

Happiness with a Healthy Lifestyle

CYCLING FASHION SHOW

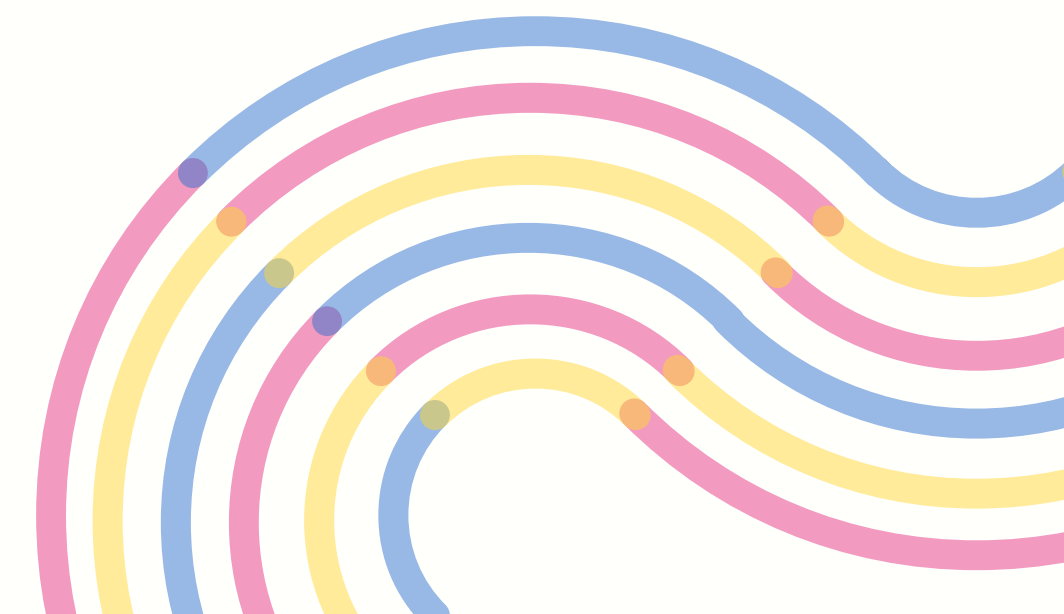




About The Brand

Cyclic is a local athleisure brand that focuses on the customer's comfort and well being. The brand produces clothing with high quality materials, which are comfortable to wear and allows freedom of movement.

Polygon is an Indonesian bike manufacturer and operates manufacturing facilities in various places in Indonesia. This brand emphasizes authenticity, originality, and quality





Event

Date

Saturday 14 May 2022

Time

08.00-12.00 WIB

Duration

4 hours

Location

Kawasan Gelora Bung Karno, Jakarta

First ever cycling fashion show in Indonesia. Happiness With a Healthy Lifestyle is a collaborative event between Cyclic and Polygon that aims to promote a healthy lifestyle through sports such as cycling by displaying our latest collections.



