



Presented by:



YAYASAN  
MUDRA  
SWARI  
SARASWATI

PROMOTIONAL  
PACK



24-26  
JUNE 2022



# 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.

# 2022 THEME: HEROES

The theme of the sixth Ubud Food Festival is HEROES. After being postponed in 2020 due to the pandemic, UFF22 is come back to 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, the 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 THE NEXT UFF

**90%** OF AUDIENCES SAID THEY  
WOULD ATTEND THE NEXT UFF

**90%** OF PARTNERS INTEND TO  
RE-PARTNER FOR THE NEXT UFF



# WHO ATTENDS THE FESTIVAL?

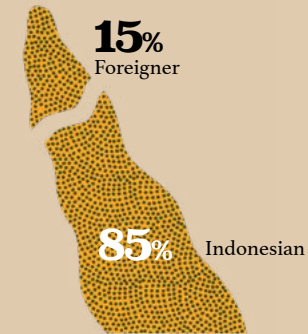
## OUR AUDIENCES

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.

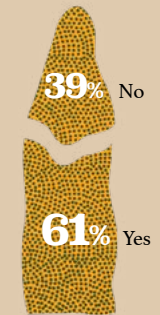
### Gender



### Nationality



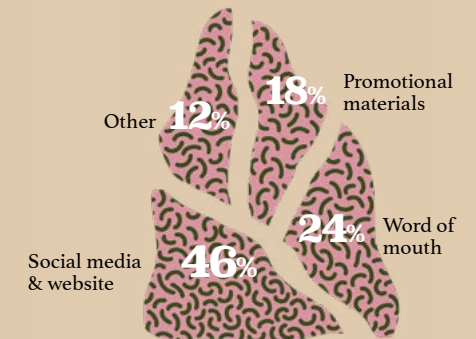
### Have you attended UFF before?



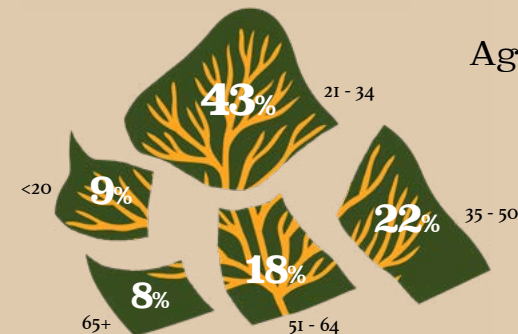
### Would you attend UFF again?



### How did you find out about UFF?



### Age bracket



# PROMOTIONAL POSSIBILITIES

## T-SHIRT

We would like to offer you the opportunity to display your company's brand and message on the back of our UFF t-shirts. The early Festival t-shirt represents a much-loved memento for our audiences, and is frequently sighted many years after the event will be distributed to UFF chefs/speakers, sponsors, media, and volunteers.

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

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



## GOODIE BAG

Have your brand carried by thousands of Festival audiences by placing your logo on our UFF goodie bag. Distributed to UFF chefs/speakers, sponsors, media, and volunteers, the goodie bag is a must-have for attendees as they make their way through the Festival.

Become part of treasured memories by securing the exclusive rights to the back of 50 bags.

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



## E-NEWS AD



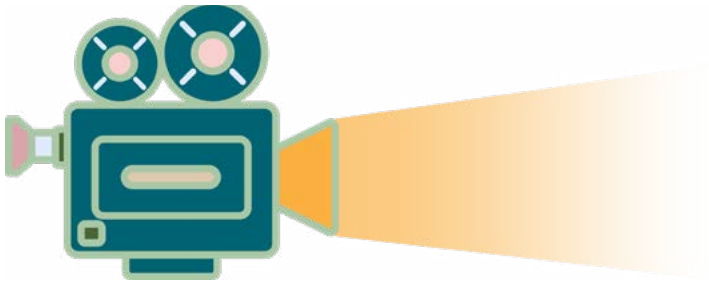
Your message can run as an exclusive banner ad in our eNews (600 x 160px). Our eNews is sent to **2,300+** readers monthly and

then with greater frequency in the lead up to the Festival.

