



SPONSOR PROPOSAL

THE PREMIERE 2027: ASTRA AETERNA

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BACKGROUND

PENABUR INTERCULTURAL SCHOOL

SECONDARY and JUNIOR COLLEGE KELAPA GADING

PENABUR Intercultural School - Secondary and Junior College Kelapa Gading is one of the two international schools established by Yayasan **BPK PENABUR Jakarta** which is a distinguished formal education provider, encompassing over **100 schools** throughout Jabodetabek. We intend to abide by our school's vision: to become a quality Christian educational institution for excellence, integrity, and service based on faith, knowledge, and service. Regarding our educational curriculum, we cater both **Cambridge IGCSE/A-Levels** as well as the National Curriculum. To incite youthful creativity and qualitative success, our school encourages students to excel in both academic and non-academic pursuits.

THE PREMIERE

The Premiere, first initiated in **2010**, is an annual event aimed to foster our student's soft skills, maximize their potential and enhance their organizational capabilities. This event serves as our biggest highlight of the year, hosting a wide spectrum of competitions across the fields of Arts, Language, and Sports among elementary, junior high, and senior high school students. With approximately **200 schools** participating, The Premiere is the right place for students to showcase their talents and pursue their ambitions whilst upholding sportsmanship, teamwork, and friendliness throughout the competitions. Aside from that, The Premiere's closing night also offers a chance for students to meet famous chart toppers and have the time of their lives. Amidst the tight competition between multiple schools in Jakarta, we are proud to say that we have made a name for ourselves. Without further ado, welcome to **PENABUR Intercultural School - Secondary and Junior College Kelapa Gading's 'The Premiere 2027 - Astra Aeterna'**

BACKGROUND

Our journey to **Astra Aeterna** reflects the growth and ambition behind THE PREMIERE. It began with **Illusions Unveiled**, where we learned to look beyond what was immediately visible. We then moved into **Timeless Memories**, celebrating the moments that shaped our community. With **Nocturna Maris**, meaning “Midnight Sea,” we found ourselves submerged in the depths of our past, surrounded by the memories that shaped us, before finding the strength to rise above them. From there, **Astra Aeterna** represents our next step forward. In Latin, **astra** means “stars” and **aeterna** means “eternal,” together meaning “**Eternal Stars**”—symbolizing ambition, growth, and the pursuit of what lies beyond our boundaries. We carry the lessons of our past forward, turning them into the drive to reach higher and create something greater. **The sky is not the limit; the stars are.**

BACKGROUND

VISION

- To channel creativity for students of PENABUR Intercultural School - Secondary and Junior College Kelapa Gading through managing big events like The PREMIERE.
- To act as a stage where students can expand their talents and pursue their ambitions in the field of Sports, Arts, and Language.

MISSION

- To enhance PENABUR Intercultural School - Secondary and Junior College Kelapa Gading's image in the society.
- To strengthen friendship ties of PENABUR Intercultural School Secondary and Junior College Kelapa Gading with other Elementary, Junior High, and Senior High schools in the JABODETABEK region.
- To appreciate the achievements of Elementary, Junior High, and Senior High students of participating schools throughout the JABODETABEK region.

SPECIFIED PURPOSE

- The purpose of **The Premiere 2027 - Astra Aeterna** is to display each and every student's talent regardless of their background. We hope this event could act as a ground for participants to grasp the concept of idealism and seek joy in fulfilling their desired goals.

