KERATON
CORPORATE PROPOSAL
IT'S DIFFERENT CULTURES THAT MAKE THE WORLD GO 'ROUND AT THE END OF THE DAY

- SAMANTHA FOX -

MALIOBORO, YOGYAKARTA
It is with pleasure that the Indonesian Student Association at the University of Washington (ISAUW) invites you to be one of the 2019-2020 valued sponsors to our annual Indonesian Festival, KERATON. Enclosed in this proposal, is our organization profile, our past and upcoming events, as well as sponsorship opportunities.

ISAUW is a 501(c)(3) non-profit cultural organization dedicated to engage the diverse Indonesian cultures and traditions to the various different communities in the greater Seattle area. We arrange several engaging events throughout the year to help the community learn and experience Indonesia’s rich culture --including KERATON, the largest Indonesian cultural event annually held in the United States’ West Coast.

By partnering with ISAUW for KERATON, you are making a difference not only in the Indonesian community, but also the student and staff community at the University of Washington and beyond. Your support will not only help us promote Indonesia’s diverse culture, but also help us forge bonds amongst Seattle’s many different communities.

Thank you for your time and attention to this matter. We truly appreciate and look forward to your support and collaboration.

Best regards,

Catherine Hartono
President

Regina Tanumihardja
Vice President

Sharon Jane
Director of Finance

Richard Rahardja
Head of Sponsorship
WHO WE ARE

ISAUW (Indonesian Student Association at the University of Washington) is a non-profit, cultural, student organization. Established in 2001, we act as a platform for Indonesian students at the University of Washington to create a unifying community based on strong Indonesian culture.
VISION

We aim to not only promote the Indonesian culture, but also to help develop a new generation of Indonesian youth that will uphold and embody the Indonesian values of diversity. In order to fulfill our vision, we plan and initiate multi-themed events that promote the diverse Indonesian culture and traditions, as well as unite and forge bonds amongst the many different communities around the greater Seattle area.

MISSION

Through relevant and diverse traditional events, we aim to inspire and promote Indonesian cultures and traditions, as well as to unite and strengthen the bonds amongst various communities at the University of Washington, the Greater Seattle Area and throughout the United States.
KERATON
2020 COMMITTEE

CATHERINE HARTONO
PRESIDENT

PATRICIA REGINA
VICE PRESIDENT

MICHAEL HENDARTO
DIRECTOR OF OPERATION

EVENT ORGANIZER
PATRICIA NATHANIA [HEAD]
JAYDEN HERMANTO
VARIELL LIMAS
MARIO AARON

CREATIVITY MANAGEMENT
AGATHA CARINA [HEAD]

INVENTORY

SHARON JANE
DIRECTOR OF FINANCE

SPONSORSHIP
RICHARD RAHARDJA [HEAD]

TREASURY
MADELINE TARUNASAstra [HEAD]

MARIO HARTANTO
DIRECTOR OF COMMUNICATION AND OUTREACH

MARKETING COMMUNICATION
QINTHARA FATHARANI [HEAD]
CLARISSA GUNADHARMA

DESIGN AND DOCUMENTATION
IVANNA MAXWELL [HEAD]

INFORMATION AND TECHNOLOGY

*Recruitment on Fall 2019
INDONESIAN FRESHMEN / TRANSFER SEND-OFF

We hosted an Indonesian Freshmen / Transfer Welcoming Orientation in Jakarta. For our new huskies in Indonesia, going to a university overseas can be nerve-wrecking. We invited incoming and returning students, parents, alumni, and friends to this orientation. We covered everything first year students need to know including dorms, transportation, places to visit, and life at the University of Washington.

SEA THROUGH WELCOMING TOUR AND DINNER

ISAUW welcomed all incoming Indonesian Huskies for the 2018-2019 academic year by touring around the city of Seattle and its beautiful landmarks for the day. We hosted this event to give an opportunity for the incoming freshmen to get to know the city better and a chance to socialize with their fellow friends and ISAUW officers.
SANTAPAN
To celebrate the end of a victorious quarter and successful year for new and old huskies alike, ISAUW hosts a get-together with a lot of good food, fun and games to further strengthen ties within the community.

WINTER MASQUERADE
ISAUW kicks Winter Quarter gloom away by hosting a festive masquerade night where everyone lets loose and enjoys being someone they're not once a year. All in the name of joy and socialization.