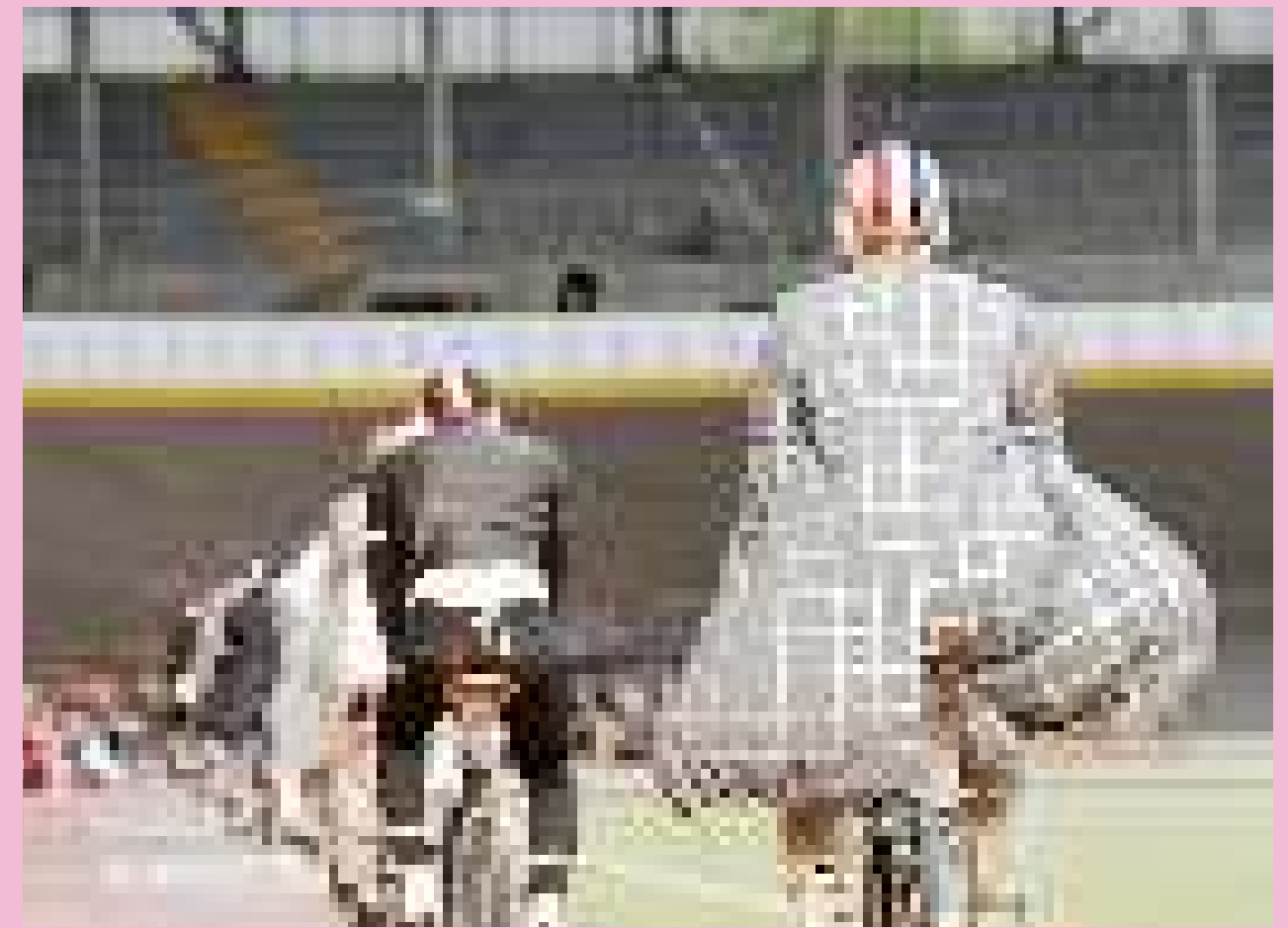


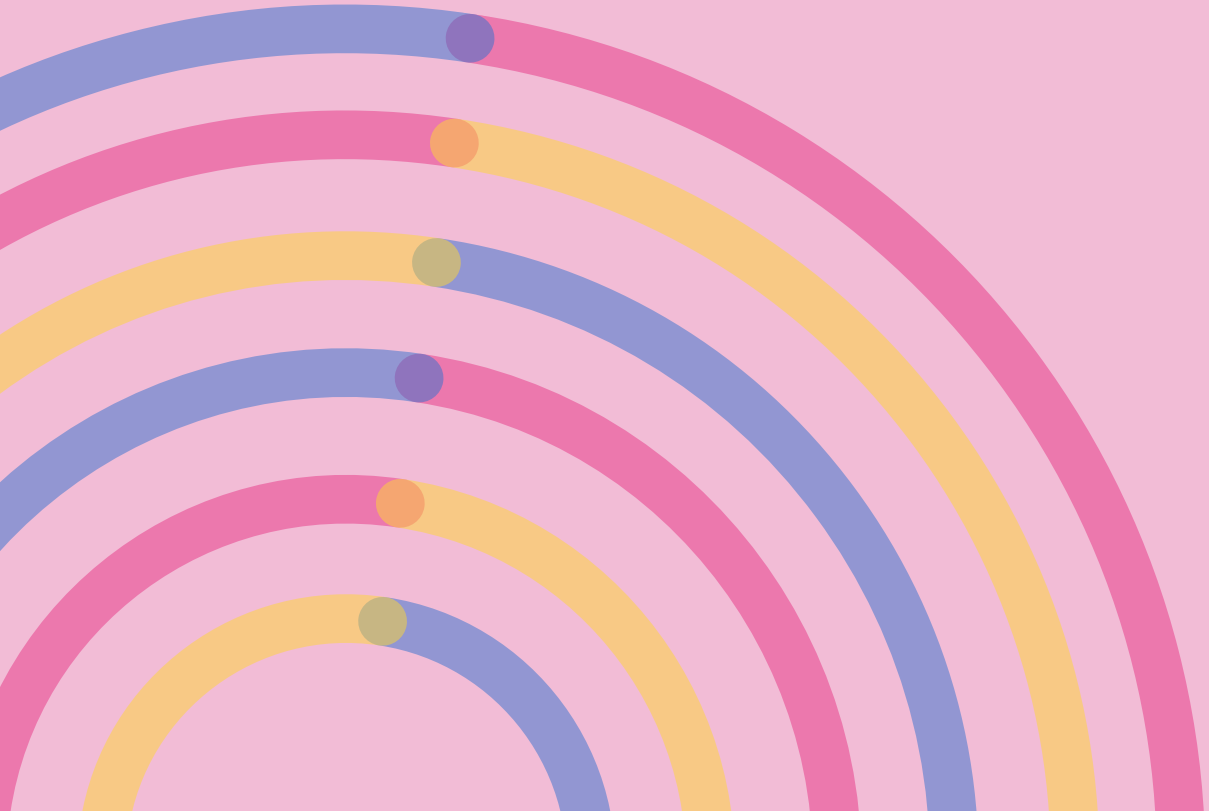
Ticket Price : Rp 100.000 (Regular)

