

20

HERO

MOTORCYCLE & MUSIC FESTIVAL

▶ SPONSORSHIP PROPOSAL ▶

25



ABOUT D13HARD II ▶

In celebration of the 16th anniversary of Cosanostra MC Indonesia.

D13Hard Festival 2025 arrives with a renewed spirit, carrying the theme FLYING H16H. This theme is rich in meaning and motivation. FLYING H16H represents a significant momentum: after a long 16-year journey, it is now time for all of us to soar higher, break boundaries, and reach for dreams as high as the sky. This theme not only symbolizes the achievements of Cosanostra MC Indonesia but also serves as an inspiration for the entire community to continue evolving, innovating, and proudly expressing their true identity. Through this celebration, D13Hard Festival II seeks to affirm that the spirit of freedom, solidarity, and self-expression are the "wings" that will carry us toward a brighter future. Let us celebrate this milestone with full energy, limitless enthusiasm, and the belief that we all deserve to fly high together.

By blending motorcycle culture, rock music, and extreme sports, D13Hard Festival 2025 is committed to delivering an unforgettable experience for all attendees. This festival also serves as a platform to strengthen the sense of togetherness and celebrate the spirit of freedom and boundless self-expression. This year, we also pay special tribute to the 16 year journey of Cosanostra MC Indonesia a Family built on loyalty, strength, and an unbreakable family spirit.

A series of special moments, legendary rides, and exclusive performances have been prepared to celebrate this important occasion. Get ready for the roar of engines and the thunder of rock music—because this year, we're riding and rocking harder than ever before!



KEY VISUAL

Click on the image to enlarge



EVENT ▶

VENUE : TRITAN POINT BANDUNG

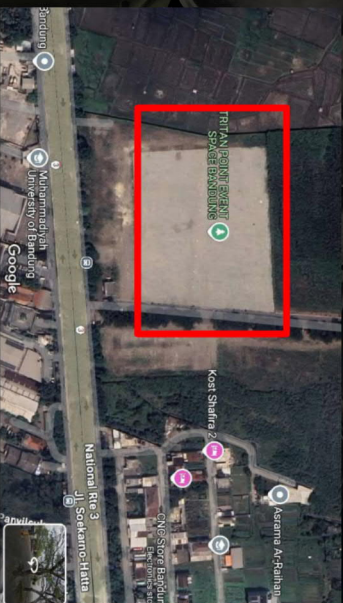
Jl. Raya Cipadung, Cipadung Wetan, Kec. Panyileukan,
Kota Bandung, Jawa Barat 40614

DATE : SATURDAY, 28 JUNE 2023

CAPACITY : 10.000 AUDIENCE



Klik di sini untuk petunjuk arah



POSTER EVENT

Click on the image to view the Instagram account.

PRESENTS

D13
H I G H

FLYING

TRITAN POINT BANDUNG
28 JUNE 2023

FINAL LINEUP

HEADLINE
Nid
Shaggydug

EDNE -BURGER KILL- GEM HUNT

CLOSEMENO
SIO DITO



Ticket available at **BLOKÉT**



ACTIVITY ▶



MOTOR EXHIBITION



SKATEBOARD ACTIVITY



MOTORCYCLE FREESTYLE



MUSIC FESTIVAL



BIKERS GATHERING



DAREDEVIL STUNTSHOW



CELEBRATING THE 16TH ANNIVERSARY OF COSANOSTRA MC INDONESIA | PERCUSSION PERFORMANCE (WAVE PERCUSSION) | MERCHANDISE BOOTHS
CULINARY BOOTHS | COMMUNITY BOOTHS | SPARE PARTS BOOTHS | SPONSOR ACTIVATION BOOTHS

“D13HARD FESTIVAL 2025:

From Exhaust Smoke to the
Thunder of Music”

This year, we're bringing more than just a music and motorcycle festival. It's a convergence of two major worlds, motorcycles and music with a lineup of top-tier artists and this year's favorite bands. We're creating space for a market crossover between motorcycle enthusiasts and music lovers. Each talent brings their own fans, style, and energy but here, everything unites in one frequency. One stage. One spirit. One celebration of lifestyle, creativity, and freedom.