MARCH	IDR 1,500,000
APRIL	IDR 1,500,000
MAY	IDR 1,500,000
JUNE	IDR 2,000,000

\*Please note that the rates as listed above are for one time e-news release.

## FILM SCREENING AD



Our free twilight film screenings attract hundreds of local and international viewers. We offer you the opportunity to advertise your business on the big screen, played

continuously with other advertisements for 10 minutes before and after the screening, as well as in between films.

SHORT VIDEO	IDR 2,000,000
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The video is provided by your company with the duration of 1 minute in the .mov or .mp4 format.

SLIDE	IDR 1,000,000
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The graphic is provided by your company in high-resolution, in .jpg format.

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



# STALLS

Your stall is your one-stop-stand for the duration of Ubud Food Festival. It also represents a valuable opportunity to present your products and services to food lover from Indonesia and across South East Asia.

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

**Open times: 09:00 am - 11:00 pm  
24 – 26 June 2022**





# Festival Bar



Space	: 2 x 2,5 m
Table	: 2 pieces (60 cm x 180 cm)
Chairs	: 2 pieces banquet chair
Electricity Connection	: 3,000 watt
Water Resources & Sink	: as per request
Availability	: 4
Price	: <b>IDR 7,500,000</b>

\*Please note that the rate as listed above is for non-exclusivity brand of beer, wine, & spirits.  
For exclusivity, please contact us for more details.

# Kopi Korner



Space	: 3 x 3 m
Table	: 2 pieces (60 cm x 180 cm)
Chairs	: 2 pieces banquet chair
Electricity Connection	: 3,000 watt
Water Resources & Sink	: dedicated per stall
Availability	: 1
Price	: <b>IDR 7,500,000</b>

# Classic Stall



Space	: 3 x 3 m
Table	: 2 pieces (60 cm x 180 cm)
Chairs	: 2 pieces banquet chair
Electricity Connection	: 3,000 watt
Water Resources & Sink	: dedicated per stall
Availability	: 14
Price	: IDR 8,500,000

# Boutique Stall (for Non-food Vendors)



Space	: 3 x 3,5 m
Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces banquet chair
Electricity Connection	: 2,000 watt
Water Resources & Sink	: sharing
Availability	: 2
Price	: IDR 5,500,000



# Garden Stall

(Valley & Middle Area)



Space	: 2 x 2,5 m
Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces banquet chair
Electricity Connection	: 2,000 watt
Water Resources & Sink	: sharing
Availability	: 19
Price	: IDR 3,500,000

# Umbrella Stall

(Valley & Middle Area)



Space	: an umbrella with diameter 2m
Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces round chair
Electricity Connection	: 1,000 watt
Water Resources & Sink	: sharing
Availability	: 14
Price	: IDR 1,750,000

# Umbrella Stall (Kitchen Area)



Space	: an umbrella with diameter 2m
Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces round chair
Electricity Connection	: 1,000 watt
Water Resources & Sink	: sharing
Availability	: 8
Price	: IDR 750,000

# Food Truck



Space	: 2 x 4 m
Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces round chair
Electricity Connection	: 1,000 watt
Water Resources & Sink	: sharing
Availability	: 6
Price	: IDR 2,750,000

