

KOMPeK's PARTNERSHIPS

KOMPeK 26

E L E V A T E

About KOMPeK

WHAT

Kompetisi Ekonomi (KOMPeK) is the oldest, national-scale economic competition held under the supervision of Badan Eksekutif Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Indonesia.

WHO

For 25 years, we have been providing an equal chance to compete for all high school students across the country from all background, and giving educational experience to university students, academics, and general public through our events and seminars.

WHY

We initiated this program with the aim of enabling students nationwide to improve their understanding of economics. Our objective is to ensure that students, regardless of their background, get the same opportunity to receive equitable and high-quality education.

Speaker's Testimonials

Dr. H. Sandiaga Salahuddin Uno, B.B.A., M.B.A

Minister of Tourism and Creative Economy of Indonesia

"KOMPeK yang diselenggarakan setiap tahun oleh Fakultas Ekonomi dan Bisnis Universitas Indonesia telah berhasil dalam melaksanakan misi pemerataan pendidikan ekonomi di Indonesia melalui pelaksanaan kompetisi ekonomi berskala nasional. Melalui tema tahun lalu, saya menyampaikan bahwa program pariwisata berkelanjutan akan mendorong terciptanya lapangan kerja."



Ir. Budi Gunadi Sadikin, CHFC, CLU.

Minister of Health of Indonesia

"KOMPeK merupakan inisiatif yang sangat positif dalam memberikan kesempatan kepada siswa SMA dari seluruh Indonesia untuk menunjukkan kemampuan akademis mereka di bidang ekonomi. Upaya pemerataan pendidikan ini selaras dengan tema tahun lalu yang menekankan pentingnya peningkatan kualitas dan aksesibilitas infrastruktur kesehatan."



Grand Theme

ELEVATE

Elevating National Prosperity: Unleashing Potentials amidst Premature Deindustrialization

In a mission to increase its economic growth, Indonesia is facing a decline in the manufacturing industry. Some strategies must be implemented in the management of Indonesia's resources to enhance the industry so that our economy can finally thrive and we can elevate our national prosperity.

Knowing this problem, KOMPeK 26 brought the theme "ELEVATE: Elevating National Prosperity: Unleashing Potentials amidst Premature Deindustrialization" to address the need to identify and unlock the untapped potentials within the national economy, exploring the advantage of industrialization.

For Indonesia to amplify its industry sectors, 4 aspects play a crucial role:



**Human Capital
Development**



Financial Inclusion



International Trade



**Technology and
Innovation**

Our goal is to provide valuable experiences and new insights for all participants in KOMPeK 26, to assist Indonesia in reaching sustainable growth.

Our Competition

The oldest economic competition for High School Students in Indonesia, the standard of which is highly regarded to be on par with OSN (National Science Olympiad) and IEO (International Economic Olympiad).

ECONOMIC QUIZ

ECONOMIC DEBATE COMPETITION

Challenge participants analytical skill and confidence as they compete with 24 best teams from all around Indonesia. The standard will be adjusted with NSDC (National Schools Debating Championship).

KOMPeK's Economic Research Paper is suitable for those who seek to channel their critical thinking into a research paper and the standard highly regarded to be on par with OPSI (National Student Research Olympiad).

ECONOMIC RESEARCH PAPER

BUSINESS CHALLENGE

Encourages the participants to propose their potential businesses while being assisted by experts and successful entrepreneurs. The standard is highly regarded to be on par with FIKSI (National Student Innovation and Entrepreneurship Festival).

Event Timeline



Saturday

18 Nov
2023

KOMPeK Pre-event: Training Day

A dedicated workshop for regional selection participants to enhance their skills, inviting experienced experts to provide training and share tips.

Wednesday

22 Nov
2023

KOMPeK Pre-event: Seminar

A national webinar held by our committee, inviting renowned academicians, government officials, and practitioners to discuss current economic issues and raise KOMPeK's exposure.

OCT 2023
to **FEB** 2024

KOMPeK Social (Komsos)

Giving back with us through KOMPeK Social. Each year, we choose an organization in need and gather funds and staple goods through internal and external donations.

Monday

29 Jan
2024

KOMPeK Gathering

An informal opening ceremony and get together event to welcome all of the participants and accompanying teachers to KOMPeK 26.

Tuesday

30 Jan
2024

KOMPeK Talkshow

A formal opening ceremony followed by talkshow in which experts regarding this year's grand theme "Elevating National Prosperity: Unleashing Potentials Amidst Productivity Challenges" will be invited.