JAMRUD



PAUL REBORN



SHAGYDOG



EDANE



BURGERSKILL



THE SIGIT



KOIL



CLOSEHEAD



S10



REVENGE THE FATE



O109

Click on the artist photo for more details

MUSIC FESTIVAL

RUNDOWN

START	FINISH	DURATION		
			11 : 00 OPEN GATE	
			BREAK DZUHUR (11:51)	
12 : 00	12 : 45	0 : 45	BAND 1	D09
12 : 45	13 : 30	0 : 45	BAND 2	510
13 : 30	14 : 15	0 : 45	BAND 3	REVENGE THE FATE
14 : 15	15 : 00	0 : 45	BAND 4	KOIL
15 : 00	15 : 25	0 : 25	BREAK ADZAN ASHAR 15 : 11	
15 : 25	16 : 10	0 : 45	BAND 5	CLOSEHEAD
16 : 10	16 : 55	0 : 45	BAND 6	THE SIGHT
16 : 55	17 : 40	0 : 45	BAND 7	EDANE
17 : 40	18 : 10	0 : 30	BREAK ADZAN MAGRIB 17:51	
18 : 10	18 : 45	0 : 35	DAREDEVIL STUNTSHOW - PROSES! ANNIVERSARY COSANOSTRA	
18 : 45	19 : 00	0 : 15	BREAK ADZAN ISYA 18:55	
19 : 00	20 : 00	1 : 00	BAND 8	BURGERMILL
20 : 00	21 : 00	1 : 00	BAND 9	PADI REBORN
21 : 00	22 : 00	1 : 00	BAND 10	SHAGGY DOG
22 : 00	23 : 00	1 : 00	BAND 11	JAMRUD

MUSIC FESTIVAL

TICKET PRICE

TICKET EARLY ENTRY

RP. 100.000

(The latest entry to the venue is at 14.00)

TICKET SINGLE (1 TICKET)

RP. 130.000

BUNDLING TSHIRT (1 TICKET + 1 TSHIRT)

RP. 300.000

DOUBLE (TICKET)

RP. 230.000

GROUP (5 TICKET)

RP. 600.000

ON THE SPOT (1 TICKET)

RP. 160.000 (While supplies last)

(There is no time limit for tickets in this category)



MOTORCYCLE EXHIBITION

D13HARD FESTIVAL 2025: A Showcase of Creativity, The Spirit of Community

This exhibition is not just a lineup of motorcycles: it's a living gallery of the finest creations from builders and owners of custom bikes, both from CN (Cosanostra MC) members and other motorcycle communities that are part of this celebration. From the precise frame curves, the brush strokes of paint full of character, to the engine details modified with passion, each motorcycle on display tells a story, a style, and the unique identity of its owner. But that's not all this event also serves as a special moment for bikers to meet, share stories, and open new opportunities in the world of custom motorcycles. Here, visitors can find quality second-hand bikes from fellow bikers, forge new relationships, and even promote their favorite custom workshops. It's an open space for creativity, collaboration, and camaraderie in the world of two wheels. This is the place, the event for true motorcycle enthusiasts. We all share one path: a lifestyle on wheels and the freedom to express ourselves.



BIKERS GATHERING

D13HARD FESTIVAL 2025: A Grand Celebration of the Two-Wheel World

This year, D13HARD Festival marks an extraordinary achievement by inviting over 130 motorcycle clubs from across Java and even across islands. The emotional bond and loyalty between communities have created the potential for more than 6,000 invited participants, from various walks of life and backgrounds.

This is not just a festival, but a gathering of communities with the same energy, spirit, and passion, a golden opportunity for brands looking to reach a loyal and active market. Joining this festival gives your brand a great opportunity to:

- ▶ **Get direct exposure in front of thousands of passionate participants.**
- ▶ **Promote your products and brand values personally to a connected community.**
- ▶ **Instill brand awareness and unlock long-term potential for new clients.**

D13HARD is not just about today; it's about building connections that will continue to grow tomorrow.

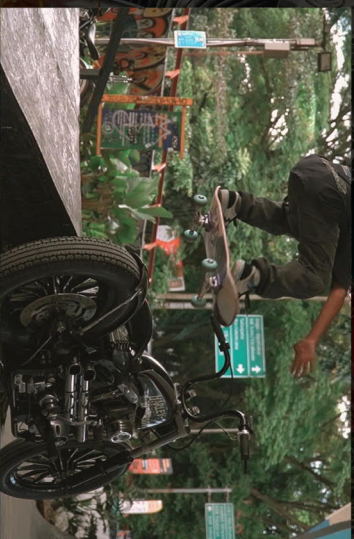


SKATEBOARD ACTIVITY

"D13HARD FESTIVAL 2025: Music, Motorcycles, and the Energy of Youth

D13HARD Festival is not only about celebrating the worlds of music and motorcycles but also creating space for a new spirit from the younger generation. This year, we are partnering with the skateboarding community to perform and showcase their skills live at the festival, displaying the unique spirit of extreme sports. The collaboration between music, motorcycles, and skateboarding is part of our broader concept to create a more inclusive, dynamic, and relevant festival for the next generation of young audiences.