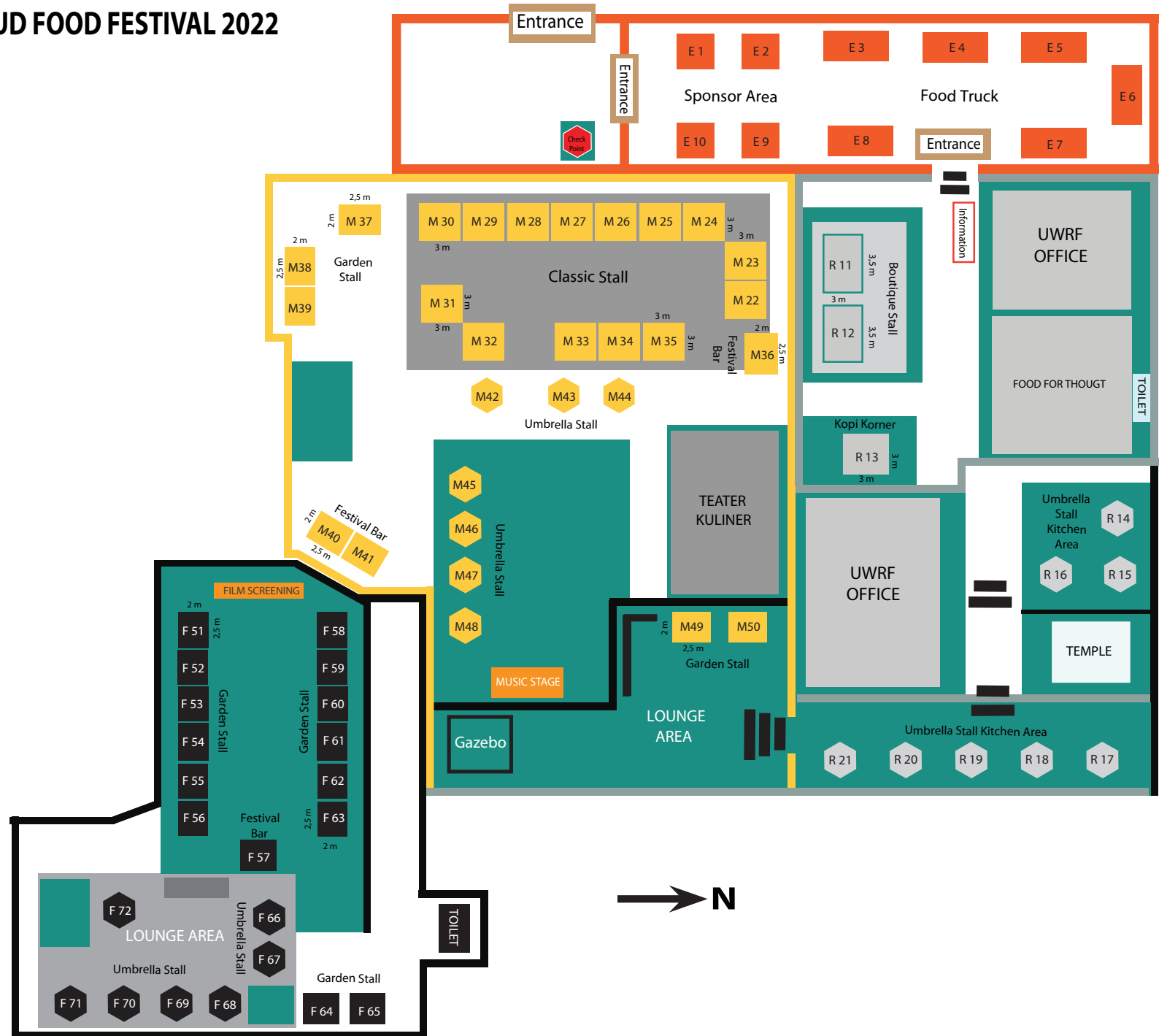


# Sponsor Area



Space	: 2 x 2,5 m
Table	: 1 piece (60 cm x 180 cm)
Chairs	: 2 pieces banquet chair
Electricity Connection	: 2,000 watt
Water Resources & Sink	: sharing
Availability	: 4
Price	: <b>IDR 5,000,000</b>

# SITE MAP - UBUD FOOD FESTIVAL 2022







# CONTACT

Let us know if you are interested to be part of the UFF22 by sending a form of interest to:

**Komang Meindra**

Partnership Officer

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