



26 - 27 OKTOBER 2024





Get ready to elevate your senses at JBL Festival 2024, the ultimate fusion of music, entertainment, and innovation! Following the resounding success of JBL Festival in 2023, we're taking the experience to new heights.

Prepare to be mesmerized as legendary and emerging talents take the stage performances for electrifying karaoke moments, where every voice becomes a part of the magic. Dive into a world of excitement at our activation booths and games, where thrilling experiences await around every corner.

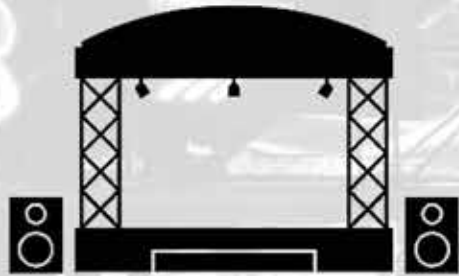
Indulge your cravings at our Food and Beverage festival, where culinary delights from around the globe await your discovery. And immerse yourself in the future of audio technology at the JBL booth, where you can explore and experience our latest innovations firsthand.

Join us for a celebration of sound, taste, and entertainment at JBL Festival 2024, where every moment is a masterpiece and memories are made to last a lifetime. Don't miss out on the experience of a lifetime.





LAST EVENT



MUSIC CONCERT



BAZAAR



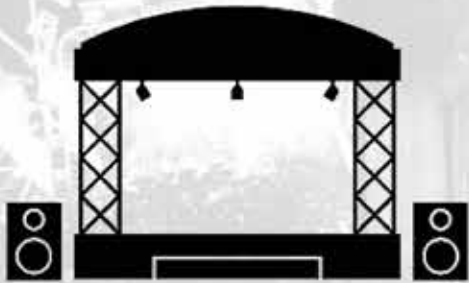
**FOOD
AND BEVERAGE**



ACTIVATION



GAMES



MUSIC CONCERT



JBL DARE TO LISTEN

JBL FESTIVAL



GAMES

JBL DARE TO LISTEN

JBL FESTIVAL



ACTIVATION



BAZAAR



**FOOD
AND BEVERAGE**





TICKET PRICE STARTS FROM :

IDR 600K / Day

CAPACITY :

6.000 Orang

DATES :

26 - 27 Oktober 2024

VENUE :

ISTORA SENAYAN

Event Info

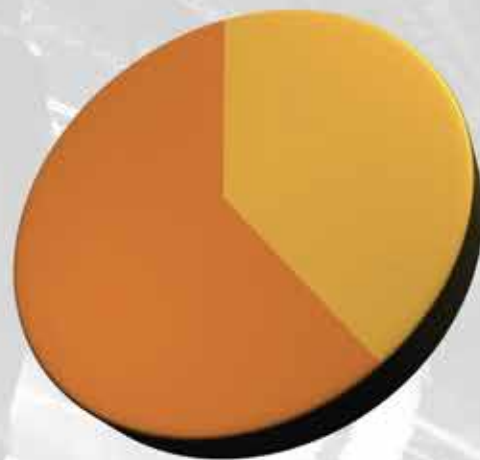


DEMOGRAPHIC

This concert is aimed at audiences who want to feel nostalgic and looking for unforgettable experience

Gender

- Female 60%
- Male 40%



Age

- 18-20 yo
- 20-30 yo
- 30+ yo



Audience Character

- Already have their own income
- Group of friend doing reunion
- Grouping
- Music aware and Audio junkie
- Good and wide Social Circle

Social Class

- Audience Social Class

Middle & Upper



TICKET PRICING

Daily Pass

DAY 1		
Gold <small>(Free Seating)</small>	Festival <small>(Standing)</small>	VIP <small>(Best Number)</small>
RP. 600k	RP. 750k	RP. 1.500k

DAY 2		
Gold <small>(Free Seating)</small>	Festival <small>(Standing)</small>	VIP <small>(Best Number)</small>
RP. 600k	RP. 750k	RP. 1.500k

