing musical performances by our talented UW Indonesians. This program aims to strengthen community ties by bringing people together through food, music, dance, icebreaker games, and recreation.







# PAST EVENTS

## KERATON SOCIAL NIGHT



Keraton Social Night was an event before Keraton hosted by ISAUW, to introduce and encourage students to attend the Keraton event. We shared exciting highlights of Keraton and built relationships with other Indonesian students and the greater Seattle community. The event also functioned as a socializing event to introduce students from all over Seattle to volunteer and performance opportunities in Keraton to make it a more meaningful and unforgettable experience for everyone involved.

## INDOMIE EATING COMPETITION

The Indomie Eating Competition is an event hosted by ISAUW that aims to introduce Indonesian cuisine to the greater Seattle area. Participants are blindfolded while their partners would try to feed them Indonesian noodles known as Indomie from behind. This event aims to raise cultural awareness and unify UW students, regardless of color, nationality, or nation, in order to foster camaraderie.





# ABOUT KERATON

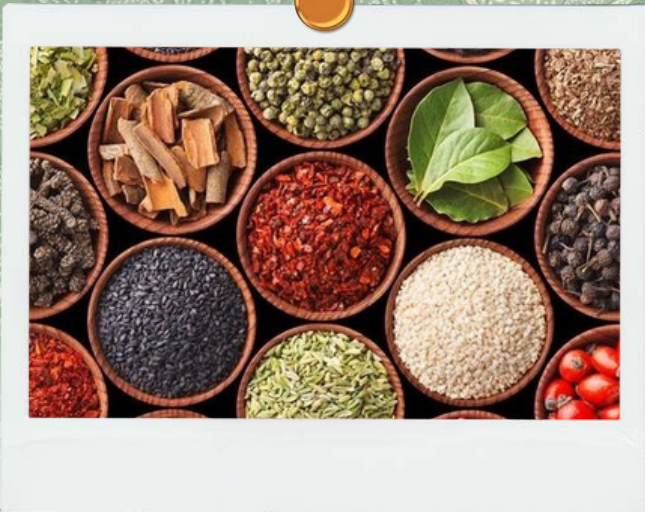


*Keraton: Indonesian Festival* is ISAUW's most iconic event of the year. Keraton is currently the largest Indonesian festival on the West Coast and the second largest in the United States. Since its annual hosting at the University of Washington in 2011, Keraton has captivated and enthralled both students and non-students alike with its distinctive offerings, which include a variety of coffee tastings, artistic batik activities, traditional dance performances, games, and food prepared by international and local vendors traveling from various parts of Indonesia.

Since its modest beginnings in 2011, Keraton has experienced significant growth. Our dedication to creating a lasting impression through an in-depth, hands-on experience of Indonesian culture has allowed Keraton to expand quickly from a small group of 70 guests to over 5,000 international visitors from throughout the nation. This is the biggest event of its sort in Seattle, and we commit to giving a youthful concept yet traditional in-depth and hands-on experience.



# EVENT CONCEPT



On May 18th, 2024

Allow us to transport you to the bustling streets of Indonesia with our signature annual event: **KERATON 2024**.

Brush up on your bargaining skills and get ready to be amazed by a myriad of boldly exotic and exquisitely unique items as we take you through the **Indonesian Pasar**.

Push your immersive experience to the next level with our traditional Indonesian food, proud cultural booths, and breathtaking performances.



# VENUE & ATTENDEES

## OUR RESPONSE TO THE COVID-19 PANDEMIC

ISAUW acknowledges the current situation amid the COVID-19 pandemic and potential disruptions that may interfere with large mass gatherings. We are optimistic that KERATON 2024 will be orchestrated this year according to the current CDC, Washington state, and University of Washington guidelines. The event will take extra precautions to ensure our guests' safety and the people of Seattle. In regards to this, we have decided to employ additional safety measures not limited to mandatory proof of vaccination, enforcing masks (regardless of state regulation), and providing designated eating areas and sanitizing stations.