Rp 150.000 (Premium)

Concept

























Target market : 18-25 years old who are interested in sport.

Price range : Rp 250.000- Rp 1000.000+

Special Guest : Keshia Nathania, Anastasia Siantar, Titan Tyra, Jovi Adhiguna, Dennis Hadi



Sponsorship List

- | | |
|---|---|
|  Pocari Sweats |  Shopee |
|  Prudential |  Lock & Lock |
|  Rexona |  Le Minerale |
|  Hilo |  Fitbar |
|  Banana Boat |  Cap Kaki Tiga |
|  Samsung |  Bank Mandiri |
|  Tolak Angin |  Starbucks |
|  Epitome |  Salad Bar |



Media Partners

-  Kompas
-  Prambors Radio
-  Jakarta Post





PRODUCTS







Rundown

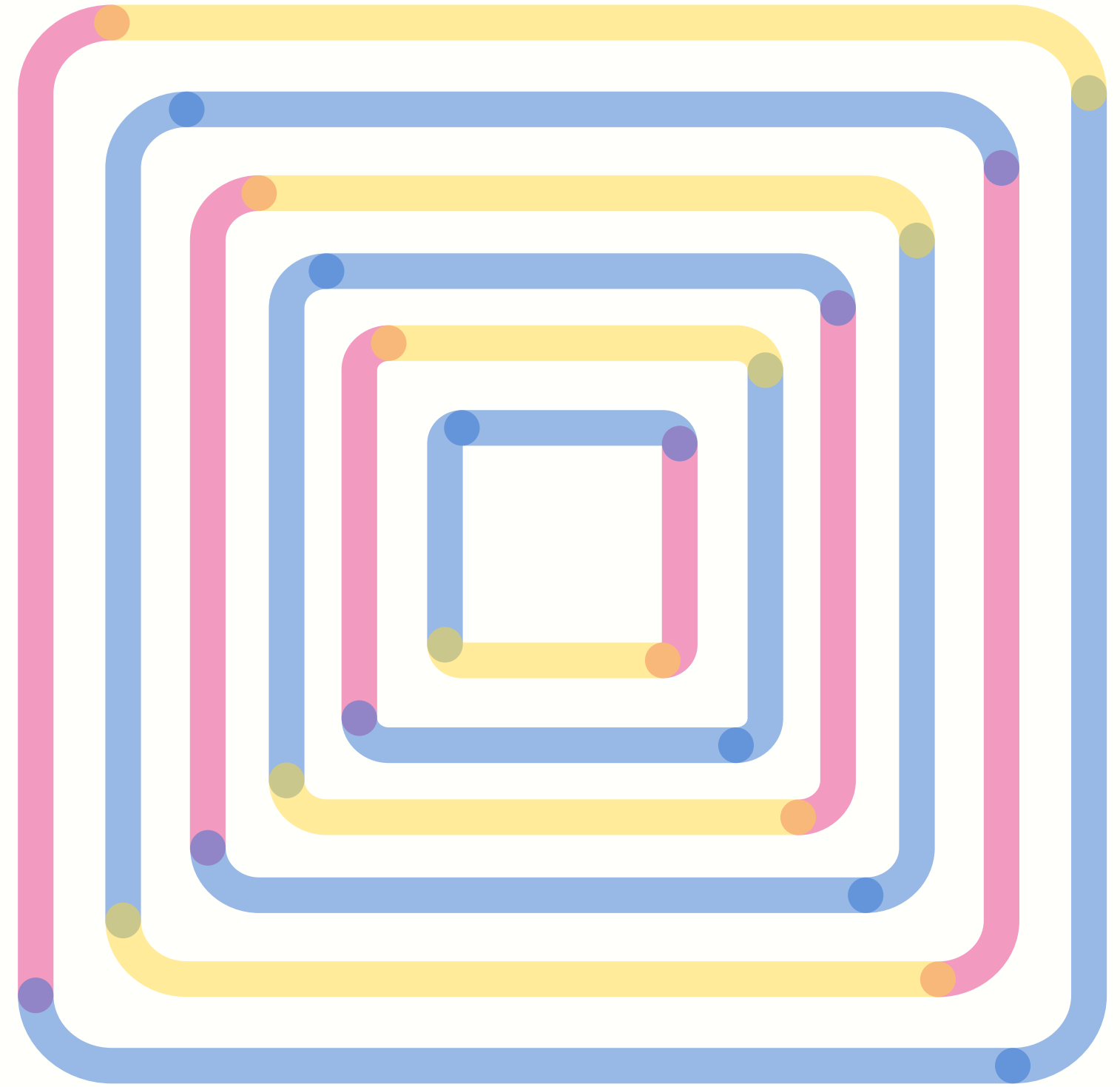
Date : Saturday 14 May 2022

Time : 7 a.m. - 12 p.m.

- 07.00-08.00 : Open Gate / Ticket Validation
- 08.00-08.05 : MC Announcements
- 08.05-08.10 : Speech From The Event President
- 08.10-08.50 : Guest Speaker Session
- 08.50-09.00 : Preparation for Fashion Show
- 09.00-10.30 : Biking Fashion Show
- 10.30-11.30 : Open Trackfield for try- ons
- 11.30-12.00 : Closing Speech



Marketing Plan



Online Promotion

PRE-EVENT

TIME	CHANNEL				
	INSTAGRAM	FACEBOOK	YOUTUBE	TIKTOK	TWITTER
D-30 14 April 2022	<ul style="list-style-type: none">• Event Announcement• Open Ticket Sales	<ul style="list-style-type: none">• Event Announcement• Open Ticket Sales	<ul style="list-style-type: none">• Event Announcement	<ul style="list-style-type: none">• Event Announcement	<ul style="list-style-type: none">• Event Announcement• Open Ticket Sales
