

FUTSALTAINMENT PROGRAM



Proposed by : Penulis MWP

PROLOG

Dewasa ini Perkembangan olahraga dan seni di Indonesia sudah sampai pada tingkat yang sangat baik khususnya menyangkut aktivitas anak muda dan kreativitas dalam olahraga dan seni.

Terlebih dengan diadakannya acara FUTSALTAINMENT yang mengangkat konsep integrasi antara Olahraga dan seni diharapkan agar dapat menjadi perintis penyelenggaraan acara-acara serupa yang bertujuan untuk meningkatkan rasa antusiasme para anak muda dalam berolah raga dan berkreaitivitas dalam seni.

Salah satu cara untuk memotivasi adalah dengan diselenggarakannya program FUTSALTAINMENT, Disini **NAYAKA** bekerjasama dengan **LinkEvent.co** untuk mengkampanyekan tentang pentingnya olah raga dan seni guna memacu kreativitas.

TUJUAN

1. Memberikan wawasan kepada generasi muda terhadap olahraga dan seni
2. Memberikan Presentasi sekilas pandang mengenai industri pariwisata dan perhotelan di Indonesia
3. Menciptakan Brand Images & Brand Awareness dari suatu produk
4. Memotivasi Generasi Muda agar mempunyai wawasan dan kreativitas olah raga dan seni
5. Mengkampanyekan Produk **LinkEvent.co**

PROGRAM EVENT

1. Pemutaran film documenter tentang dunia pariwisata
2. Entertainment : Musik Performance, dance &
3. Kompetisi Futsal : Sistem gugur, memperebutkan juara1, 2, 3

Master Of Ceremony : Ms. Lisa & SiPiyak

Opening dibuka oleh MC

4. Games & Doorprize : Menyebutkan beberapa Lokasi **LinkEvent.co** dan produknya

WAKTU DAN TEMPAT

TEMPAT	: d'Banana Futsal Field Kalimalang - Bekasi Barat
WAKTU	: 15 - 17 October 2009
PUKUL	: 08.00am - 11.00 [break] 02.00-04.00pm