- Gold section is free seating
- Festival section is standing
- VIP section is number seating
- The seat number for VIP section will be sent 7 days before the event by email
- Indicated locations are for visual purposes only. Actual location/size slightly differ
- All ticket prices exclude 10% government tax, 5% ticketing platform fee





LINE UP - DAY 1



DAY 1
26 OCTOBER 2024



LINE UP - DAY 2



**MALIQ &
D'ESSENTIALS**

Mahalini

ARI LASSO



PROJECT POP

DAY 2

27 OCTOBER 2024

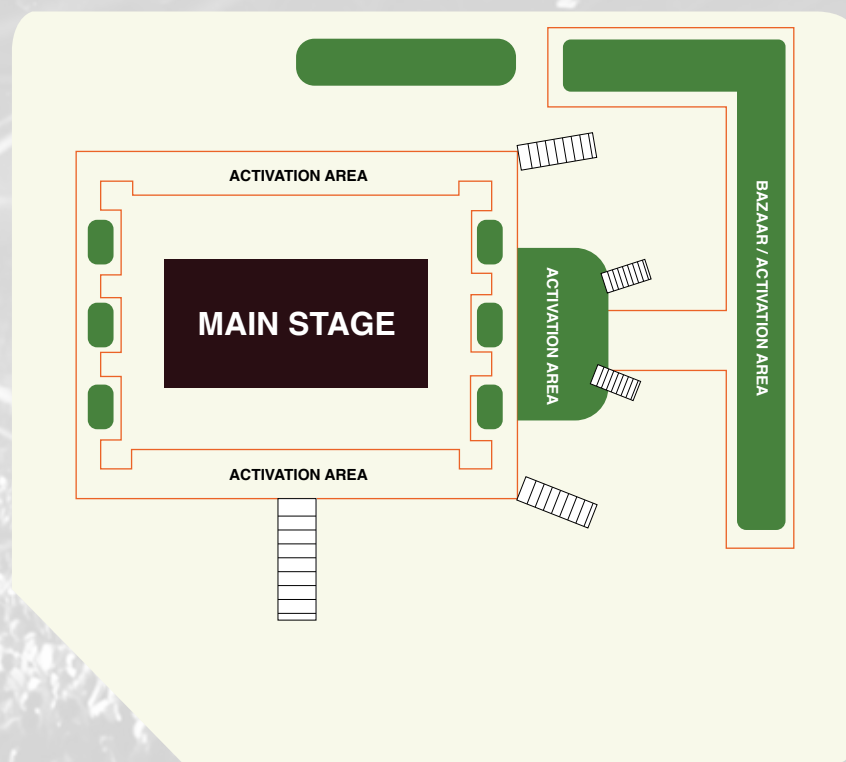


EVENT LAYOUT

Lantai 1



Lantai 2



BOOTH / SPONSOR AREA

F&B BOOTH

STAIRS

TOILET

PINTU EVAKUASI

PRAYER ROOM

MEDIC



Marketing Activities

List of Marketing Tools to Effectively Promote the Event and Reach the Target Audience

Public Relations & Media Relations

Organize press conferences, distribute press releases, feature articles, maintain close relationships with media partners, and secure media publicity (online, radio, and digital media).

Marketing Support and Partnerships

Collaborate with potential major brands to develop ticketing and marketing programs designed to meet each brand's respective business goals.

Digital Marketing

Utilize email blasts to our entire database, Instagram ads, Facebook ads, Google AdWords, SEM, and banner advertising on media and partner websites.



Social Media Activation

Daily posts about the show on our social media feeds, Stories, Reels, including interactive videos, quizzes, facts, and questions to increase engagement with followers.

Key Opinion Leaders Relations

Collaboration to build and maintain relationships with influencers, buzzers, key opinion leaders, or celebrities to promote the show through their Instagram.

Community Relations

Maintain relationships with local communities, fan bases, artists, or bands to help engage and promote the show while maintaining its hype.

Marketing Material

Signage, banners, and photo walls on the day of the show, along with outdoor advertising (ATL).



Public Relations & Media Relations

Press Conference

Press conferences will be held twice:

1. The first will announce the event with the artist lineup.
2. The second will be held before the show or on the day of the show.

