



Presented by:



YAYASAN  
MUDRA  
SWARI  
SARASWATI



PROMOTIONAL  
PACK



17-19  
APRIL 2020



# YAYASAN MUDRA SWARI SARASWATI

Yayasan Mudra Swari Saraswati is an independent, not-for-profit foundation committed to enriching the lives and livelihoods of Indonesians through a range of community-building arts, cultural, and culinary programs. It was founded in 2003 by Janet DeNeefe and Ketut Suardana as a healing project in response to the first Bali bombing.

The goal of the Foundation is to help fulfil the creative needs of Indonesia, its individuals and its communities, while showcasing its cultural diversity – both traditional and contemporary – to the

world. Creating a space for cross-cultural exchange and open-minded dialogue and discussion is at the heart of the Foundation.

It achieves this through its core initiatives, Ubud Food Festival and Ubud Writers & Readers Festival. Through these major international events, the Foundation promotes Ubud as a center for arts and culture, while showcasing the artists, writers, chefs and producers of Indonesia on an international stage.





# THE FESTIVAL

Ubud Food Festival launched in 2015 as a three-day cross-cultural culinary adventure with Indonesian food as the star. In 2019, the Festival team delivered 110+ events featuring 95+ speakers and 10+ performers. The program included cooking demonstrations, food forums, special events, masterclasses, live music, film screenings, and a food, beverage and makers' market featuring 88 vendors, where attendees ate their way through an estimated 24,000+ plates of food.

Attracting 15,000+ food lovers from countries including the United States, Australia, Singapore, the UK, the Philippines, Thailand and India, Ubud Food Festival has grown into Southeast Asia's leading culinary festival, and a must-attend event on the region's calendar. Bringing together Indonesian foodies from across the nation, the Festival also welcomed an 85% Indonesian audience, including visitors from Jakarta, Bandung, Yogyakarta, Surabaya, Medan, Ternate, Aceh and Papua.

# 2020 THEME: HEROES

The theme of the sixth Ubud Food Festival is HEROES. After five years of Indonesian food as the star of the Festival, UFF20 will spotlight the people and communities behind the scenes of Indonesian culinary cultures.

With the theme Heroes, the nation's leading food event will champion mothers, fathers, grandmothers and grandfathers who provide food rich in history and taste to their loved ones.

At UFF, international audiences and chefs learn about Indonesia through its food cultures. With the theme of Heroes, they will also get to know many of the local and national figures responsible for shaping Indonesia's culinary landscape.

The theme will also explore how the diversity of Indonesia plays a vital role in its culinary delights, inviting audiences to remote parts of the archipelago and introducing them to flavors far beyond rendang, sate, gado gado and nasi goreng.





- UFF is Indonesia's first culinary festival celebrating the entire spectrum of the culinary industry
- We champion food lovers, farmers, cooks, chefs, restaurateurs, foodpreneurs, scientists, photographers, writers and bloggers
- We work closely with local businesses across a wide variety of industries
- In 2019, 70% of our audience came to Ubud specifically to attend the Festival, making it an essential event for food lovers
- We feature much-loved culinary icons and rising stars from Indonesia and beyond
- We honor culinary heritage and encourage bold ideas
- Our program is made up of over 50% free events – making it accessible to all
- We have a fast-growing and highly-engaged social media community
- We work hard to create learning opportunities for local students
- Our audience is diverse – they come from across Indonesia, Australia, Southeast Asia, and beyond. They're passionate foodies with a big appetite for not just food, but also the arts, culture, education and travel
- In 2019, 90% of our audience said they would attend again
- Unlike most food festivals, UFF is not just about eating. It is also about what food can teach us, and the stories we tell through food

## WHAT MAKES UBUD FOOD FESTIVAL UNIQUE?

**3** DAYS

**10** PROGRAM CATEGORIES

**12,000+** VISITED THE  
FESTIVAL HUB @ TAMAN KULINER

ESTIMATED **24,000+**  
PLATES OF FOOD SOLD

**90%** OF VENDORS SAID UFF19  
MET THEIR OBJECTIVES

**100%** OF VENDORS INTEND  
TO RETURN FOR UFF20

**90%** OF AUDIENCES SAID THEY  
WOULD ATTEND UFF20

**90%** OF PARTNERS INTEND TO  
RE-PARTNER FOR UFF20



# WHO ATTENDS THE FESTIVAL?

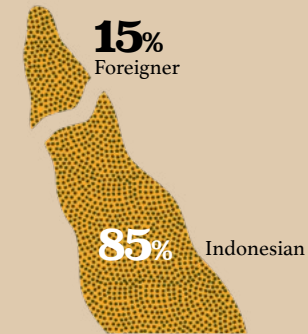
## OUR AUDIENCES

In 2019, Ubud Food Festival attracted 15,000+ hungry foodies. Among this total, 85% identified as Indonesian nationals, solidifying the Festival's role as Indonesia's premier culinary event.