### HUB Lawn UW

The University of Washington (UW) HUB Lawn is a popular outdoor gathering space located on the campus of the University of Washington in Seattle, Washington. The HUB Lawn is a large, open space situated between the Husky Union Building (HUB) and Red Square, one of the main thoroughfares on the UW campus.

### 5,000+ Attendees

Target Audience: Indonesian students in the Pacific Northwest, Indonesian descent, University of Washington Students and Faculty, and the General Public.





# ELEMENTS OF KERATON FOOD



Keraton offers a wide variety of authentic Indonesian cuisine that isn't commonly found in the Seattle area. Through our delicious cuisine, we introduce the rich Indonesian culture straight through the hearts of our attendees.

## PERFORMANCES

ISAUW brings different acts and talents every year to the Keraton stage. The goals of having performances are to introduce the Indonesian culture through traditional dances and showcase the talents of Indonesian students. Additionally, ISAUW invites local and/or international guest stars to perform at Keraton.





# ELEMENTS OF KERATON

## GAMES



Keraton hosts several traditional Indonesian games, which can be played by the general public of all ages. Through these interactive and fun experiences, we are able to raise a greater awareness of Indonesian culture and traditional practices memorably.

## CULTURAL EXPERIENCE

Aligned with our mission, the essence of Keraton is to spread Indonesian culture to the Greater Seattle Area by creating a memorable and authentic experience of what being an Indonesian is like. Every year ISAUW brings different unique stations that enhance this experience, such as coffee tasting, Batik making, and many more.





# ELEMENTS OF KERATON

## BATIK CULTURAL AND COFFEE TASTING BOOTH



There will be a Batik Booth for entrants to buy various kinds of Batik ranging from shirts to simple Batik clothing. Our attendees will also have the opportunity to make simple Batik patterns and fabric and bring a token of our unique culture back home with them.

At our Coffee Tasting Booth, we will be showcasing our sustainable and home-grown Indonesia coffee at Keraton, providing a unique and authentic experience to all our attendees.

## PHOTOGRAPHY CONTEST

Entrants can participate in a photography contest in which they can post photographs related to our theme and event on their social media and tag ISAUW to win attractive prizes. Our attendees will have the opportunity to be involved in Keraton and to share their experiences at our event with a wider audience through our platform.





# COLLABORATION WITH SOLAR CHAPTER



## Water for Banuan at the Solar Chapter booth

Participants can learn more about Solar Chapter's current project, Water for Banuan, which aims to provide clean water access to Desa Banuan, a village in the Insana Fafinesu District of TTU Regency, NTT, Indonesia. Through this, ISAUW hopes that we can help spread awareness of environmental issues faced by rural areas in Indonesia and share Solar Chapter's meaningful impact on our community.

For more information, visit [www.solarchapter.com](http://www.solarchapter.com)



# PREVIOUS ARTISTS



**DEMXNTIA**



**LEROY SANCHEZ**



**JEREMY PASSION**



**DHRUV**



**CHARLIE BURG**



**LULLABOY**



**ANDREW GARCIA**



**JOSEPH VINCENT**



**ANDIE CASE**



# EVENT BUDGET



## Accommodation

Campus Services - Floodlight Rental	\$ 1,100.00
Event Insurance	\$ 500.00
Honey Bucket and Water	\$ 1,000.00
Events Staff	\$ 1,800.00
First Aid	\$ 150.00
Recycling	\$ 200.00
Electricity	\$ 4,600.00
Tenting and Rental Equipment	\$ 4,000.00
Stage, Lighting, and Sound System	\$ 15,000.00

## Vendors Area

Food Vendor Equipment	\$ 500.00
Photobooth Equipment	\$ 100.00
Kitchen (Husky Den)	\$ 1,400.00
Decoration	\$ 1,700.00
Transportation (U-Haul)	\$ 150.00
Assembly permit and Propane permit	\$ 4,500.00

## Volunteers & Performers

Guest Star Fee	\$ 10,000.00
Event T-Shirt	\$ 800.00
Committee, Volunteers & Performers Consumption	\$ 2,000.00