STUDENTS' ACHIEVEMENTS

Outstanding Cambridge Learner Awards



DBL 3x3 2026 Runner-up



Paskibraka DKI Jakarta

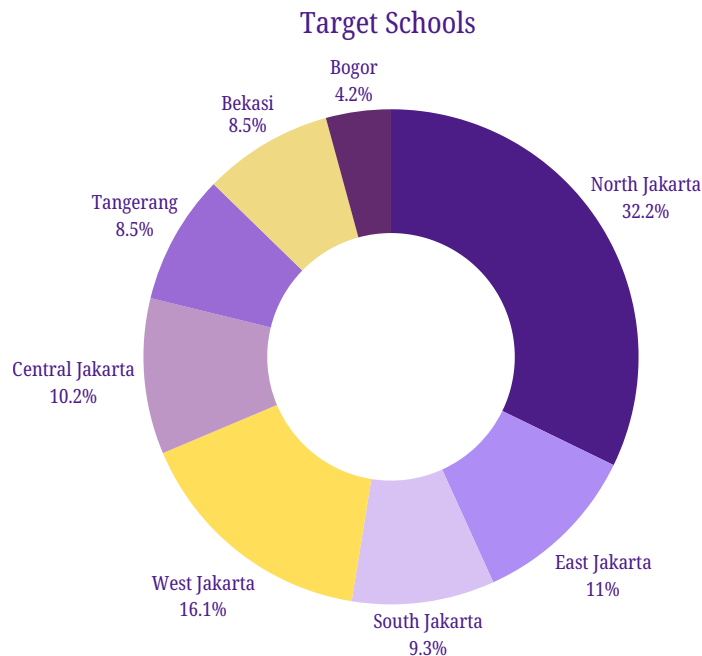
EVENT SCHEDULE

PRE-OPENING MATCHES (Tentative)	10 - 11 February 2027
OPENING CEREMONY	12 February 2027
PREMIERE WEEK	12 - 20 February 2027
CLOSING CEREMONY	20 February 2027

COMPETITIONS

SPORTS-BASED COMPETITIONS	
Basketball Futsal Badminton	Volleyball Speedcubing Swimming
LANGUAGE-BASED	ARTS-BASED
English Speech English Debate	Mural Vocal Band Modern Dance

INFOGRAPHICS



DKI Jakarta		
North	West	Central
Beacon Academy Jakarta Bent Tree School Bina Bangsa School PIK Binas Tunas Bangsa Bunda Mulia School Gandhi High School Ancol GMIS JAC School Jakarta Taipei School Marie Joseph School Raffles Christian School KG SD Unity	Bina Bangsa School Kebon Jeruk National High Jakarta School PENABUR Intercultural School Secondary TD Sekolah Kemurnian 2 SMA Dian Kasih SMA IPEKA Puri SMA IPEKA Tomang SMA Katolik Sang Timur SMA Pelita 2 SMA Regina Pacis Jakarta SMA Tarsisius 2	SMA Kolese Kanisius SMA Mahatma Gandhi SMA Pembangunan 2 SMA Santa Ursula Jakarta SMA St. Theresia SMA Tarsisius 1 SMAK 2 PENABUR SMAK 3 PENABUR SMP Bunda Mulia SMP Kolese Kanisius SMPK 2 PENABUR SMPK Anugrah

INFOGRAPHICS

DKI Jakarta		
North	West	Central
Sekolah Kristen Calvin Sekolah Lentera Kasih SIS KG SMA Al Azhar KG SMA Don Bosco 1 SMA IPEKA Pluit SMA IPEKA Sunter SMA Jubilee SMA Mahatma Gading SMA St. Peter SMA Tarakanita 2 SMA Tunas Karya SMA Yakobus SMAK 5 PENABUR SMK Hang Tuah 2 SMP Al Azhar KG SMP IPEKA Pluit SMP IPEKA Sunter SMP Jubilee SMP Permai SMP St. Peter SMPK 4 PENABUR SMPK 6 PENABUR Teach Indonesia School Tzu Chi School Universal School KG	East	South
	SMA Tunas Muda SMAK 1 PENABUR SMAK 4 PENABUR SMK Yadika 2 SMP Bukit Sion SMP IPEKA Tomang SMP Katolik Sang Timur SMPK 7 PENABUR	SMA Kolese Kanisius SMA Mahatma Gandhi SMA Pembangunan 2 SMA Santa Ursula Jakarta SMA St. Theresia SMA Tarsisius 1 SMAK 2 PENABUR SMAK 3 PENABUR SMP Bunda Mulia SMP Kolese Kanisius SMPK 2 PENABUR SMPK Anugrah
	ACS Jakarta Global Sevilla School Pulomas SMA Don Bosco 2 SMA Fons Vitae 1 SMA Global Islamic School SMA Jakarta Islamic School SMA Labschool Ciracas	SMP Labschool Kebayoran SMA Labschool Kebayoran SMA Pelita Harapan High Scope School SMA Tarakanita 1 SMAK Tirtamarta SMA Al Izhar