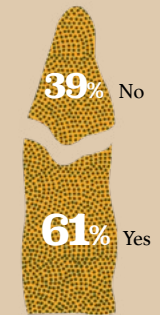
### Gender



### Nationality



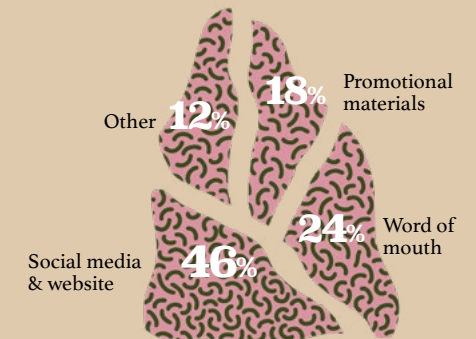
### Have you attended UFF before?



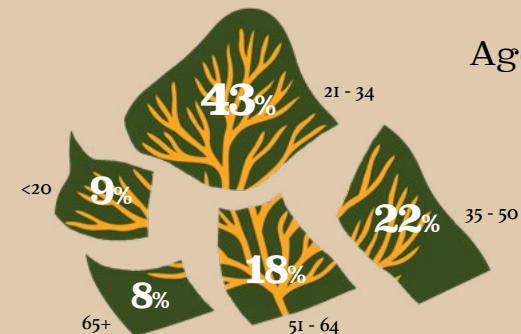
### Would you attend UFF again?



### How did you find out about UFF?



### Age bracket



# PROMOTIONAL POSSIBILITIES

## T-SHIRT

Want to display your company's brand and message on the back of our UFF t-shirt? The Festival t-shirt represents a much-loved memento for speakers, attendees, volunteers and staff, and is frequently sighted many years after the event.

Become part of their treasured memories and a highly visible supporter by securing the exclusive rights to the back of 50 x premium quality t-shirts.

50 t-shirts branded with your logo:  
**IDR 7,500,000**



## GOODIE BAG

Want to have your brand carried by thousands of Festival audience members and volunteers? Place your logo on our UFF20 goodie bag.

Distributed to speakers, sponsors, media, and volunteers, the goodie bag is a must-have for attendees as they make their way

through the Festival, and like the t-shirt, is frequently sighted many years after the event. Become part of this extremely popular merchandise item by securing the exclusive rights to the back of 50 goodie bags.

50 bags branded with your logo:  
**IDR 7,500,000**



E-NEWS AD



Your message can run as a highly visible ad in our enews, sent to 3,000 readers monthly, and then weekly in the lead up to the Festival.

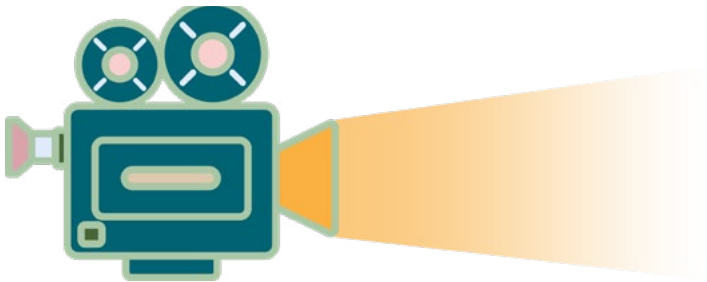
The top reader locations for our enews are Indonesia, Australia, and the US.

**AD SPECS: W 600px x H 160px - static or animated**

JANUARY	IDR 1,500,000
FEBRUARY	IDR 1,500,000
MARCH	IDR 2,000,000
APRIL	IDR 3,000,000

\*Please note the rates listed above are for one time enews ad inclusion.

FILM SCREENING AD



Our free twilight film screenings attract hundreds of local and international viewers, so why not promote your business on the big screen? Your ad will be played continuously

with other ads for 10 (ten) minutes before and after the screening, and in between films.