## Marketing

Instagram and Online Advertisement	\$ 200.00
Balloons and Sandwich Bag	\$ 150.00
Posters and Banner Printing	\$ 500.00

**TOTAL BUDGET**

**\$ 50,350.00**



# SPONSORSHIP PACKAGE



## PLATINUM : \$5,000+

### Benefits:

- All benefits included in Gold Package
- Company logo placed on KERATON 2024 attire
- Recognized as KERATON 2024 main sponsor/partner
- Promotion by MC throughout KERATON 2024
- Appealing and decorated booth
- Games at booth to attract people, arranged by ISAUW

## GOLD: \$3,000-4,999

### Benefits:

- All benefits included in Silver Package
- Job/Internship posting on ISAUW website
- Company booth at KERATON 2024
- Company logo placed on KERATON 2024 photo booth
- Stickers of Company logo printed and put around event
- Company poster in pasar theme

## SILVER: \$1,250-2,999

### Benefits:

- Access to post jobs opportunities to the network of UW alumni and graduating seniors
- Company logo & link on ISAUW Website
- Company logo placed on all promotional items for KERATON 2024, such as posters, flyers, banners, promotional videos, event shirt, event slideshows, newspaper advertisement, and social media posts

### Custom Donations

If the above packages are not suitable with the interest of your company/organization, ISAUW provides a customized donation package where you can choose the beneficial option for both your organization and ISAUW.



# LOGO PACKAGE

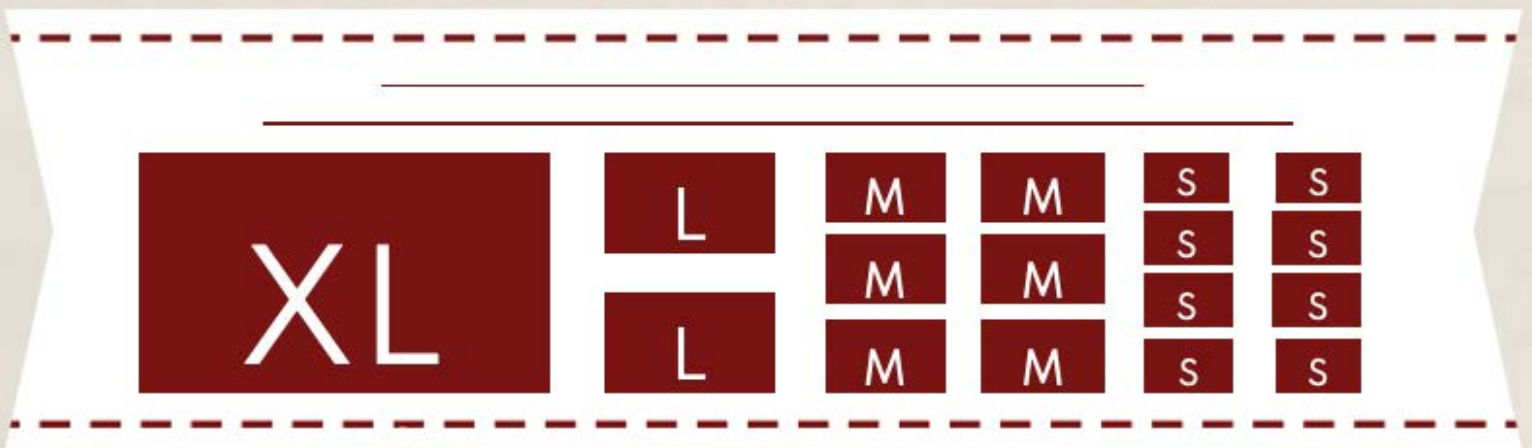
## CREW T-SHIRT



## COMMITTEE NAME TAG



## STAGE BANNER







# DISCLAIMER

The plan, designs, and sponsorship packages shown in this book are subject to change, and we reserve the right to modify any of our plans. For further inquiries, please do not hesitate to contact us at [isauw@uw.edu](mailto:isauw@uw.edu) or one of our officers-in-charge at

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**THANK YOU !**

**instagram : @isauwhuskies**

**website: isauw.org**

**facebook.com/isauw.huskies**