Tuesday

30 Jan
2024

KOMPeK Journey

A visit to some of the leading companies that represents the leading sectors where participants can get more real life insights.

31 JAN 2024
to **2 FEB** 2024

Competition Day

Wednesday

31 Jan
2024

Teacher's Workshop

A special event for accompanying teachers to give them more insights on how to empower their skills.

Wednesday

31 Jan
2024

Faculty Presentation

A brief explanation and introduction to the environment and culture in the Faculty of Economics and Business University of Indonesia, inviting current FEB UI students to share their campus experiences.

Friday

02 Feb
2024

Awarding Night

A farewell event for KOMPeK 26 participants, accompanying teachers, and committee. This extravagant event will feature the closing ceremony of KOMPeK 26 where all the winners of each competition will be announced.

Targeted Speakers

KEYNOTE SPEAKERS



Suharso Monoarfa
Minister of the National
Development Planning Agency
of Indonesia



Nadiem Makarim, B.A., MBA
Minister of Education, Culture,
Research, and Technology of
Indonesia

TALKSHOW SPEAKERS



Human Capital Development

Maudy Ayunda
Education Activist, Government
Spokesperson for G20 Presidency



International Trade

Gita Wirjawan
Former Minister of Trade
of Indonesia



Technology and Innovation

William Tanuwijaya
CEO of Tokopedia



Financial Inclusion

Hexana Tri Sasongko
Director of Indonesia
Financial Group

Previous Speakers



**Prof. Dr. dr. Nila Djuwita
Faried Anfasa Moeloek,
Sp.M(K).**
Former Minister of Health of
Indonesia



**Ir. Budi Gunadi Sadikin,
CHFC, CLU.**
Minister of Health of
Indonesia

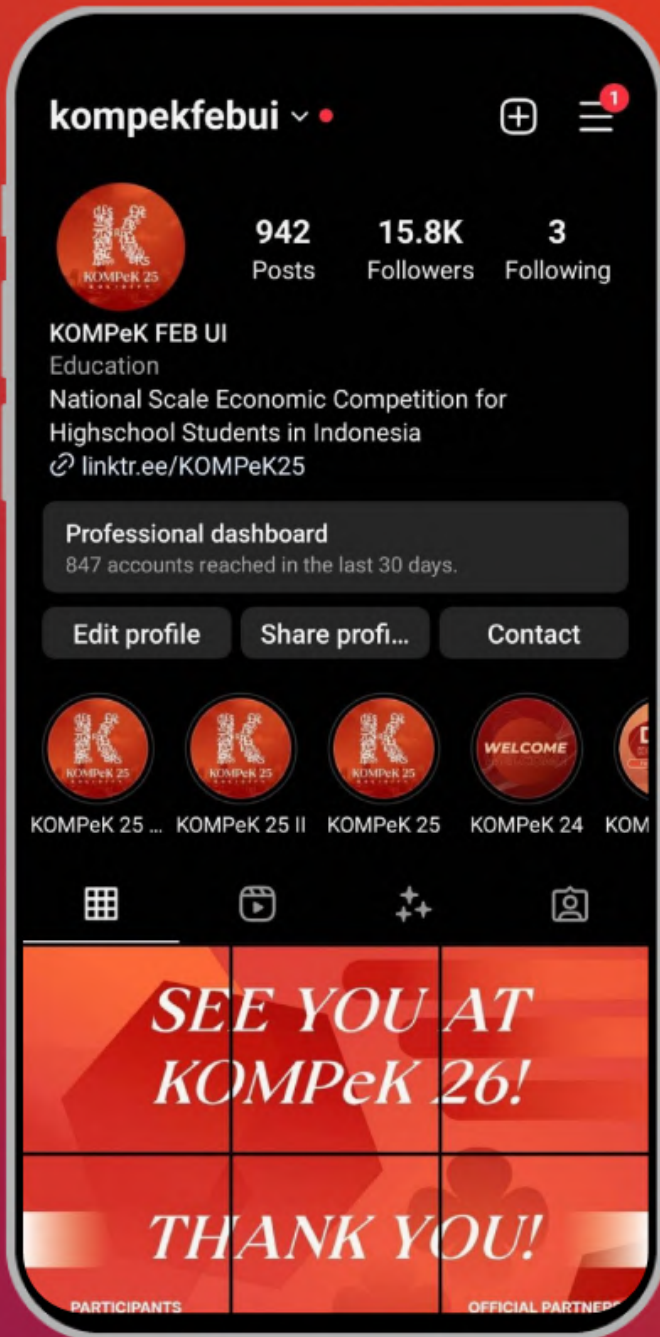


**Dr. H. Sandiaga Salahuddin
Uno, B.B.A., M.B.A**
Minister of Tourism and
Creative Economy of
Indonesia



Faisal H. Basri, S.E., M.A.
Indonesian Economist

SOCIAL MEDIA ENGAGEMENT



Current Followers

15.840

(as of June 2023)