D-13 1 May 2022	<ul style="list-style-type: none">• Celebrity Endorsements• Event Trailer	<ul style="list-style-type: none">• Celebrity Endorsements• Event Trailer	<ul style="list-style-type: none">• Event Trailer	<ul style="list-style-type: none">• Celebrity Endorsements• Event Trailer	<ul style="list-style-type: none">• Celebrity Endorsements• Event Trailer
D-7 7 May 2022	<ul style="list-style-type: none">• Celebrity Endorsements• Post	<ul style="list-style-type: none">• Celebrity Endorsements• Post		<ul style="list-style-type: none">• Celebrity Endorsements• Post	<ul style="list-style-type: none">• Celebrity Endorsements• Post
D-3 11 May 2022	<ul style="list-style-type: none">• Celebrity Endorsements• Post	<ul style="list-style-type: none">• Celebrity Endorsements• Post		<ul style="list-style-type: none">• Celebrity Endorsements• Post	<ul style="list-style-type: none">• Celebrity Endorsements• Post
D-2 12 May 2022	<ul style="list-style-type: none">• Celebrity Endorsements• Post	<ul style="list-style-type: none">• Celebrity Endorsements• Post		<ul style="list-style-type: none">• Celebrity Endorsements• Post	<ul style="list-style-type: none">• Celebrity Endorsements• Post
D-1 13 May 2022	<ul style="list-style-type: none">• Countdown• Post	<ul style="list-style-type: none">• Post		<ul style="list-style-type: none">• Post	<ul style="list-style-type: none">• Post