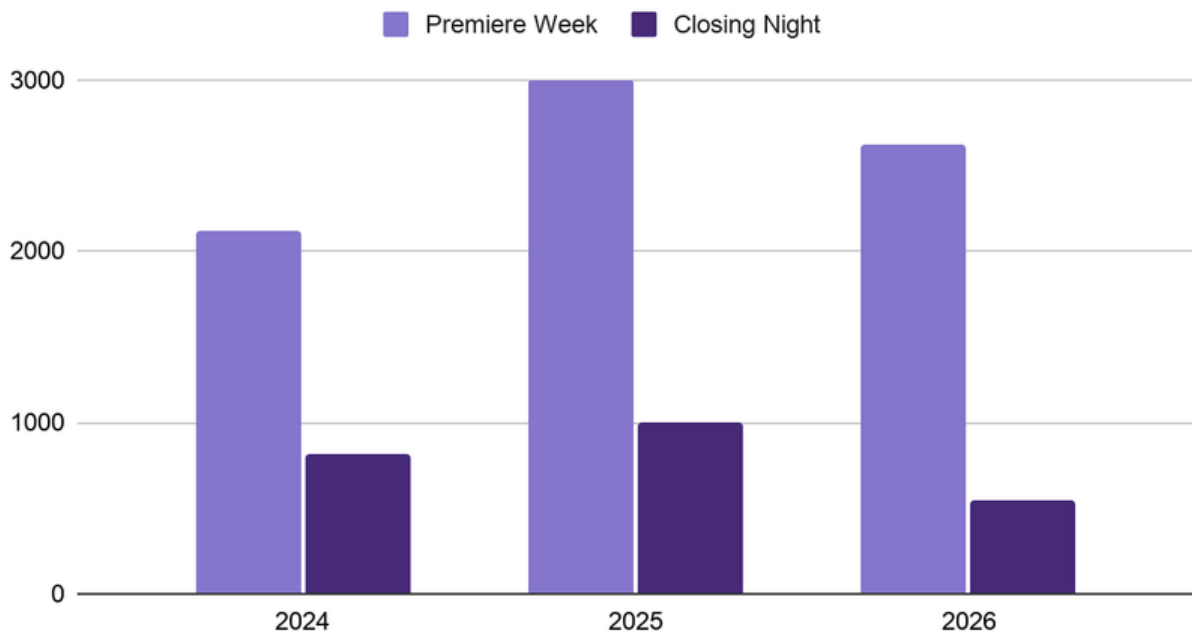
INFOGRAPHICS

DKI Jakarta	
East	South
SMAK 7 PENABUR SMP Don Bosco 2 SMP Marsudirini Cawang SMP Pelita 3 SMP Strada St. Anna SMP Tarakanita 4	SMA Raffles Christian School Pondok Indah SMA Bakti Mulya SMA Bina Nusantara SMA Kolese Gonzaga

Jakarta Surroundings		
Tangerang	Bogor	Bekasi
Mentari International School SMA Budi Mulia SMA IPEKA BSD SMA Santa Laurensia SMA Santa Ursula BSD SMAK PENABUR BJ SMAK PENABUR GS SMP IPEKA BSD SMPK PENABUR BJ SMPK PENABUR GS	SMA Regina Pacis Bogor SMAK PENABUR KoWis SMAK PENABUR Sentul SMPK PENABUR KoWis SMPK PENABUR Sentul	Sekolah Dharma Putra Advent Sekolah Kristen St. John SMA Ananda Bekasi SMA John Paul SMA Marsudirini Bekasi SMA Tulus Bhakti SMA Victory Plus SMPK SMAK PENABUR HI SMPK SMAK PENABUR Summarecon

INFOGRAPHICS

Premiere Audience (2024-2026)