BATIKFUL INDONESIA
Indonesian batik was proclaimed as one of the Masterpieces of the Oral and Intangible Heritage of Humanity by UNESCO. To show our appreciation towards Indonesian batik, ISAUW celebrated our beloved culture by holding a batik exhibition at University of Washington Husky Union Building (HUB).
KERATON

ISAUW’s largest and most iconic event that is annually held every Spring since 2002 at the University of Washington
Every year we commit to leave indelible impressions to a crowd of over 8,000 international audiences, through in-depth and hands-on experience.

Last year, our activities include a range of traditional dance performances, traditional games and traditional food prepared by local and international vendors coming from different regions of Indonesia.

We had a concept that was youthful, yet traditional. Keraton has grown a lot since its humble beginnings in 2002. Starting from a small crowd of 70 attendees it has developed to a staggering audience of over 8,000 visitors in its latest display, consisting of people from many various backgrounds. This event is currently the largest of its kind in Seattle, and the second largest in the United States.

**CONCEPT**

On May 2, 2020, take a break from your busy life and enjoy a 'One day Pass to Indonesia' with our signature annual event: KERATON 2020. Immerse yourself in a journey to exotic Indonesia without ever leaving Seattle through interactive games, aromatic foods, and enticing performances. We will also have a coffee tasting booth where we will introduce the various alluring flavors of coffee that Indonesia has to offer, and a beautiful batik display showcasing the unique making process of applying wax-resistant dye to cloth.

**VENUE - RAINIER VISTA, 41694 SQ FT**

Under the shadow of the magnificent Mt. Rainier, Rainier Vista is not only one of the most scenic location on campus but also the center of student life and activities in UW. The Rainier Vista is strategically located in between Husky Stadium and Drumheller fountain, which attracts a high pedestrian traffic. It is also one of the largest outdoor venue on campus.
Keraton offers a wide variety of Indonesian food, something not very commonly known to the Seattle community. Through our delicious cuisine, we introduce the rich Indonesian culture straight through the heart of the attendees.

**THE FEATURES**

**FOOD**
Keraton offers a wide variety of Indonesian food, something not very commonly known to the Seattle community. Through our delicious cuisine, we introduce the rich Indonesian culture straight through the heart of the attendees.

**PERFORMANCE STAGE**
Low-elevation stage with an LED backdrop to present Indonesia’s beauty and heritage.

**CULTURE / EXPERIENCE**
Aligned with our mission, the essence of Keraton is to spread the 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.

**GAMES**
Keraton hosts a number of traditional games, which could be played by the general public of all ages. By creating a fun experience, we are able to teach Indonesian culture and traditional practices that people would remember.
GROWTH OF KERATON

CATERING ALL AGES PARTICIPANT
As part of a new initiative to cater Keraton to participants of all ages, ISAUW will be adding tables and chairs specifically for senior citizens to enjoy KERATON 2020.

GIVING BACK TO THE LESS FORTUNATE
In Indonesia giving back to the less fortunate is a norm in Indonesian society, and we would like to express that at KERATON 2020. After KERATON 2020, ISAUW would like to give back to the community, by donating our profit proceeds from our food merchants! We would like to contribute 10% of our net profit, to buy and distribute food for the less fortunate.

INCREASING PARTICIPANTS

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<th>Year</th>
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</tr>
<tr>
<td>2019</td>
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ADDITIONAL PHOTOBOOTHs
At KERATON 2020, we would like to explore and educate participants on Indonesia’s storied pastimes. We plan on having traditional photo booths with an Indonesian Twist. These Photobooths will also have a unique aspect, as we will utilize traditional printing methods for the images. Thereby, at KERATON 2020 there would be a traditional photobooth area.

BATIK EXHIBITION
Batik is a backbone of Indonesia’s cultural heritage, as well as a source of pride for all Indonesians for KERATON 2020, we are bringing back the make your own batik and re-introducing a batik exhibition that showcases and sells unique hand-made Indonesian batik, which comes in the form of scarves, accessories, bags and clothes.
KERATON 2020
PLANNED BOOTHs

BAtIK MAKING
Apart from letting people try designing a batik print, we will discuss topics on Batik and sustainability. Namely we will discuss and showcase videos about The Clean Batik Initiative (CBI); a four-year program working to promote sustainable practices and to help create a more ecologically friendly product. The CBI have been successful in developing an electric stove with a thermostat, to help reduce energy consumption and costs in batik making. They have also been campaigning successfully for batik makers to use natural dyes.