Peak Followers

17K++

Additional Followers

4.000++

Accounts Reached

6.140

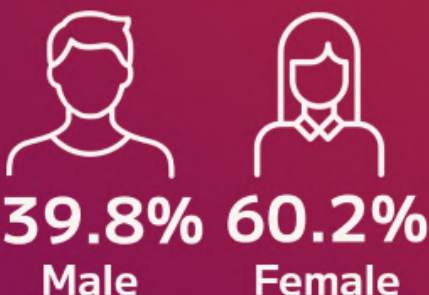
(*March 20-June 17)

Total Impressions

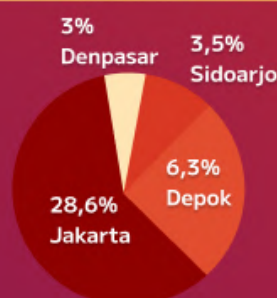
161.844

(*March 20-June 17)

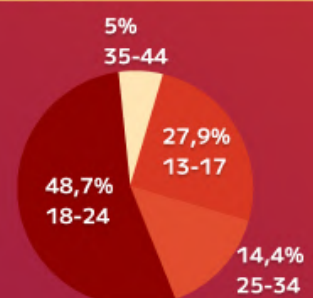
By Genders



Top Cities



Top Age Ranges



PARTICIPANT STATISTICS

Targeted Participant



Senior High
School Students
900



Teams
300



Senior High
Schools
140

Previous National Level Participants



Previous Regional Level Participants



Senior High School Students
969



Teams
323



Senior High School
106

Official Competition Partner

Case Collaborator

Our Goal

The Business Challenge of the 26th KOMPeK wants to bring in value and experience for Indonesian high school students regarding how to concept and start a business in this landscape of strong competition. We envision high school students to concept a business that has a strong fundamental inside-out, guiding them to compete in this era with their own idea and innovation.

What is Case-Collaborator

After successfully introduced its first case collaborator in The 25th KOMPeK Business Challenge competition, The 26th KOMPeK is delighted to invite a case collaborator partner in its Business Challenge line of events again this year. We hope that through partnering with a case-collaborator would bring in a better experience for the participants and further expand their knowledge and business passion by solving a real case study faced by the company in recent years.

What Do We Need? (Requirements)



Provide a business case that has a correlation with the grand theme



Provide three (3) judges for the business case competition



Bring a relevant speaker for the training session

Benefits for Case Collaborator



New ideas and innovation for the company from the perspective of a high school student



Sponsorship package benefit



Contribute in bringing critical high school thinkers

Official Competition Partner

Research Partner

Our Goal

The 26th KOMPeK's Economic Research Paper competition intends to encourage high school students to sharpen their research skills and knowledge in resolving Indonesia's economic problems. Hopefully, this competition could generate more young researchers for the future of Indonesia

What is Research Partner

The 26th KOMPeK would be the first year to introduce a research partner in the Economic Research Paper competition. We expect our research partners would provide qualified judges for the final stage. In this way, our research partners could give insightful feedback and meaningful experience with our passionate participants.

What Do We Need? (Requirements)

As our competition partner, we would like to look forward to the institutions providing us with a number of qualified researchers to fill in the adjudicator positions. We are delighted by the many adjudicators you offered.

Benefits for Research Partner



Recognize the utmost talent among our participants through the competition event



New ideas and research insights from the high school students' paper.