SHORT VIDEO	IDR 2,000,000
-------------	---------------

The video is provided by your company with a duration of 1 (one) minute in either .mov or .mp4 format.

SLIDE	IDR 1,000,000
-------	---------------

The graphic is provided by your company in high-resolution, .jpg format.

\*Please note that the rates as listed above are for single film display only.



# STALLS

Your stall is your one-stop home for the duration of Ubud Food Festival. It represents a valuable opportunity to present your products and services to food lovers from across Indonesia, Australia and beyond.

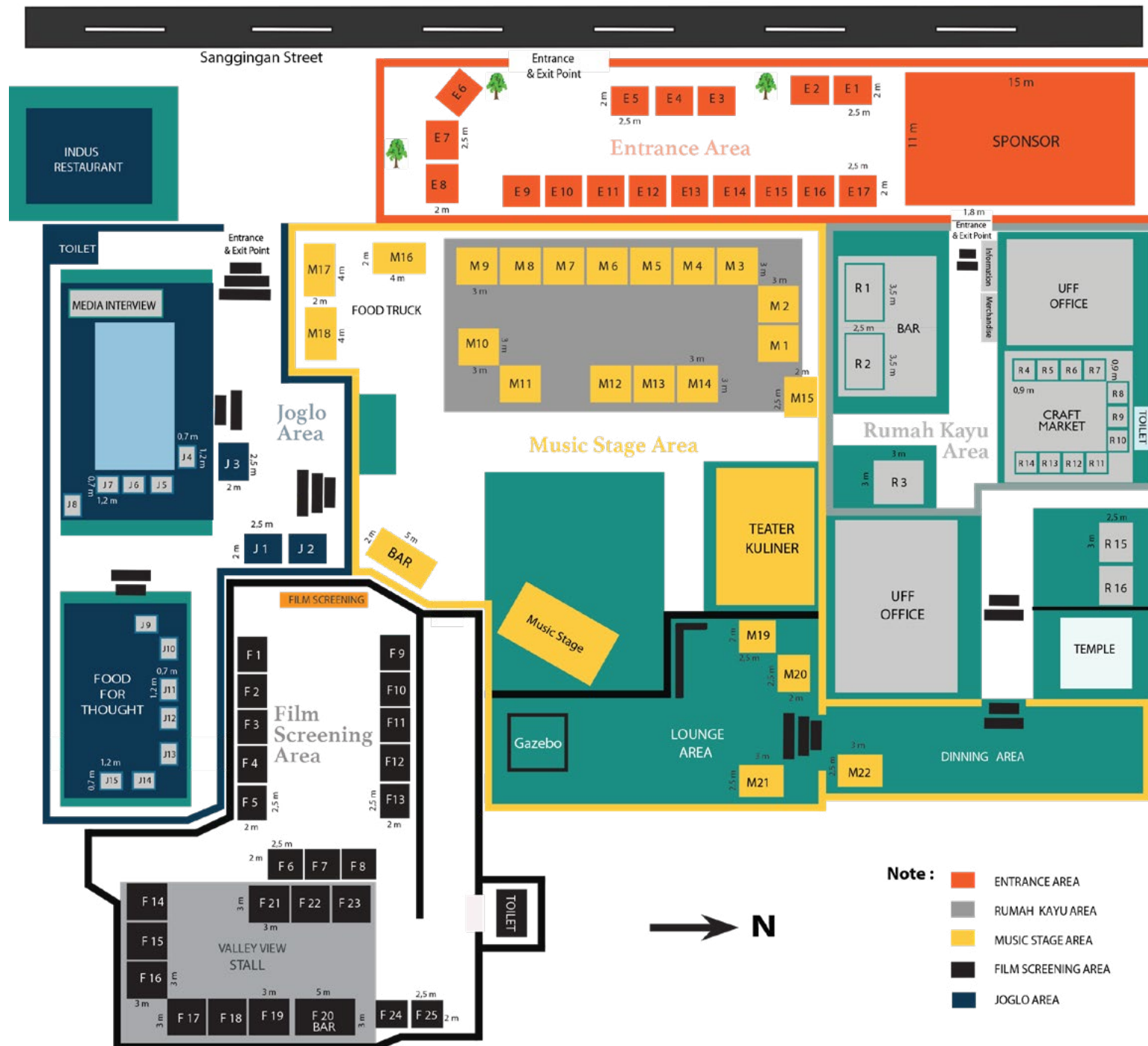
2020 Ubud Food Festival hub is divided by 5 areas which is Entrance Area, Rumah Kayu Area, Music Stage Area, Joglo Area and Film Screening Area.