This activation not only enriches the visitor experience but also opens up the potential for broader cross-community collaborations, uniting lifestyle, self-expression, and the spirit of freedom in one grand moment. D13HARD Festival is not just an entertainment event, but a stage for community spirit and boundless creativity.



D13HARD FESTIVAL 2025: Extreme Action, Maximum Adrenaline

This year, D13HARD Festival brings even more extreme and daring offerings for true motorcycle enthusiasts. We present two special events in the freestyle motorcycle scene that will shake the action stage and ignite the passion of the audience!

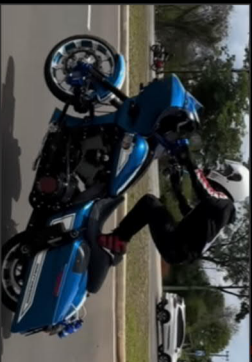
FIRST ACTION:

A professional freestyler will perform a stunt by crashing through 16 layers of burning plywood, symbolizing the 16th anniversary of Cosanostra MC. This stunt is not only a life-threatening challenge but also a symbol of bravery and the fiery spirit of the domestic motorcycle community.

SECOND ACTION :

A collaborative performance by two motorcycles, each showcasing their unique skills, featuring wheelies, jumps, and burnouts in an exhilarating freestyle choreography. Every movement is designed to captivate, thrill, and ignite the adrenaline of the audience!

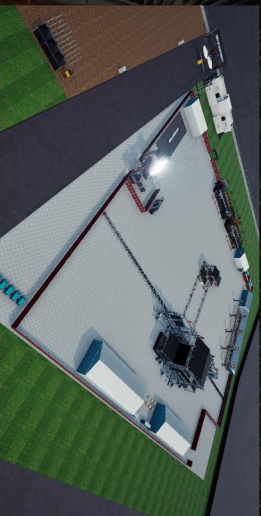
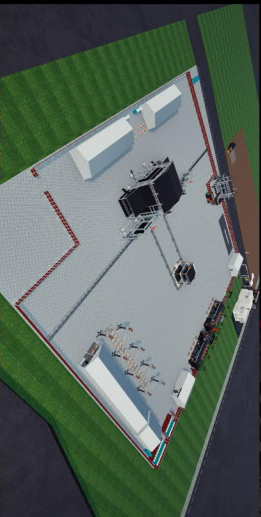
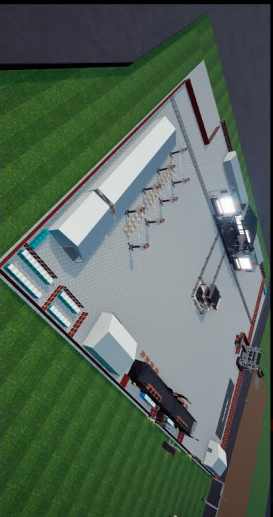
D13HARD is not just a music and motorcycle festival; it is a stage for the courage, skill, and free expression of true riders. One place. One spirit. One celebration full of energy!



[Click on the image to view the Instagram account](#)

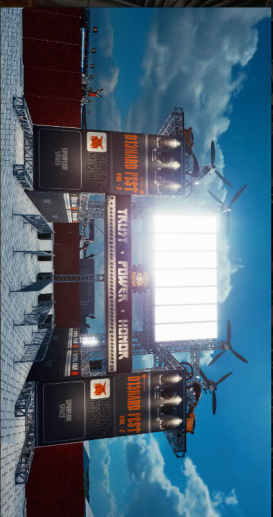
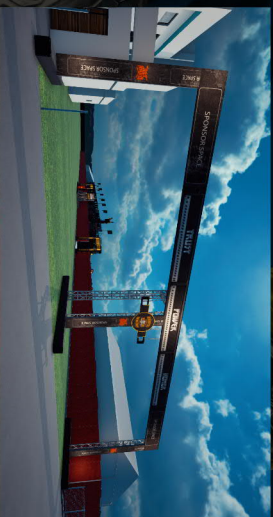
EVENT LAYOUT