Press Release Distribution

The press release will be distributed before and after the event to all media partners.

Future Article Distribution

Feature articles about the event will be written to help spread the hype and will be distributed to media partners.

Media Partners

Target 30-40 media partners who will post our event content on Instagram feeds and stories. Publish our press release and propose exclusive interviews for content and articles. Run 40 adlibs/ad spots on 10 radio stations.

Target Media Partner





Marketing Timeline

2024	JUL	AUG	SEP	OCT
ABOVE THE LINE (ATL)				
Digital Media	Press release		Press release	Press release
Social Media	facebook + Instagram+tiktok + ads			
Radio		Spot + adlips+i IG		Spot + adlips+i IG
Youtube	TVC Ads			
KOL		posting + greeting invited to the event engagement		
BELOW THE LINE (BTL)				
ACTIVATION	SCHOOL - MALL + Special Offer (disc)			
Email +WA Blast	Email +WA Blast every 2 weeks			
Press Conference				Press Conference



Sponsorship Package

IDR 1.000.000.000

Sponsorship Package		Details		Medium	Jumlah	
PR-EVENT	ONLINE	Partnership Announcement	Postingan Announcement Sponsor Sebagai partner pada JBL Festival	Instagram Feed	1 Post	
				Insta Story	1 Post	
			Postingan Announcement Sponsor di website JBL Festival	Website	1 Konten	
EVENT	ONLINE	Partnership Exposure at social media	Postingan dokumentasi Terkait berbagai aktivasi/fitur dari Sponsor pada saat event berlangsung	Insta Story	1 Post	
	OFFLINE	Thanks To Partner Baligho/Photo wall	Logo sponsor di Baligho Thanks To Partner JBL Festival bersama logo partner lainnya	Offline Printed	1 Asset	
	STAGE MEDIA TOOLS	Official Bumper Video	Pencantuman Logo sponsor di official Bumper Video JBL Festival bersama logo partner lainnya	Bumper akan di putar sejak open gate dan 30 menit sebelum show		
	BRANDING ASSET (Production by Sponsor)	F&B Branding	Marking Space all F&B Area	F&B AREA	1 Space	
	BUILT-IN SPACE		Space Booth	Marking Space untuk Booth Sponsor	Space 6 x 6 m	1 Spot
			Space Built-in Satellite Booth	Marking Space satelitte untuk Sponsor Di sekitar Venue	Space 2 x 2 m	2 Spot
			Welcome Gate	Marking Space branding area Gate di venue	Space 6 x 3 m	1 Spot
			Space Built Photo wall	Marking space is a Venue	Space 2 x 3 m	1 Spot
	ACCESS		ID PASS	Pemberian ID Pass untuk Kebutuhan Pihak Sponsor Selama Acara Berlangsung	General Admission (GA)	40 ID
		TICKET INVITATION	Pemberian Ticket Invitation untuk Kebutuhan Pihak Sponsor	Kategori Menyesuaikan	30 TICKET	
POST EVENT		Partnership Package Appreciation	Postingan Thanks To Sponsor Pada Acara JBL Festival	Instagram Feed	1 Post	
				Instagram Story	1 Post	