TARGET AUDIENCE

1. Demography

- Jenis kelamin : Pria – Wanita
- Umur : 14 – 30 Th

2. Psychography

Remaja yang lebih mementingkan LIFESTYLE, SPORT & ENTERTAINMENT

3. Geography

Wilayah Jakarta Timur & Bekasi Barat

Layout d'Banana

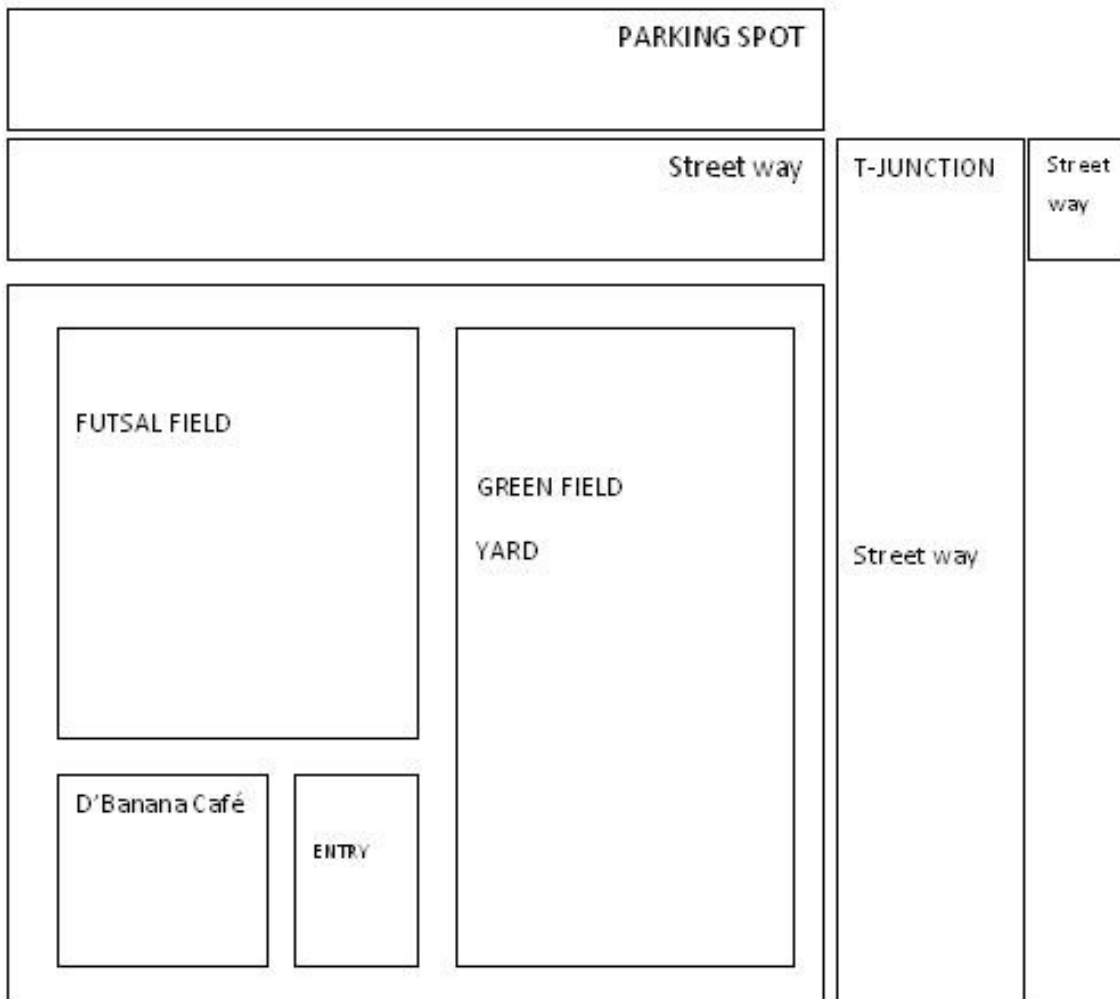


Layout Acara FUTSALTAIMENT

Jl. Raya Kalimalang KH. Noer Alie

----> Arah ke Met Mall, BCP ---->

KALIMALANG - KALIMALANG - KALIMALANG



Data Calon Prospek Sponsorship FUTSALTAINMENT

F&B :

Aqua, Ades, The Botol Sosro, Mountea, Coca Cola, KFC, Pizza Hut, Pollo Campero, etc.

SPORT & GAMES :

Puma^R, Nike^R, Adidas^R, Sports Station^R, Athlete's Foot^R, Local sports merchandise vendor, etc.

ARTS & ENTERTAINMENT :

MG Studio, Yamaha Music, Sincere Music, MG Music, Nirock Studio, Duniamusik.com

EDUCATION :

BBC English Course, LIA English Course, EF English Course, LPIA English Course, ILP English Course, Prima Gama, Prima UI, Ganesha Operation, Nurul Fikri, dll.

MEDIA PARTNERS :

Prambors Fm, i-radio Fm, Trax Fm, Hard Rock Fm, Mustang Fm, Sonora Fm, M2 Fm, Md Fm, etc.

Planet Remaja, Kompas Gramedia, Kawanku, Hai, etc.

- Benefit :**
1. all sponsorship partners will be able to put their logo in FUTSALTAINMENT Promo materials.
 2. prior to space availability, sponsors will be given a space of 2x2m to open their booth.
 3. prior to slot timetable allocation, sponsors will have a chance to convey a presentation in regards to their promo.

MEDIA DAN POS MATERIAL

Media Publikasi : # Radio (Prambors, Hardrock FM, I Radio)

Magazine (Cosmo Girl, M Trax, HAI, Kawanku)

Media diatas akan di publikasikan H-14

POS Material : # Baliho

Spanduk

Poster

Flayer

X Banner

Baliho, Spanduk, Poster, akan dipasang H-14

X Banner akan dipasang H-1

Game Allocation Plan

Theme : futsalainment.