OVERHEAD VIEW



EVENT LAYOUT ▶

GATE



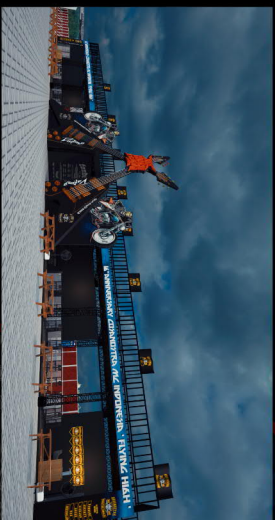
EVENT LAYOUT ▶

WALK OF FAME



EVENT LAYOUT

LOUNGE CNMC AREA - FNB AREA



EVENT LAYOUT ▶

STAGE AREA



SPONSORSHIP

WHY SUPPORT THE D13HARD FESTIVAL?



10,000+ ROCK MUSIC
FANS OF ALL AGES



MILLIONS OF REACH ON
DIGITAL & SOCIAL MEDIA



BRAND EXPOSURE IN AFTERMOVIE &
MEDIA COVERAGE



MOTORCYCLE ENTHUSIASTS, LIFESTYLE,
& INFLUENTIAL CONSUMERS

DIRECT INTERACTION WITH MUSIC AND AUTOMOTIVE COMMUNITIES ACROSS ALL TYPES OF MOTORCYCLES

MAXIMUM EXPOSURE AT THE VENUE, DIGITAL PLATFORMS, AND MASS MEDIA

PREMIUM POSITIONING AT THE LARGEST ROCK FESTIVAL FOR BIKER & ROCK MUSIC COMMUNITIES





D13HARD FESTIVAL: GROSS-MARKET POTENTIAL & AUDIENCE INSIGHTS

BRIDGING TWO DISTINCT MARKETS (MUSIC ENTHUSIASTS AND MOTORCYCLE COMMUNITIES)

D13HARD FESTIVAL 2025

THIS IS NOT JUST AN ORDINARY MUSIC FESTIVAL , IT COMES WITH A UNIQUE CROSS-MARKET CONCEPT RARELY FOUND IN OTHER EVENTS. IN ADDITION TO FEATURING TOP-TIER MUSICIANS THAT ATTRACT MUSIC LOVERS FROM VARIOUS GENRES,D13HARD FESTIVAL ALSO COLLABORATES WITH MOTORCYCLE COMMUNITIES AND CLUBS AS AN INTEGRAL PART OF THE EVENT ECOSYSTEM.

THE PRESENCE OF THESE COMMUNITIES NOT ONLY ENRICHES THE CROWD BUT ALSO OPENS UP A HIGHLY POTENTIAL NEW MARKET.

AUTOMOTIVE ENTHUSIASTS

LIFESTYLE ENTHUSIASTS

LOYAL HOBBY-BASED COMMUNITY

INI MEMBUAT D13HARD FESTIVAL MENJADI PLATFORM BRANDING DAN AKTIVASI PRODUK YANG JAUH LEBIH DINAMIS, DENGAN AUDIENCE YANG LEBIH LUAS DAN SEGMENTED.

THIS MAKES D13HARD FESTIVAL A FAR MORE DYNAMIC PLATFORM FOR BRANDING AND PRODUCT ACTIVATION, WITH A BROADER AUDIENCE REACH.

ADDITIONAL ACTIVITIES :

- ▶ SKATEBOARDING & SHOWCASE IN COLLABORATION WITH LOCAL AND NATIONAL SKATEBOARD COMMUNITIES, FEATURING MINI COMPETITIONS AND WORKSHOPS.
- ▶ FREESTYLE MOTORSHOW & DAREDEVIL STUNT SHOWTHRILLING AND VISUALLY STRIKING EXTREME MOTORCYCLE ATTRACTIONS , PERFECT AS VIRAL HIGHLIGHTS AND CROWD MAGNETS.



COSANOSTRA MC INDONESIA

OT3HARD FEST, MOTORCYCLE AND MUSIC FESTIVAL ADALAH REPRESENTASI DARI SOLIDARITAS, KEBANGGAAN, DAN SEMANGAT MOTOR, YANG BERPADU DALAM ATMOSFER FESTIVAL MUSIC LINTAS GENRE YANG EKSPLOSIF DAN PENUH ENERGI. EVENT INI LAHIR DARI SEMANGAT KOMUNITAS MOTOR YANG SOLID, BERKARAKTER, DAN PUNYA MISI JANGKA PANJANG.