Sponsorship package benefit

EXCLUSIVE PACKAGE GRANDE

PRE EVENT X YOUR COMPANY

Exclusivity

- Event Titling "Pre-Event x Your Company"
- Product Placement
- Company Visit
- Exclusive video post on Instagram
- Company Speaker for KOMPeK Event

Company Publication (XL size)

- Logo All Printed Publication
- Logo All Digital Publication
- Pre event Running Text on Screen
- Company Profile on KOMPeK Website

On KOMPeK 26 Webinar & Training Day

- Opportunity for 3-5 minutes sponsor welcoming session
- Acknowledge with sign displayed during sponsored program (sponsor's jargon & jingle)- Acknowledge with verbal recognition during the event (adlibs and company description)
- Promotion of company product (company presentation & advertisement video)

For Only Rp 65.000.000

All benefits are worth Rp80.000.000 for 2 days exclusivity

Terms & Conditions

- Benefit can be customized as long as available
- Company Visit and Judges will be held in late January to early February 2024
- Branded items can be promoted during the event (discussed further)
- All of our sponsorship packages are available for further negotiations

Every Exclusive Package includes Gold Regular Package (on the days that excluded from package chosen)

EXCLUSIVE PACKAGE ULTIMATE

COMPETITION X YOUR COMPANY

Exclusivity

- Event Titling "Competition x Your Company"
- Product Placement
- Company Visit
- Exclusive video post on Instagram
- Company Judges for KOMPeK Competition

Company Publication (XL size)

- Logo All Printed Publication
- Logo All Digital Publication
- Pre event Running Text on Screen
- Company Profile on KOMPeK Website

On KOMPeK 26 Competition

- Opportunity for 3-5 minutes sponsor welcoming session
- Acknowledge with sign displayed during sponsored program (sponsor's jargon & jingle)
- Acknowledge with verbal recognition during the event (adlibs and company description)
- Promotion of company product (company presentation & advertisement video)

For Only Rp 90.000.000

All benefits are worth Rp120.000.000 for 4 days exclusivity

Terms & Conditions

- Benefit can be customized as long as available
- Company Visit and Judges will be held in late January to early February 2024
- Branded items can be promoted during the event (discussed further)
- All of our sponsorship packages are available for further negotiations

Every Exclusive Package includes Gold Regular Package (on the days that excluded from package chosen)

EXCLUSIVE PACKAGE PRIME

EXTERNAL EVENT X YOUR COMPANY

Exclusivity

- Event Titling " External Event x Your Company"
- Product Placement
- Company Visit
- Exclusive video post on Instagram
- Company Speaker for KOMPeK Event

Company Publication (XL size)

- Logo All Printed Publication
- Logo All Digital Publication
- Pre event Running Text on Screen
- Company Profile on KOMPeK Website

On KOMPeK 26 Talkshow & Awarding Night

- Opportunity for 3-5 minutes sponsor welcoming session
- Acknowledge with sign displayed during sponsored program (sponsor's jargon & jingle)
- Acknowledge with verbal recognition during the event (adlibs and company description)
- Promotion of company product (company presentation & advertisement video)

For Only Rp 75.000.000

All benefits are worth Rp120.000.000 for 4 days exclusivity

Terms & Conditions

- Benefit can be customized as long as available
- Company Visit and Judges will be held in late January to early February 2024
- Branded items can be promoted during the event (discussed further)
- All of our sponsorship packages are available for further negotiations

Every Exclusive Package includes Gold Regular Package (on the days that excluded from package chosen)

REGULAR PACKAGES

	Platinum	Gold	Silver	Bronze
Product Placement	Can be Discussed			
Company Presentation	15 minutes	10 minutes	-	-
Company Profile by MC	5 minutes	3 minutes	2 minutes	-
Sponsor's Jingle	10 minutes	5 minutes	3 minutes	-
Company Advertisement Video	45 seconds	30 seconds	15 seconds	-
Adlibs	10 x	7 x	5 x	3 x
DIGITAL				
Exclusive Photo Post on Instagram	Yes	Yes	-	-
Logo on Instagram	L	L	M	S
Logo on Website	L	M	S	S
Logo on E-poster	L	M	M	S
Logo on Finalist Guide E-Book	L	M	M	S
Logo on KOMPeK Social Instagram Twibbon	L	M	M	S
PRINTED				
Logo on Backdrop	L	M	M	S
Logo on Ballyhoo	L	M	M	S
Logo on Banner	L	M	M	S
Logo on Standing Banner	L	M	M	S
Logo on Committee's ID Card	L	M	M	S
Logo on Participants's Name Tag	L	M	S	S
Logo on Certificate	L	M	S	S
Logo on Champion Symbolic Board	L	M	S	S
Logo on Placard	L	M	S	S