Online Promotion

EVENT DAY

TIME	CHANNEL				
	INSTAGRAM	FACEBOOK	YOUTUBE	TIKTOK	TWITTER
14 May 2022	<ul style="list-style-type: none">• Documentations of event via ig story• Influencer Mentions via instagram story• Live streaming during fashion show		<ul style="list-style-type: none">• Live Streaming of the Event	<ul style="list-style-type: none">• TikTok Live	



Online Promotion

POST-EVENT

TIME	CHANNEL				
	INSTAGRAM	FACEBOOK	YOUTUBE	TIKTOK	TWITTER
D+1 15 May 2022	<ul style="list-style-type: none">• Post Documentations	<ul style="list-style-type: none">• Post Documentations			<ul style="list-style-type: none">• Post Documentations
D+3 17 May 2022	<ul style="list-style-type: none">• Thank Sponsorships and Media Patrners	<ul style="list-style-type: none">• Thank Sponsorships and Media Patrners		<ul style="list-style-type: none">• Thank Sponsorships and Media Patrners	<ul style="list-style-type: none">• Thank Sponsorships and Media Patrners
D+7 21 May 2022			<ul style="list-style-type: none">• Event Recap Video		



Offline Promotion

TIME

PROMOTION

D-14
1 May 2022

Radio Announcement

D-7
7 May 2022

Television Commercials, banners and flags

D-0
14 May 2022

Broadcast by Media Partners

D+7
7 May 2022

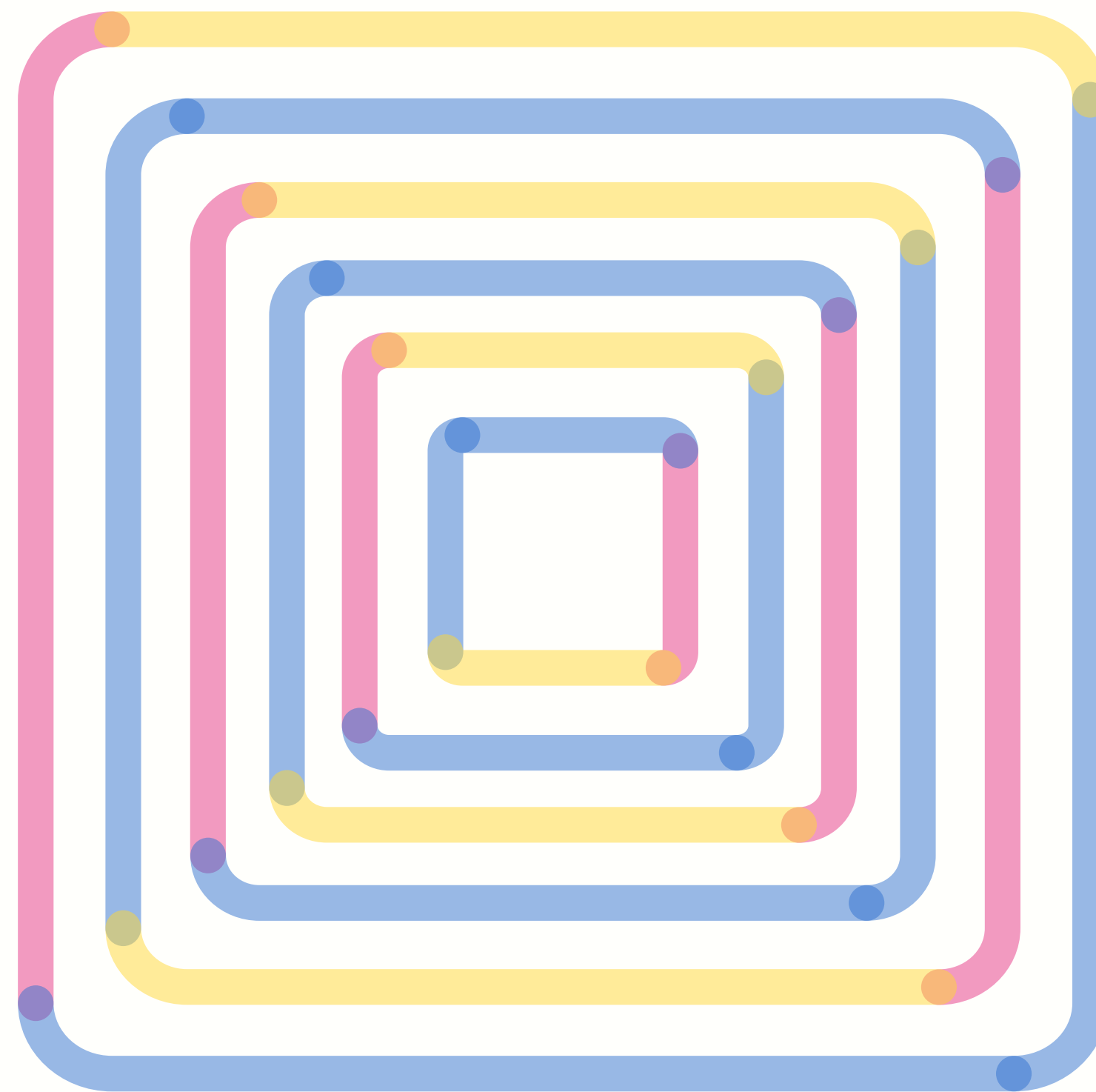
News Coverage by Media Partners



STRATEGY

- Lots benefit and exposure
- Influencers Mentions
- Unique Event (The first cycling fashion show in Indonesia)

Guest Stars



Keshia Nathanian

Instagram : @bananalace
32.2K Followers

She is an influencer which is famous for her style and often share tips about sport or yoga through her social media.



Anastasia Siantar

Instagram : @anazsiantar
455K Followers

She is a blogger with many followers on Instagram because of her fashion style. She likes to share tips about healthy life style through her social media.



Titan Tyra

Instagram : @titantyra
63K Followers