MENEMBATANI KULTUR OTOMOTIF DENGAN DUNIA MUSIK DALAM SATU RUANG YANG HIDUP, PENUH ENERGI, DAN PENUH MAKNA.

BEHIND ALL OF THIS STANDS COSANOSTRA MC INDONESIA, A MOTORCYCLE CLUB THAT NOT ONLY HAS A STRONG NETWORK DOMESTICALLY (WITH 5 REGIONS ACROSS INDONESIA) BUT ALSO INTERNATIONAL PRESENCE THROUGH 1 ACTIVE REGION IN CALIFORNIA, USA. THIS CLUB IS THE ONLY ONE CONSISTENTLY AND INTENSIVELY COMBINING THE MOTORCYCLE COMMUNITY WITH MUSIC CULTURE, MAKING IT A PIONEER IN CROSS-MARKET EVENTS THAT UNITE TWO MAJOR WORLDS: MUSIC AND MOTORCYCLES.



	D13HARD FESTIVAL	PUBLIC FESTIVAL
AUDIENCE	MUSIC ENTHUSIASTS + MOTORCYCLE COMMUNITIES	MUSIC ENTHUSIASTS
MARKET SEGMENTATION	BROADER MUSIC AND MOTORCYCLE LIFESTYLE	PUBLIC 18-35
COMMUNITY STRENGTH	HIGH: CROWD, MILITANT, SOLIDARITY	MIDDLE
CROSS-ACTIVATION	HUGE: MUSIC - AUTOMOTIVE - LIFESTYLE	LIMITED

CORE AUDIENCE

▼ MOTORCYCLE COMMUNITY STRENGTH
LOCAL & MILITANT MUSIC AUDIENCE

25

DOMINANT AGE GROUP
(25 - 65)
MIDDLE CLASS



MUSIC ENTHUSIASTS
10,000 +
POTENTIAL VISITORS

65

▲



130 MOTORCYCLE CLUB INVITATIONS
FROM MOTORCYCLE COMMUNITIES
+ 7,000 ACTIVE MEMBERS



COMMUNITY STRENGTH AND
CROSS-ACTIVATION OF VISITORS

POTENTIAL SPONSOR CATEGORIES

AUTOMOTIVE

(MOTOR, LUBRICANTS, HELM, PARTS)

CONSUMER GOODS

(ENERGY DRINKS, SNACKS, CIGARETTES/VAPE)

FASHION

(CLOTHING, STREETWEAR, LIFESTYLE)

FINANCIAL SERVICES

(E-WALLET, FINTECH, BANKING)

EXTREME SPORTS & GEAR

MEDIA / ENTERTAINMENT

TELECOMMUNICATION & DIGITAL PROVIDER

- ▶ WITH THESE ELEMENTS, D13HARD FESTIVAL BECOMES MORE THAN JUST A CONCERT; IT IS AN IMMERSIVE, MULTI-DIMENSIONAL FESTIVAL EXPERIENCE, HIGHLY POTENTIAL TO ENHANCE WIDESPREAD PROMOTIONAL IMPACT.
- ▶ D13HARD FESTIVAL OPENS UP COLLABORATION OPPORTUNITIES FOR BRANDS THAT WANT TO REACH DUAL MARKETS WITH AN AUTHENTIC, COMMUNITY-DRIVEN APPROACH.

“LET’S RIDE WITH THE MUSIC. LET’S GROW YOUR BRAND WITH D13HARD.”



MEDIA INSTAGRAM COSANOSTRA MC INDONESIA

ANALYSIS OF FINAL LINE-UP POSTER FEED AND CONTINUING GROWTH IN APRIL PERIOD

<

Professional dashboard

⚙️

Mar 14 - Apr 12

Insights

Your post is high-performing
14,701 accounts engaged with this post,
more than your other posts.

Views

Interactions

New followers

Content you shared

📈 1.4M >

👍 44.7K >

➕ 1219 >

➡️ 206 >

SPONSORSHIP OFFER ▶

PLATINUM SPONSOR

PREMIUM BENEFITS :

- Exclusive Brand Inclusion in all promotional media & main stage Premium Logo Placement:
- Top Center Position on E-flyers, Photowall Backdrops, Lounge, & Official T-shirts Exclusive Branding at the Venue
- Main Gate LED (50x displays)
- LED Backdrop on Stage (50x displays)
- LED Header on Stage (50x displays)"

VIP BOOTH AT THE VENUE (10M X 15M)
Direct activation with the audience
OPENING CREDIT IN AFTERMOVIE
Your brand will appear first in the official festival documentation!