**Location: Taman Kuliner  
(UFF Main Venue)  
Jalan Raya Sanggingan, Ubud**

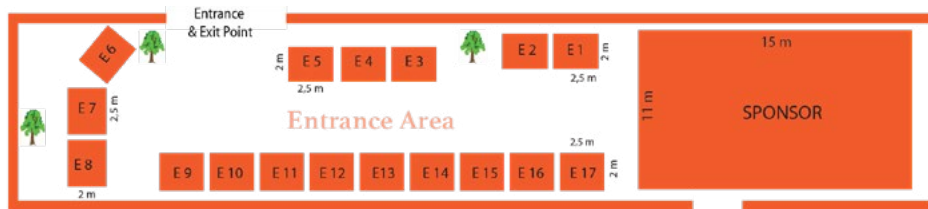
**Open times: 09:00 am - 11:00 pm  
17 - 19 April 2020**







# Entrance Area



## SPONSOR AREA 11 x 5 m

Water Resources : Dedicated

## STALL 2 x 2,5 m (Non-Food Vendors)

Table : 1 piece (60 cm x 180 cm)  
 Chairs : 2 pieces (banquet chairs)  
 Electricity : Up to 5,000 watt  
 Water Resources : Sharing  
 Availability : 17 (E1 – E17)  
 Price : IDR 5,000,000

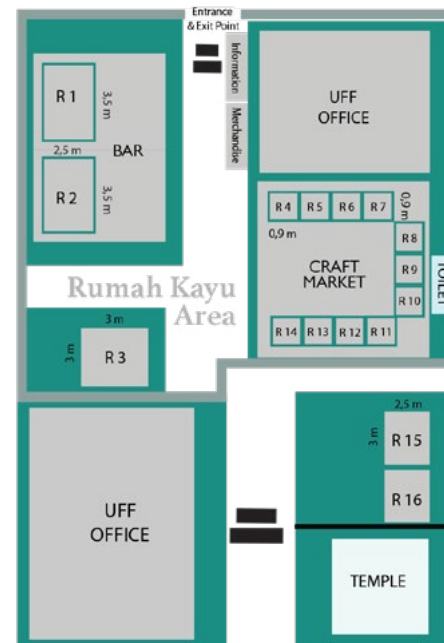
# Rumah Kayu Area

## STALL 3 x 3 m (Food Vendors)

Table : 2 pieces (60 cm x 180 cm)  
 Chairs : 2 pieces (banquet chairs)  
 Electricity : Up to 5,000 watt  
 Water Resources : Dedicated  
 Availability : 1 (R3)  
 Price : IDR 12,000,000

## CRAFT MARKET (Non-Food Vendors)

Table : 1 piece (90 cm x 90 cm)  
 Chairs : 2 pieces (banquet chairs)  
 Electricity : Up to 5,000 watt  
 Water Resources : Sharing  
 Availability : 11 (R4 – R14)  
 Price : IDR 1,500,000