BUDGETING

Division	Income	Expenses
Basketball	Rp12,150,000	Rp43,500,000
Futsal	Rp14,850,000	Rp28,100,000
Badminton	Rp17,215,000	Rp26,250,000
Volleyball	Rp7,850,000	Rp18,100,000
Speech	Rp5,000,000	Rp8,300,000
Debate	Rp6,400,000	Rp10,500,000
Swimming	Rp58,500,000	Rp25,000,000
Mural	Rp4,900,000	Rp6,250,000
Modern Dance	Rp2,325,000	Rp9,250,000
Band (ONLINE)	Rp5,000,000	Rp6,000,000
Speed Cubing	Rp15,030,000	Rp10,000,000
Vocal	Rp3,500,000	Rp11,850,000
Internal	Rp25,280,000	Rp8,000,000

BUDGETING

Division	Income	Expenses
Sponsor	Rp400,000,000	-
Bazaar	Rp100,000,000	-
PR	Rp60,000,000	-
OPCLO	-	Rp450,000,000
Consumption	-	Rp12,000,000
IT	-	Rp1,900,000
Docum	-	Rp3,000,000
Security	-	Rp20,000,000
Perkap	-	Rp40,000,000
PMR	-	Rp25,000,000
Total	Rp738,000,000	Rp738,000,000

TARGET
GUEST STARS

RAN

KING
NASSAR

SPONSOR PACKAGES

UNIVERSE	GALAXY	STAR	COMET	MOON	METEOR	ECLIPSE
1	2	3	4	5	6	7
75.000.000	55.000.000	40.000.000	25.000.000	10.000.000	5.000.000	2.500.000

	BENEFITS	1	2	3	4	5	6	7
L O G O	Committee shirt	XXL	XL	L	M	S	XS	-
	Participant ID cards	XL	L	M	S	XS	XXS	-
	Opening Ceremony	XL	L	M	S	XS	XXS	XXXS
	Closing Night	XL	L	M	S	XS	XXS	XXXS
	Physical posters	XL	L	M	S	XS	XXS	-
	E-Posters on official social media	XL	L	M	S	XS	XXS	XXS
	Vertical banner*	8	6	4	3	2	1	-
	Horizontal banner*	8	6	4	2	-	-	-
	Indoor standing banner*	6	4	2	-	-	-	-
	Main banner	XL	L	M	S	XS	XXS	XXS
	Closing night tickets	XXL	XL	L	M	S	-	-
	IG Filter	M	M	S	XS	-	-	-

L O G O	Sponsor board for badminton	L	M	S	-	-	-	-
	Vertical banner for badminton*	✓	✓	✓	-	-	-	-
	Player jerseys	XL	L	-	-	-	-	-
	Daily highlights	L	M	-	-	-	-	-
	Official website	L	L	M	M	S	S	-
	Pre-Premiere teaser	XL	L	-	-	-	-	-
	Trailer	XL	L	-	-	-	-	-
AD- LIB	Adlib during Competitions	✓	✓	✓	-	-	-	-
	Adlib on Opening Ceremony	✓	✓	✓	✓	✓	-	-
	Adlib on Closing Ceremony	✓	✓	✓	✓	✓	-	-
VIDEO	Opening ceremony	✓	✓	✓	-	-	-	-
	Closing night	✓	✓	✓	-	-	-	-
JINGLE	Intercom jingle during breaks	✓	✓	-	-	-	-	-
OTHERS	Tent for basketball competitions*	✓	-	-	-	-	-	-
	Official photobooth by the school	✓	✓	✓	✓	-	-	-
	Official photobooth by company*	✓	-	-	-	-	-	-
	Product placement on the tables	✓	✓	✓	-	-	-	-
	Bazaar stand (PREMIERE week)	✓	✓	✓	✓	-	-	-
	Free closing night tickets	5	4	3	2	1	1	1
	Quota	4	3	4	5	6	10	20

Quota will be based on a first-come first-serve basis

*** provided by the company**

SPONSORSHIP IN-KIND

We gladly receive other forms of sponsorship, such as:

1. Official products/Merchandise
2. Sound system and lighting
3. Printings
4. Accommodation
5. LCD/Screen
6. Consumption
7. Venue/Stage
8. Artists/Guest stars

For further information regarding sponsorship in-kind, kindly contact the sponsorship team.