Sponsor Benefits	Platinum Package	Gold Package	Silver Package
DI3HARD FESTIVAL 2025			
Activation Presenting	The sponsor will be presenting the festival	X	X
Logo Placement on E-Flyer, Photowall Backdrop, Lounge, and Official T-shirt	✓ (Center Top)	✓ (Right Bottom)	✓ (Right Bottom)
Sponsorship Booth Space at the venue	✓ (10 x 15 m)	✓ (5m x 10m)	✓ (5m x 5m)
Logo Placement on the Main Gate LED	✓ (50x)	X	X
Logo Placement on the Header LED of the stage	✓ (50x)	X	X
Logo Placement on the Backdrop LED of the stage	✓ (50x)	✓ (25x)	X
Logo Placement in the Aftermovie Credits	✓ (Opening Credit)	✓ (Closing Credit)	✓ (Closing Credit)
Total Sponsorship Value	5,000,000,000	2,500,000,000	1,500,000,000

SPONSORSHIP OFFER ▶

GOLD SPONSOR

STRATEGIC BENEFITS :

- Logo Placement on the Bottom Right of E-flyers, Photowall Backdrops, Lounge, & Official T-shirts
- Brand Exposure at the Venue
- LED Backdrop di Panggung (25x Display)



VIP BOOTH AT THE VENUE (5 M X 15M)

Direct activation with the audience

OPENING CREDIT IN AFTERMOVIE

Your brand will appear first in the official festival documentation!

Sponsor Benefits	Platinum Package	Gold Package	Silver Package
DI3HARD FESTIVAL 2025			
Activation Presenting	The sponsor will be presenting the festival	X	X
Logo Placement on E-Flyer, Photowall Backdrop, Lounge, and Official T-shirt	✓ (Center Top)	✓ (Right Bottom)	✓ (Right Bottom)
Sponsorship Booth Space at the venue	✓ (10 x 15 m)	✓ (5m x 10m)	✓ (5m x 5m)
Logo Placement on the Main Gate LED	✓ (50x)	X	X
Logo Placement on the Header LED of the stage	✓ (50x)	X	X
Logo Placement on the Backdrop LED of the stage	✓ (50x)	✓ (25x)	X
Logo Placement in the Aftermovie Credits	✓ (Opening Credit)	✓ (Closing Credit)	✓ (Closing Credit)
Total Sponsorship Value	5.000.000.000	2.500.000.000	1.500.000.000

SPONSORSHIP OFFER

SILVER SPONSOR

STRATEGIC BENEFITS : Exposure Merek di Venue

- Logo Placement on the Bottom Right of E-flyers, Photowall Backdrops,
- Brand Exposure at the Venue
- LED Backdrop di Panggung (10x Display)

VIP BOOTH AT THE VENUE (5M X 5M)

Direct activation with the audience

OPENING CREDIT IN AFTERMOVIE

Long-term brand visibility

Sponsor Benefits	Platinum Package	Gold Package	Silver Package
DI3HARD FESTIVAL 2025			
Activation Presenting	The sponsor will be presenting the festival	X	X
Logo Placement on E-Flyer, Photowall Backdrop, Lounge, and Official T-shirt	✓ (Center Top)	✓ (Right Bottom)	✓ (Right Bottom)
Sponsorship Booth Space at the venue	✓ (10 x 15 m)	✓ (5m x 10m)	✓ (5m x 5m)
Logo Placement on the Main Gate LED	✓ (50x)	X	X
Logo Placement on the Header LED of the stage	✓ (50x)	X	X
Logo Placement on the Backdrop LED of the stage	✓ (50x)	✓ (25x)	X
Logo Placement in the Aftermovie Credits	✓ (Opening Credit)	✓ (Closing Credit)	✓ (Closing Credit)
Total Sponsorship Value	5.000.000.000	2.500.000.000	1.500.000.000