Sponsorship Package

IDR 500.000.000

Sponsorship Package		Details		Medium	Jumlah
PR-EVENT	ONLINE	Partnership Announcement	Postingan Announcement Sponsor Sebagai partner pada JBL Festival	Instagram Feed	1 Post
			Postingan Announcement Sponsor di website JBL Festival	Insta Story	1 Post
				Website	1 Konten
EVENT	ONLINE	Partnership Exposure at social media	Postingan dokumentasi Terkait berbagai aktivasi/fitur dari Sponsor pada saat event berlangsung	Insta Story	1 Post
	OFFLINE	Thanks To Partner Baligho/Photo wall	Logo sponsor di Baligho Thanks To Partner JBL Festival bersama logo partner lainnya	Offline Printed	1 Asset
	STAGE MEDIA TOOLS	Official Bumper Video	Pencantuman Logo sponsor di official Bumper Video JBL Festival bersama logo partner lainnya	Bumper akan di putar sejak open gate dan 30 menit sebelum show	
	BUILT-IN SPACE PRODUCTION BY SPONSOR	Space Booth	Marking Space ruangan untuk Sponsor Di sekitar Venue	Space 5 x 5 m	1 Spot
		Space Built Photo wall	Marking space is a Venue	Space 2 x 3 m	1 Spot
	ACCESS	ID PASS	Pemberian ID Pass untuk Kebutuhan Pihak Sponsor Selama Acara Berlangsung	General Admission (GA)	20 ID
		TICKET INVITATION	Pemberian Ticket Invitation untuk Kebutuhan Pihak Sponsor	Kategori Menyesuaikan	20 TICKET
POST EVENT	Partnership Package Appreciation	Postingan Thanks To Sponsor Pada Acara JBL Festival	Instagram Feed	1 Post	
			Instagram Story	1 Post	



Sponsorship Package

IDR 300.000.000

Sponsorship Package		Details		Medium	Jumlah
PR-EVENT	ONLINE	Partnership Announcement	Postingan Announcement Sponsor Sebagai partner pada JBL Festival	Instagram Feed	1 Post
				Insta Story	1 Post
		Postingan Announcement Sponsor di website JBL Festival	Website	1 Konten	
EVENT	OFFLINE	Thanks To Partner Baligho/Photo wall	Logo sponsor di Baligho Thanks To Partner JBL Festival bersama logo partner lainnya	Offline Printed	1 Asset
		Official Bumper Video	Pencantuman Logo sponsor di official Bumper Video JBL Festival bersama logo partner lainnya	Bumper akan di putar sejak open gate dan 30 menit sebelum show	
	STAGE MEDIA TOOLS	Space Built-in Satellite Booth	Marking Space ruangan untuk Sponsor Di sekitar Venue	Space 3 x 3 m	1 Spot
	ACCESS	ID PASS	Pemberian ID Pass untuk Kebutuhan Pihak Sponsor Selama Acara Berlangsung	General Admission (GA)	15 ID
		TICKET INVITATION	Pemberian Ticket Invitation untuk Kebutuhan Pihak Sponsor	Kategori Menyesuaikan	15 TICKET
POST EVENT		Partnership Package Appreciation	Postingan Thanks To Sponsor Pada Acara JBL Festival	Instagram Feed	1 Spot
				Instagram Feed	1 Spot



Sponsorship Package

IDR 150.000.000

Sponsorship Package		Details		Medium	Jumlah
PR-EVENT	ONLINE	Partnership Announcement	Postingan Announcement Sponsor Sebagai partner pada JBL Festival	Instagram Feed	1 Post
				Insta Story	1 Post
			Postingan Announcement Sponsor di website JBL Festival	Website	1 Konten
EVENT	OFFLINE	Thanks To Partner Baligho/Photo wall	Logo sponsor di Baligho Thanks To Partner JBL Festival bersama logo partner lainnya	Offline Printed	1 Asset
		Official Bumper Video	Pencantuman Logo sponsor di official Bumper Video JBL Festival bersama logo partner lainnya	Bumper akan di putar sejak open gate dan 30 menit sebelum show	
	STAGE MEDIA TOOLS	Space Built-in Satellite Booth	Marking Space ruangan untuk Sponsor Di sekitar Venue	Space 3 x 3 m	1 Spot
	ACCESS	ID PASS	Pemberian ID Pass untuk Kebutuhan Pihak Sponsor Selama Acara Berlangsung	General Admission (GA)	10 ID
		TICKET INVITATION	Pemberian Ticket Invitation untuk Kebutuhan Pihak Sponsor	Kategori Menyesuaikan	10 TICKET
POST EVENT	Partnership Package Appreciation	Postingan Thanks To Sponsor Pada Acara JBL Festival	Instagram Feed	1 Spot	
			Instagram Feed	1 Spot	

THANK YOU

JBL FESTIVAL

JBL DARE TO LISTEN

ONE STEP FORWARD