SUPERNOVA	LUNAR	SOLAR
1	2	3
10.000.000	5.000.000	2.500.000

SPONSORSHIP IN-KIND

	BENEFITS	1	2	3
LOGO	Committee shirt	S	XS	-
	Participant ID cards	XS	XXS	-
	Opening Ceremony	XS	XXS	XXXS
	Closing Night	XS	XXS	XXXS
	Physical posters	XS	XXS	-
	E-Posters on official social media	XS	XXS	XXS
	Vertical banner*	1	-	-
	Main banner	XS	XXS	XXS
	Closing night tickets	S	-	-
	Official website	S	S	-
ADLIB	Adlib saat Acara Pembukaan	✓	-	-
	Adlib saat Malam Penutupan	✓	-	-
OTHERS	Free closing night tickets	1	1	1
	Quota	6	10	5

Quota will be based on a first-come first-serve basis

* provided by the company

RULES AND REGULATIONS

- 1.The size of the logos on the media is flexible. Placements are arranged by the committee in accordance with the contract agreement.
- 2.The location of installation of banners and pennants is determined by the committee.
- 3.Any item or accessory owned by the stand that is in the fields is the stand owner's responsibility.
- 4.Sponsorship fee must be in the form of monetary support (IDR). The committee reserves the right to refuse support in the form of products without any initial agreement.
- 5.Sponsors who opt for the GALAXY or UNIVERSE are allowed to place a 20% deposit to secure slot(s).
- 6.The committee only has 1 official bank account. Any kind of monetary transfer not to the aforementioned account is deemed illegal.