REGULAR PACKAGES

	Platinum	Gold	Silver	Bronze
Logo and Running Text on Screen	L	M	S	S
Logo on Photobooth	L	M	S	S
ADDITIONAL BENEFIT				
Sponsorship Standing Banner	5 pcs	3 pcs	2 pcs	2 pcs
Sponsorship Booth	Yes	Yes	Yes	-
Promotion of Company Product	Yes	Yes	-	-
Benefit Worth	Rp79,000,000	Rp67,500,000	Rp47,750,000	Rp31,000,000
Sponsorship Investment	Rp60,000,000	Rp50,000,000	Rp40,000,000	Rp25,000,000

Terms & Conditions : Benefit can be customized as long as available

ALTERNATIVE PACKAGES

SPECIAL OFFER

Sponsorship Investment	Logo on Finalist Guide E-Book	Logo on Certificate	Logo on Placard	Logo on Champion Symbolic Board	Logo on Committee's ID Card	Logo on Participant Name Tag
Rp8,000,000	S	S	S	S	S	S

LIMITED SLOT

	Sponsorship Investment	Logo on E-Poster	Logo on Banner	Logo on Standing Banner
Sponsorship Booth	Rp7,000,000	S	S	S
Sponsorship Brand Survey	Rp4,000,000	S	S	S
Get To Know Your Sponsor Instagram Content	Rp6,000,000	S	S	S

IN KIND PACKAGES



Official Transportation Partner

Official Accommodation Provider



Official Digital Printing Partner

Official Logistics Partner



Official Venue Partner

Official Merchandise Provider



Official Food & Beverage Provider

Product Sponsorship



IN KIND PACKAGES

	Diamond	Sapphire	Ruby
Offline Company Presentation	5 minutes	-	-
Logo on Photobooth	XS	XS	-
Standing Banner Spot	3 PCS	2 PCS	-
Company Advertisement Video	15 second	-	-
Adlibs	7x	5x	3x
Logo on E-poster	M	S	XS
Logo on Website	M	S	S
Logo on Social Media (Instagram)	S	XS	-
Logo on Banner	S	S	-
Logo on Certificate	M	S	XS
Logo on Placard	S	XS	XS
Logo on KOMPeK Social Instagram Twibbon	S	XS	XS
Logo on Finalist Guide E-Book	S	XS	-
Logo Running Text on Screen on Pre-Event	M	S	XS
Logo on Ballyhoo	M	M	XS
Logo on Standing Banner	M	S	XS
Benefit Worth	Rp50,000,000	Rp32,500,000	Rp20,000,000
Sponsorship Investment	Rp35,000,000	Rp25,000,000	Rp10,000,000