SPONSORSHIP OFFER ▶

OTHER SUPPORT OPPORTUNITIES

OFFICIAL STAGE SUPPORT – DOMINANT BRANDING ON THE MAIN STAGE

OFFICIAL FOOD & BEVERAGE PARTNER – EXCLUSIVE OPPORTUNITY FOR F&B BRANDS
EXTREME SPORTS & LIFESTYLE SUPPORT – FOR AUTOMOTIVE AND LIFESTYLE BRANDS

OFFICIAL MERCHANDISE PARTNER – EXCLUSIVE COLLABORATION IN FESTIVAL MERCHANDISE PRODUCTION

OFFICIAL MEDIA PARTNER – EXCLUSIVE BRANDING ACROSS ALL FESTIVAL PUBLICATIONS

OFFICIAL AFTERPARTY SPONSOR – BRAND ACTIVATION OPPORTUNITY AT THE OFFICIAL AFTERPARTY

COMMUNITY & CLUB SUPPORTER – COLLABORATION WITH MUSIC, AUTOMOTIVE, AND LIFESTYLE COMMUNITIES

THE AMOUNT OF SUPPORT CAN BE NEGOTIATED AND ADJUSTED BASED ON THE LEVEL OF SUPPORT AND THE REQUESTED FACILITIES



TENANT SUPPORT OFFERING ▶

BENEFITS OF PARTICIPATION :

- ✓ OPPORTUNITY TO REACH UP TO 10,000 VISITORS FROM MUSIC AND AUTOMOTIVE COMMUNITIES
- ✓ WIDE EXPOSURE THROUGH PRE-EVENT AND ON-SITE PROMOTIONS
- ✓ DIRECT INTERACTION WITH AN AUDIENCE HIGHLY INTERESTED IN YOUR BRAND AND PRODUCTS
- ✓ OPPORTUNITY TO COLLABORATE WITH VARIOUS WELL-KNOWN TENANTS AND SPONSORS
- ✓ BOOST BRAND AWARENESS AND SALES POTENTIAL IN THE RIGHT ENVIRONMENT
- ✓ STRATEGIC LOCATION TO EXCLUSIVELY SHOWCASE YOUR PRODUCTS OR SERVICES
- ✓ CHANCE TO NETWORK WITH INDUSTRY PLAYERS, COMMUNITIES, AND POTENTIAL CUSTOMERS
- ✓ MEDIA COVERAGE AND PUBLICATIONS THAT ENHANCE YOUR BUSINESS VISIBILITY

CATEGORY	SIZE	HARGA	FASILITAS
TENANT PACKAGE (WITH TENT)	5 x 5	XXXXXX	1 Table 2 Chairs 900-watt Electricity (Further details will be provided in the next stage)
TENANT PACKAGE (SPACE ONLY)	5 x 5	XXXXXX	1 Table 2 Chairs 900-watt Electricity (Further details will be provided in the next stage)
EXHIBITION SPACE	5 x 5	XXXXXX	1 Table 2 Chairs 900-watt Electricity (Further details will be provided in the next stage)