Game:futsal indoor

Arts:entertainment activity

Time	Activity	Description
07.30am - 08.00am	Office & activity mise en place	Office & activity preparation
08.00am - 11.00am	Gameplay part1	Futsal competition to win @3hrs/4game
<u>break</u>	<u>break</u>	<u>break</u>
02.00pm - 04.00pm	Gameplay part2	Futsal Competition continue @2hrs/3game
04.30pm - 04.50pm	Summary, logging, closebook	Closed office & activity logbook
Time-schedule	School activity	Explanation

GAMEPLAY TIME SCHEDULE

	GP1 - Gameplay1 @08.00am-11.00am	GP2 - Gameplay2 @02.00pm-04.00pm
R1	A. School A vs School B B. School C vs School D C. School E vs School F D. School G vs School H	A. School I vs School J B. School K vs School L C. School M vs School N

	GP1 - Gameplay1 @08.00am-11.00am	GP2 - Gameplay2 @02.00pm-04.00pm
R2	A. School B vs School D B. School F vs School H	A. School J vs School L B. School N

	GP1 - Gameplay1 @08.00am-11.00am	GP2 - Gameplay2 @02.00pm-04.00pm
R3	A. School D vs School H B. School L vs School N	A. School H vs School N

CLOCK TIME

	GP1 - Gameplay1 @08.00am-11.00am	GP2 - Gameplay2 @02.00pm-04.00pm
R1	A. 08.00-08.40 B. 08.40-09.20 C. 09.20-10.00 D. 10.00-11.40	A. 02.00-02.40 B. 02.40-03.20 C. 03.20-04.00

	GP1 - Gameplay1 @08.00am-11.00am	GP2 - Gameplay2 @02.00pm-04.00pm
R2	A. 08.30-09.30 B. 09.30-11.00	A. 02.00-03.00 C. 03.00-04.00

	GP1 - Gameplay1 @08.00am-11.00am	GP2 - Gameplay2 @02.00pm-04.00pm
R3	A. 08.00-09.00 B. 09.00-10.00	A. 02.00-03.00

ARTS FESTIVAL & MUSIC TIME SCHEDULE

	GP1 - Gameplay1 @08.00am-11.00am	GP2 - Gameplay2 @02.00pm-04.00pm
R2	A. 08.30 Band1 B. 09.00 Band 2 C. 09.30 Band3 D. 10.00 Band4 E. 10.30 Band5	A. 02.30 Band 6 B. 03.00 Band 7 C. 03.30 Band 8

	GP1 - Gameplay1 @08.00am-11.00am	GP2 - Gameplay2 @02.00pm-04.00pm
R3	A. 09.00 Band 9 B. 10.00 Band10	A. 02.00 Band 11 B. 03.00 Band 12

Pendaftaran Peserta Futsal 1 team : rp.70,000 (tentative)

Pendaftaran Peserta pentas seni : gratis (tentative)

Juara 1 : Voucher makan 7orang di KFC dan uang tunai sejumlah rp.500,000 (tentative)

Juara 2 : Voucher makan 6orang di KFC dan uang tunai sejumlah rp.300,000 (tentative)

Juara 3 : Voucher makan 5orang di KFC dan uang tunai sejumlah rp.100,000 (tentative)

OFFICIAL MEMBERS :

Project Officer : Fandi

Humas : Fandi

Kord. Acara : vacant

Kord. Entertainment : vacant

Kord. Futsal : vacant

-Stage Master : vacant

Kord. Sponsorship : vacant

Kord. Perlengkapan : vacant

Kord. Konsumsi : vacant

Kord. Promotion : vacant

Kord Keamanan : vacant

Tactical : vacant

Dokumentasi : vacant

Total 13 Participants + 7 subordinate = 20person

1. Futsal referee & officials : 3person
2. Sponsorship Relation Agents : 2person
3. GA officer : 2person