INDONESIAN COFFEE TASTING
Introducing Indonesia’s different coffees; educating visitors about the different types while also letting them taste the coffee. This year we are also planning to have samples of coffee beans that are certified sustainable. We will also tell people more about the growth of sustainable topics and actions in Indonesia.

CULTURE BOOTH
Showcase unique cultures in Indonesia with a guide to explain. Here we will include topics about social sustainability where we tell people about the growth in women empowerment and gender equality; how women are increasingly participating in developing the Indonesian culture.

GAMES
Indonesian traditional games to let people experience Indonesian entertainment.
As part of ISAUW’s commitment to being more Sustainable in our environment, we are currently in the midst of going paperless with our payment system. Starting from Keraton 2019, we have implemented an online payment system which is purely digital and accessible through a mobile phone, thus limiting our carbon footprint. Starting from this year, ISAUW will also trial the use of e-invites in what would be an unprecedented move, as throughout its history we have always used flyers for invites and we are transitioning to e-invites. Both these initiatives reaffirms ISAUW’s commitment to saving the environment by limiting the use of paper.

During Keraton 2019, ISAUW has started the use of Recyclable Material for Keraton 2020’s decoration materials. With our talented Creative Management Team we have created decorations out of recycled water bottles, recycled paper, plastic waste and many more. This further reaffirms ISAUW’s intention to be environmentally friendly.

Another aspect of Keraton 2020 which is Environmentally Sustainable is through the use of Reusable Plates and Cups in Keraton. ISAUW will trial the use of reusable plates and cups.
BUDGET BREAKDOWN

ACCOMMODATION
Event Reservation $3,580
Event Insurance $435
Honey Bucket and Water $2,000
Events Staff $2,400
First Aid $100
Recycling $145
Electricity $5,000
Fire Extinguisher $300
Transportation (U-Haul) $250

STAGING & SOUND
Stage, Lighting and Sound System $14,000

FOOD VENDORS AREA
Equipment $1,000
Canopies $100
Decoration $2,500
Assembly and Propane Permit $4,500

VOLUNTEERS & PERFORMERS
Guest Star Fee $4,500
Event T-shirt $500
Committee, Volunteers, and Performers and Consumption $2,000

MARKETING
Newspaper Advertisement $700
Balloons $200
Posters Printing $300

TOTAL $44,510
SPONSORSHIP PACKAGE

**PLATINUM**  
> $5,000  
- **EXCLUSIVE** stage mention throughout Keraton 2020  
- **EXCLUSIVE** exposure through Keraton 2020 promotional items in large size  
- **EXCLUSIVE** 1 Full Page spread in the Programme Booklet  
- **EXCLUSIVE** advertisements on ISAUW's social media & communication channels for all agreed content  
- On ground branding activation  
- Direct link to company website from ISAUW Website

**GOLD**  
$2,500 - $4,900  
- Exposure through Keraton 2020 promotional items in medium size  
- Logo placement in “Thank you” section of program booklet collectively with other sponsors.  
- Job opportunity advertisements on ISAUW's social media & communication channels for agreed recruitment content  
- On ground brand activation  
- Direct link to company website from ISAUW Website.

**SILVER**  
$1,000 - $2,400  
- Exposure through Keraton 2020 promotional items in small sized  
- Logo placement in “Thank you” section of program booklet collectively with other sponsors.  
- Job opportunity advertisements on chatting platforms like Whatsapp.  
- Direct link to company website from ISAUW Website.

**ADDITIONAL**  
- Recruitment Advertisements on all of ISAUW's Social Media and other communication channels  
- ISAUW, if needed will assist in company's recruitment event in Seattle (If representatives are flown in)  
- Dedicated page in ISAUW website for job portals/ advertisement.

*Promotional items include flyers, posters, videos, event banners, event slideshows, crew T-shirt, and crew ID card*
ISAIAH MIKAELLI

His dreams of hitting the big time as a Hollywood disc jockey, spending his days and nights hanging with buddies and working on the one track that will set the world on fire.

The plan, designs, sponsorship packages shown from this book is subject to change and we reserve the right to modify any of our plans.

DISCLAIMER

*All photos do not belong to ISAUW
For further inquiries, please do not hesitate to contact us at:

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