**Support budget with tenants is negotiable

PREVIOUS EVENT: DT3HARD FEST 2022



Click on the image to watch the full video



Click on the image to watch the full video

10,000 TOTAL VISITORS INCLUDING GENERAL ADMISSION AND INVITED MOTORCYCLE CLUBS



MEDIA & EVENT ACTIVATION PLAN WITH SPONSORSHIP OPPORTUNITIES D13HARD FESTIVAL 2025



PAINT 86

MEI 2025

DATE	DAY	ACTIVITY AGENDA / PROMOTIONAL ACTIONS	POTENTIAL SPONSORSHIP INVOLVEMENT
1-2 MEI	THURSDAY - FRIDAY	SHOOTING VIDEO TEASER BTS EVENT	LOGO ON THE BACKDOP. SPONSOR FEATURED IN THE BTS (BEHIND THE SCENES) VIDEO.
4 MEI	SUNDAY	UPLOAD TEASER VIDEO #1 "FLYING HIGH"	CO-BRANDING DI VIDEO + TAG SPONSOR DI CAPTION
5-6 MEI	MONDAY - TUESDAY	REMINDER FLASH SALE TICKET	SPONSORS CAN PROVIDE GIVEAWAYS OR VOUCHERS IN THE CAPTION
9 MEI	FRIDAY	PRESS CONFERENCE D3THARD FESTIVAL	SPONSORS ARE FEATURED ON THE BACKDOP AND DIGITAL MEDIA PUBLICATIONS.
7-10 MEI	WEDNESDAY - SATURDAY	UPLOAD TEASER VIDEO #2 + COUNTDOWN EVENT	SPONSOR PRODUCTS FEATURED IN CO-PRODUCED POP-UP CONTENT
13 MEI	TUESDAY	POP-UP EVENT + FINAL VIDEO #3	BOOTH SPONSOR, CO-PRODUCTION CONTENT POP-UP
14 MEI	WEDNESDAY	TALKSHOW RADIO KOLABORASI	SPONSORS MENTIONED IN TALK SHOWS AND MEDIA VIDEO RECAPS.
16-17 MEI	FRIDAY - SATURDAY	UPLOAD KONTEN RECAP + TEASER	BRAND PLACEMENT IN RECAP CONTENT.
17 MEI	SATURDAY	AKTIVASI BOOTH BQD RIDE	SPONSOR PLACEMENT MEDIA DIGITAL + PRODUCT GIVE AWAY
18 MEI	SUNDAY	PUBLIKASI TIKET BOX + MINI EVENT	SPONSOR LOGO FEATURED IN OUTDOOR MEDIA + CO-SPONSORSHIP OF MINI EVENTS.
19 MEI	MONDAY	IG CAMPAIGN: "KONTEN VANDAL STIKER"	SPONSORS GET A SLOT IN STICKER DESIGNS AND REELS.
21 MEI	WEDNESDAY	PRODUKSI KONTEN INFLUENCER	INFLUENCERS FEATURE THE SPONSOR IN THEIR VIDEOS.
24 MEI	SATURDAY	POP-UP EVENT ROAD TO D3THARD	BOOTH SPONSOR, PHOTOBOOTH, SAMPLING PRODUCT

JUNI 2025

DATE	DAY	ACTIVITY AGENDA / PROMOTIONAL ACTIONS	POTENTIAL SPONSORSHIP INVOLVEMENT
1 JUNI	SUNDAY	UPLOAD TEASER #3 "D3HARD FLYING HTGH"	SPONSOR'S LOGO + MESSAGE AT THE END OF THE VIDEO
2 JUNI	MONDAY	DISTRIBUTION OF CLUB INVITATIONS	SPONSOR FEATURED IN BOKSET INVITATIONS AND DIGITAL INVITATION WEBSITE
10 JUNI	THURSDAY	BILLBOARD INSTALLATION AT STRATEGIC POINTS IN BANDUNG	SPONSOR LOGO AT THE OPENING + CTA (CALL TO ACTION) FOR THE SPONSOR.
13 JUNI	FRIDAY	UPLOAD COMPILATION OF POP-UP REACTION VIDEOS	SPONSOR'S LOGO + MESSAGE AT THE END OF THE VIDEO
15 JUNI	SUNDAY	CAMPAIGN REMINDER VIDEO COUNTDOWN	CO-BRANDING REMINDER POST
20 JUNI	FRIDAY	UPLOAD VIDEO FINAL : "SEE YOU IN THE PIT "	SPONSOR GETS SPACE IN THE CLOSING FRAME.
25-27 JUNI	WEDNESDAY - FRIDAY	FINAL COUNTDOWN HARIAN	SPONSOR MENTION IN THE CAPTION + STORY COUNTDOWN.
28 JUNI	SATURDAY	D3HARD FESTIVAL - MAIN EVENT	FULL ACTIVATION AT THE VENUE, BOOTH, AND STAGE SPONSOR.
29 JUNI	SUNDAY	AFTER MOVIE EVENT	SPONSOR PROMINENTLY FEATURED IN THE VIDEO

JULI 2025

DATE	DAY	ACTIVITY AGENDA / PROMOTIONAL ACTIONS	POTENTIAL SPONSORSHIP INVOLVEMENT
3 JULI	KAMIS	UPLOAD AFTER MOVIE D3HARD FESTIVAL	SPONSOR LOGO IN THE OPENING & CLOSING CREDITS + TAG IN THE CAPTION
5 JULI	SABTU	PUBLICATION OF TESTIMONIALS AND AUDIENCE REACTIONS	SPONSOR MENTION IN TESTIMONIALS + VISUAL LOGO
7 JULI	SENIN	REPOST & COMPILATION OF STORIES FROM THE AUDIENCE	SPONSOR MENTION IN REPOST AND STORY COMPILATION



PAINT 86



FLYING HIGH

DAREDEVIL



Klik di sini untuk Instagram D13hard fest



Klik di sini untuk youtube D13hard fest