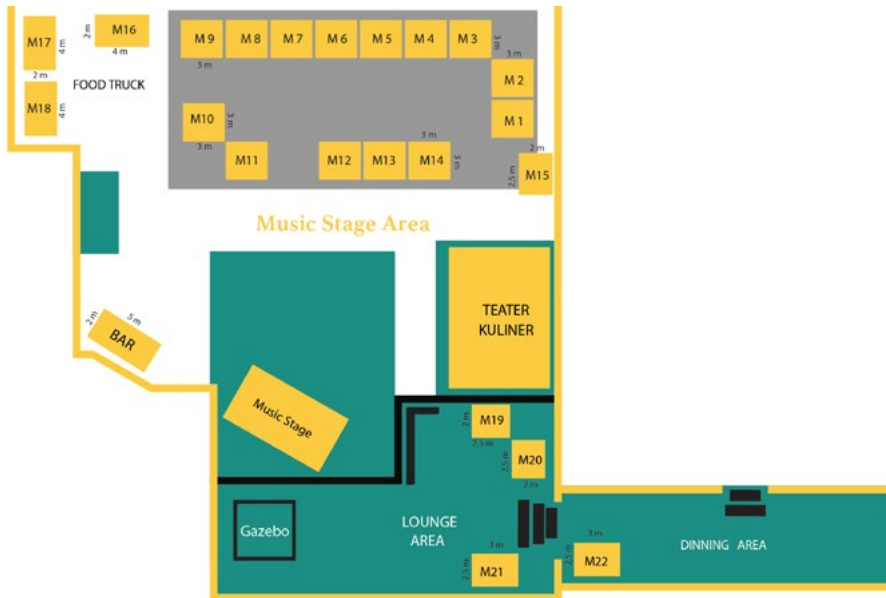


## STALL 3 x 2,5 m (Food Vendors)

Table : 2 pieces (60 cm x 180 cm)  
 Chairs : 2 pieces (banquet chairs)  
 Electricity : Up to 5,000 watt  
 Water Resources : Dedicated  
 Availability : 2 (R15-R16)  
 Price : IDR 10,000,000



# Music Stage Area



## STALL 3 x 3 m (Food Vendors)

Table	: 2 pieces (60 cm x 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: Up to 5,000 watt
Water Resources	: Dedicated
Availability	: 14 (M1 – M14)
Price	: IDR 14,500,000

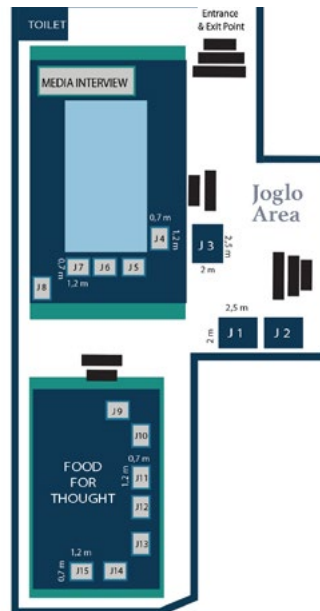
## FOOD TRUCK 2 x 4 m (Space Only)

Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: Up to 5,000 watt
Water Resources	: Dedicated
Availability	: 3 (M16 – M18)
Price	: IDR 6,000,000

## STALL 2 x 2,5 m (Food Vendors)

Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: Up to 5,000 watt
Water Resources	: Sharing
Availability	: 5 (M15, M19 – M22)
Price	: IDR 6,500,000

# Joglo Area



## STALL 2 x 2,5 m (Food Vendors)

Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: Up to 5,000 watt
Water Resources	: Sharing
Availability	: 3 (J1 – J3)
Price	: IDR 6,500,000

# Film Screening Area



## STALL 2 x 2,5 m (Food Vendors)

Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: Up to 5,000 watt
Water Resources	: Dedicated
Availability	: 15 (F1 – F13, F24, F25)
Price	: IDR 6,000,000

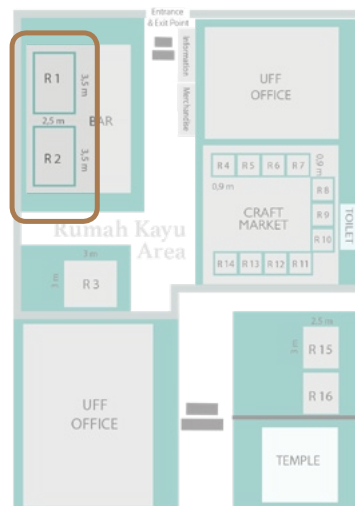
## STALL 3 x 3 m (Food Vendors)

Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: Up to 5,000 watt
Water Resources	: Dedicated
Availability	: 9 (F14 – F19, F21 – F23)
Price	: IDR 6,500,000

# ALCOHOLIC BEVERAGE

## BAR

Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces (banquet chairs)
Electricity	: Up to 5,000 watt
Water Resources	: Dedicated
Price	: Price Upon Request







# CONTACT

## YAYASAN MUDRA SWARI SARASWATI

Jl Raya Sanggingan PO BOX 181  
Ubud,Bali, Indonesia 80571  
Phone/ Fax: +62 361 977408  
[www.ubudfoodfestival.com](http://www.ubudfoodfestival.com)  
[info@ubudfoodfestival.com](mailto:info@ubudfoodfestival.com)

### Ade Ardhana

Partnership Coordinator  
e: [ade.ardhana@yayasansaraswati.org](mailto:ade.ardhana@yayasansaraswati.org)  
m: +62 812 3811 6839





# UBUD WRITERS & READERS FESTIVAL

28<sup>th</sup> - 01<sup>st</sup> 2020