She is a 25 year old female content creator who mainly creates Youtube videos and contents about beauty and her lifestyle.





Jovi Adhiguna

Instagram : @joviadhiguna

718K Followers

An androgynous content creator, selebgram and uploads videos related to fashion in Youtube. Jovi Adhiguna promotes confidence in our own identity and breaking gender norms.

Dennis Hadi

Instagram : @dennishadii2
217K Followers

He is a businessman as well as influencer, known for his healthy food business and likes to share tips about gym life or sport through social media.





Sponsorship Package

- Gold
- Silver
- Bronze



SPONSORSHIP PACKAGE DEALS

DETAILS	Bronze	Silver	Gold
BUDGET	Rp. 25.000.000,00	Rp. 50.000.000,00	Rp. 75.000.000,00
LOGO	<ul style="list-style-type: none">• Flyer• Crew's T-shirt• Crew's Name Tags• Tickets• Banners	<ul style="list-style-type: none">• Flyer• Crew's T-shirt• Crew's Name Tags• Tickets• Banners	<ul style="list-style-type: none">• Flyer• Crew's T-shirt• Crew's Name Tags• Tickets• Banners• Souvenir (Tote Bag)
SOCIAL MEDIA PROMOTION	<ul style="list-style-type: none">• Instagram Feeds (5x posts)• Instagram Story (3x story)• Twitter Post (1x post)• Tiktok	<ul style="list-style-type: none">• Instagram Feeds (5x posts)• Instagram Story (5x stories)• Twitter Post (3x posts)• Tiktok	<ul style="list-style-type: none">• Instagram Feeds (5x posts)• Instagram Story (10x stories)• Influencer mention• Youtube (all videos)• Facebook (3x posts)• Twitter Post (5x posts)• Tiktok

SPONSORSHIP PACKAGE DEALS

DETAILS	Bronze	Silver	Gold
FLAGS	5 pcs	10 pcs	20 pcs
BOOTH	1m x 1m	2m x 2m	4m x 4m
ADVERTISEMENT	<ul style="list-style-type: none">• Radio• MC announcement (2x = beginning and end)	<ul style="list-style-type: none">• Radio• Television• MC announcement (2x = beginning and end)	<ul style="list-style-type: none">• Radio• Television• MC announcement (3x = beginning, break, end)
TICKETS	VIP tickets (5 tickets)	VIP tickets (10 tickets)	VIP tickets (20 tickets)



THANK YOU