SPONSOR PACKAGE MATERIAL DESIGN



COMMITTEE SHIRT



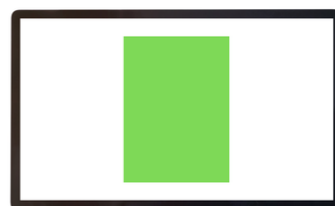
BOOKLET & HANDBOOK



ID CARD



TICKET



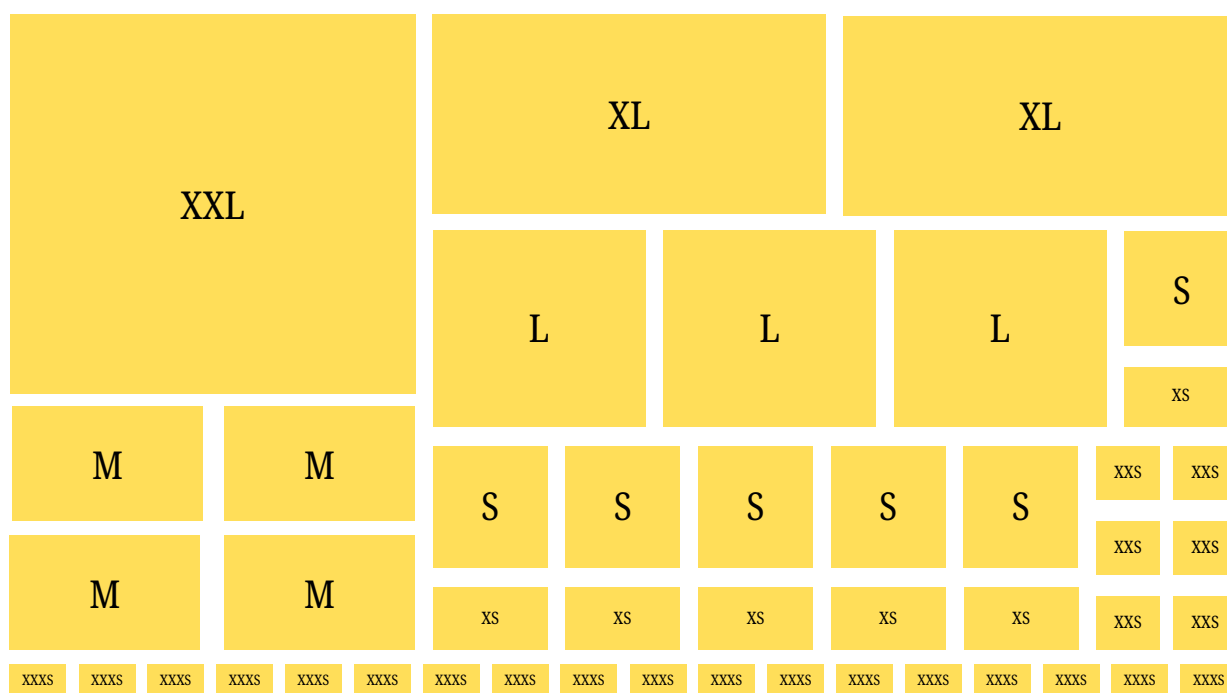
MAIN WEBSITE



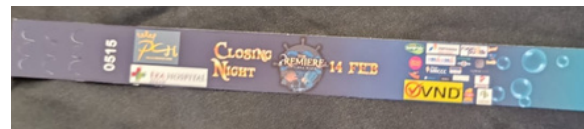
BADMINTON
SPONSOR BOARD



MAIN BANNER



BENEFIT PLACEMENT



PREVIOUS GUEST STARS



TULUS

ISYANA
SARASVATI



RAW

Jebung



ANDRA AND THE BACKBONE



Bernadya
YURA

MALIQ[&]
D'ESSENTIALS

RIZKY
FEBIAN

PREVIOUS SPONSORS AND MEDIA PARTNERS



BCA ASTRA



KALBE



The British Institute
ENGLISH WITH THE BEST



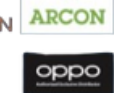
Detail + Quality = Satisfaction



ASURANSI



Meatshop & Gourmet



PREVIOUS BAZAAR TENANTS



CLOSING

With this, we submit our school activity proposal with the hope that it can have a positive impact on the participants and students of PENABUR Intercultural School - Secondary and Junior College Kelapa Gading. We look forward to your participation and cooperation in The Premiere 2027.

For more information, please feel free to reach out. You can contact us via email at event.akgi@bpkpenaburjakarta.or.id. We're here to assist you with any questions you may have!

- **E-Mail: event.akgi@bpkpenaburjakarta.or.id**
- **Instagram: [@thepremierebypskg](https://www.instagram.com/thepremierebypskg)**
- **Phone Number by WhatsApp:**
 - **Faith Darlynn Luntungan (+62 811-807-028)**
 - **Adeline Nathania Anggono (+62 818-268-108)**

ENDORSEMENT

Yours faithfully,

Organization Leader



Gavynn Auggrin Li

Head of Student Organization



Adithya Audrick Kalalo

Acknowledged by,

The Teacher in Charge



Novalin Elizabeth

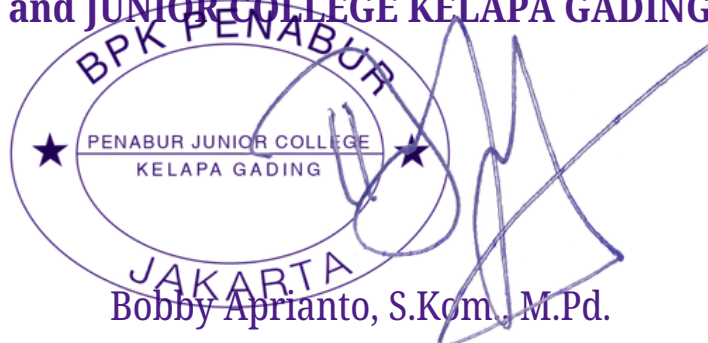
**Vice Principal
of Student Affairs**



Javalera Ungking

Approved by,

**The Principal of
PENABUR INTERCULTURAL SCHOOL - SECONDARY
and JUNIOR COLLEGE KELAPA GADING**



BPK PENABUR
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JAKARTA

Bobby Aprianto, S.Kom., M.Pd.