SPONSORSHIP BENEFITS



Product Promotion
and Placement



Part of Youth
Future



Enhance Company
Brand Awareness



Mutually Benefit
Corporation



Market Share
Expansion



Customer Service

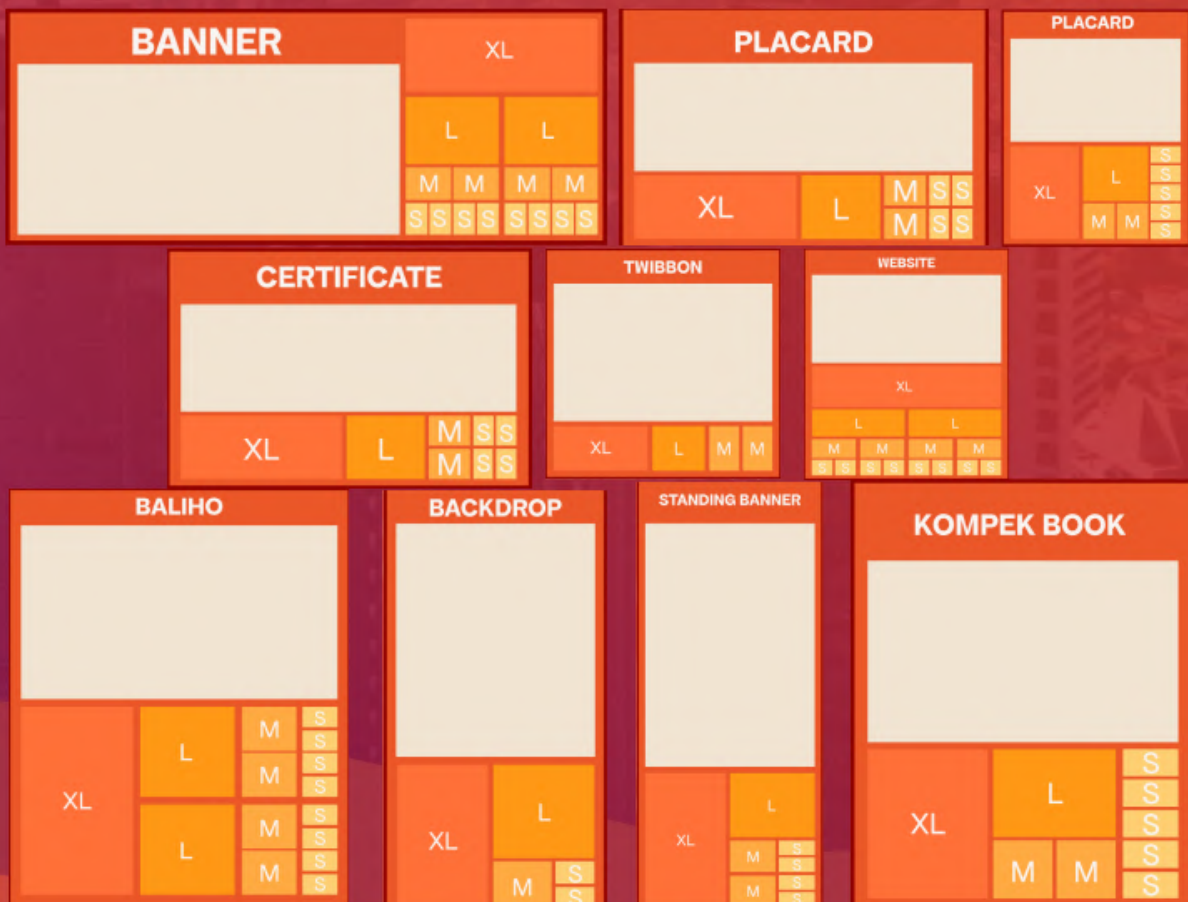


Corporate Social
Responsibility



Media Coverage

LOGO PLACEMENT



Why be a Media Partner?



Enhance equality in Indonesia's education

Contribute to ensuring that Indonesian students from all over the country have equal access to development opportunities.



Escalate your exposure

By providing exposure, you can become more acquainted with KOMPeK participants from all over Indonesia.



Propitious benefits

Strike a deal that benefits both your organization and KOMPeK through negotiation.

BENEFITS

For Media Partner

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AdLibs

TVC

Logo on Instagram

Logo on Website

Logo on E-poster

Logo Finalist Guide
E-book

Logo on Backdrop

Logo on Ballyho

Logo on Banner

Logo on Standing
Banner

Logo on Committee's
ID Card

Logo on Participants
Name Tag

Logo on Certificate

Logo on Champion
Symbolic Board

Logo on Placard

Logo and Running Text
on Screen

Logo on OBS

Logo on Photobooth

BENEFITS

For KOMPeK

1x slot of promotion on media partner's Instagram Story, Feeds, Official LINE account, or LinkedIn feeds

Reporters coverage on KOMPeK 26 via press release.

Additional benefits are negotiable and can be arranged through a Memorandum of Understanding.

PREVIOUS SPONSORS



PREVIOUS MEDIA PARTNER



TERMS & CONDITION

Sponsors are required to provide 70% of the sponsorship value until two week(s) after signing the agreement and the remaining 30% two weeks before the date of the event. If the payment is not fulfilled as scheduled, the committee has the right to conduct modification of the advertisement material into size, sum, and form. All publication tools are designed, produced and fully authorized by the committee, except for sponsor banners and/or publication tools.

Payment of sponsorship can be transferred to :

Bank Mandiri

KCP Universitas Indonesia, Depok

KOMPEK FEB UI

157-00-0504636-3

CONTACT PERSON

COMPETITION PARTNERSHIP

EMAIL : competition@kompekfebui.com

Zhillan (+62 812-9513-9999)

STRATEGIC PARTNERSHIP

EMAIL : external.relation@kompekfebui.com

Velda (+62 812-1266-6254)

Manda (+62 813-1418-0386)

Fiqri (+62 813-1411-2156)

Dani (+62 888-0747-5304)

MEDIA PARTNERSHIP

EMAIL : media.partnership@kompekfebui.com

Rendy (+62 896-0193-2778)

Rafid (+62 857-0371-7504)

SPONSORSHIP

Manda (+62 81314180386)

REFRESHMENT AND BAZAAR

Kezia (+62 8996444729)

SERVICES AND ACCOMMODATION

SUPPORT

Zahra (+62 81229991526)

EQUIPMENT AND

TECHNICAL SUPPORT

Dhika (+62 813-1759-3895)

MARKETING

Rendy (+62 89601932778)