



PADMA
BANDUNG

PADMA RUN 2023

#RUNHIGHER FOR A GOOD CAUSE



PadmaHotelBandung.com

RUN HIGHER FOR A GOOD CAUSE

Following our first charity run's success in 2019, we will be holding the 2nd and bigger running event on Saturday, 28th January 2023.

This run is dedicated to raise funds and public awareness in celebrating the International Day of Education. We are inviting fun to professional runners to participate in PADMA RUN 2022 #runhigherforagoodcause.

PADMA RUN 2022
#runhigherforagoodcause

SCHEDULE AND LOCATION

Saturday, 28th January 2023

Early check-in activities from 3AM to 5AM

10K race starts at 5.30AM

5K race starts at 6AM

The race will start at Padma Hotel Bandung, through the hills of Ciumbuleuit.

MERCHANDISE (OPTION 2)



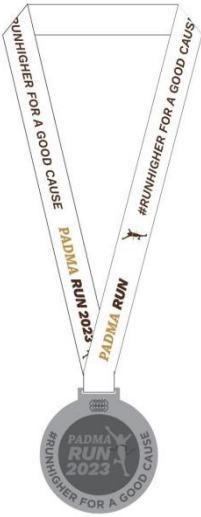
T-SHIRT (front)



T-SHIRT (back)



BIB NUMBER



MEDAL

RESPONSIBLE LAND USE

We are committed to ensuring the locations used are not damaged and left in the same condition, if not better, than when we arrive. Said locations include the staging area, courses, stations, and check-in areas will be fully cleaned up and left with no environmental impact after the event is complete.

TARGET PARTICIPANTS

- West Java, Bandung, Jakarta, Karawang residents
- Male and female
- 24 – 45 years old
- Professional and fun runners
- Active people with healthy lifestyle
- Middle class business people
- People who are actively engaged within the community

SPONSORSHIP BENEFITS

- Brand/ product placement at the event
- Logo and link placement on the event website, email campaigns, Padma Hotel Bandung and Padma Hotels' social media channels
- Goodie bag inserts of promotional materials and/or samples
- Logo placement on event merchandise
- Logo placement on volunteers' handbook
- A booth space at the event
- Exposure to local and regional athletes, runners, and volunteers
- Brand/ product announcements during the event
- Press and media exposure to local and regional news
- Press and media exposure to targeted running sources including magazines, blogs, and event calendars

SPONSORSHIP TIERS

VENDOR BOOTH

IDR 8,000,000

- Booth space at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, Padma Hotel Bandung and Padma Hotels' social media channels

STATION SPONSOR

IDR 10,000,000

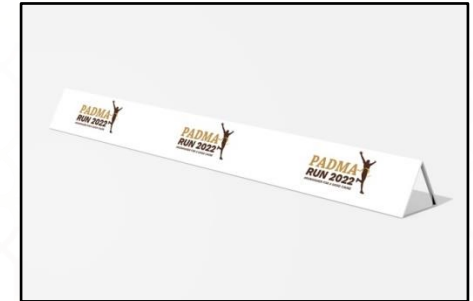
- Aid-station for runners at the event
- Acknowledgment throughout the event
- Booth space at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, Padma Hotel Bandung and Padma Hotels' social media channels
- A complementary race entry



SPONSORSHIP TIERS

BARRICADE BANNER SPONSOR IDR 10,000,000

- Logo on double sided barricade banners
- Acknowledgment throughout the event
- Booth space at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, Padma Hotel Bandung and Padma Hotels' social media channels
- A complementary race entry



BIB SPONSOR IDR 15,000,000

- Logo on custom designed race bib
- Acknowledgment throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, Padma Hotel Bandung and Padma Hotels' social media channels
- Two complementary race entries



SPONSORSHIP TIERS

PHOTO SPONSOR IDR 30,000,000

- Logo placement on official race photos
- Acknowledgment throughout the event
- Booth space at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, Padma Hotel Bandung and Padma Hotels' social media channels
- Three complementary race entries



TOP PRIZE SPONSOR IDR 50,000,000 (Limited to 1 sponsor)

- Present cash prize for 1st place finishers at the podium
- Prize check with company logo
- Recognition of sponsor when awarding prizes
- Acknowledgment throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, Padma Hotel Bandung and Padma Hotels' social media channels
- Six complementary race entries



SPONSORSHIP TIERS

TITLE SPONSOR

IDR 80,000,000

- Company logo/ brand on PADMA RUN logo
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival & recovery zone
Provide inserts or samples for goodie bag
- Featured sponsor email and social media campaign
- Logo on barricades, banners, photo wall, bib, website, printed materials, emails, social media channels and more
- Ten complementary race entries

RUNNERS' PRIZES

There are three categories in PADMA RUN; 5K, 10K, and Kids Dash.

On top of the finisher medals, we honour 18 top finishers with special goodie bag prizes containing products and gift certificates from our vendors and sponsors.

5K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

10K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

Kids Dash

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female



Ready to be part of an electrifying PADMA RUN 2022 experience?

We welcome your support and have made enrolling in the sponsorship program easy. Visit this link below and fill in the online form. We will be in touch with you with details and the next steps.

For questions or additional details or to simply discuss alternative engagement options please feel free to contact us at:

Chris Paul

Marcomm Manager

Padma Hotel Bandung

Email: marcomm@padmahotelbandung.com

Phone: +62813333515130