



**UBUD
FOOD
FESTIVAL**
26-28 APRIL
2019

PARTNERSHIP PROPOSAL



UBUDFOODFESTIVAL.COM



[UBUDFOODFEST](#)



[UFF19](#)



UFF shows amazing improvement from year to year. It gets bigger and better each year. Not to be missed!

—
Bara Pattiradjawane

THE FESTIVAL

Founded in 2015, the Ubud Food Festival is three days of cross-cultural culinary discovery with Indonesian food as the star.

Spanning special events, cooking demos, food tours and talks, workshops and masterclasses, music and arts performances, films, markets and more, the Festival celebrates the diversity and deliciousness of Indonesia's culinary landscape.

Tempting 12,000 food lovers from countries including the United States, Australia, Singapore, the UK, the Philippines, Thailand and India in 2018, the Ubud Food Festival is now Southeast Asia's leading culinary festival, and a must-attend event on the region's events calendar. Bringing together Indonesian foodies from across the nation, the UFF18 also welcomed an 85% Indonesian audience, including visitors from Jakarta, Bandung, Yogyakarta, Surabaya, Medan and Papua.



2019

THEME:
SPICE UP THE WORLD

The theme of the fifth Ubud Food Festival is Spice Up the World. The theme celebrates the fact that the UFF is helping Indonesian food 'go global' – at UFF we share Indonesian food and culture with the world. At our Festival, international audiences and chefs learn about Indonesia through its incredible food culture, and Indonesian audiences learn about international culinary cultures. The UFF is three days of cross-cultural culinary discovery with Indonesian food as the star.

The playful and invigorating theme will explore the most effective ways to make Indonesian food 'go global'. From spotlighting international best practice and individual success stories, to championing local heroes elevating Indonesian food to new heights, to breaking down boundaries to foreign exposure, UFF19 will serve up a feast of ideas to spice up the world with Indonesian food.

WHAT MAKES THE UBUD FOOD FESTIVAL UNIQUE?

- UFF is Indonesia's only culinary festival celebrating the entire spectrum of the culinary industry
- We champion food lovers, farmers, cooks, chefs, restaurateurs, foodpreneurs, photographers, writers, bloggers and social media influencers

- We feature much-loved culinary icons and rising stars from Indonesia and beyond

- We honor culinary heritage and encourage fresh 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 community and learning opportunities, while showcasing Indonesian cuisine to the world

- Our audience is diverse – drawn 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. 97% said they came to Ubud specifically for UFF18 and would attend again.

- We work closely with 100+ local businesses and organizations

- Unlike most food festivals, UFF is not just about eating food. It is also about creating opportunities for our audiences to learn more about many different aspects of the food industry, such as waste management and food sovereignty



YAYASAN MUDRA SWARI SARASWATI

Founded in 2004, the Yayasan Mudra Swari Saraswati is an independent, not-for-profit foundation committed to enriching the lives of Indonesians through the development of a range of community-building arts and cultural programs. It was founded by Janet DeNeefe and Ketut Suadarna as a healing project in response to the first Bali bombings in 2002.

The primary goal of the Foundation is to give full expression to the creative needs of Indonesia, its individuals, and its communities, while simultaneously showcasing the diversity and rich cultural traditions of the archipelago to the world. Creating an ongoing space for cross-cultural exchange, and open-minded dialogue and exploration, lies at the heart of the Foundation.

It achieves this through its two core initiatives: Ubud Writers & Readers Festival, and Ubud Food Festival. Through these Festivals and associated activities, the Foundation promotes Ubud as a center for arts and culture, showcases the artists, writers and chefs of Indonesia on an international stage, and helps Indonesians to reach their potential through educational and capacity-building programs.





Overall I loved the UFF. So vibrant, an overwhelming number of choices, informative and good fun. Not to mention the wonderful food!

UFF18 audience member

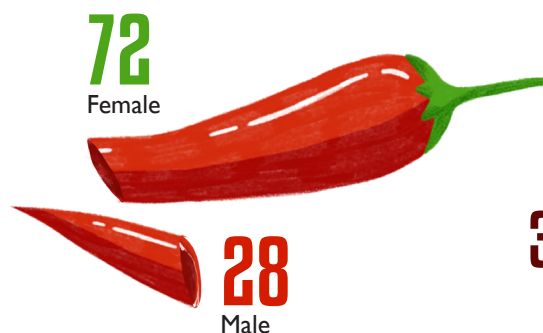
WHO ATTENDS THE FESTIVAL

OUR AUDIENCES

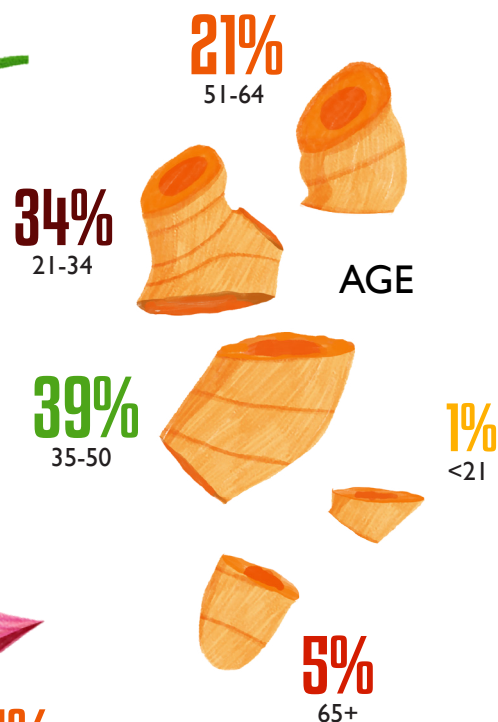
In 2018, the Ubud Food Festival attracted 12,000+ people, an increase of 30% on 2017. Among this total, 85% identified as Indonesian nationals, solidifying the Festival's role as Indonesia's premier culinary event.



GENDER



NATIONALITY



HAVE YOU ATTENDED THE UBUD FOOD FESTIVAL BEFORE?



AUDIENCE APPROVAL



HOW DID YOU FIND OUT ABOUT UBUD FOOD FESTIVAL?



THE FESTIVAL IN PRINT

The Festival creates a strong print presence in the lead-up to and during the three days of events.

In close collaboration with our partners and supporters, Ubud is transformed into a vibrant foodie hotspot, with the Festival's highly identifiable branding on display across the island and beyond. UFF18 was promoted through:

2500

Program Books, delivered to 500+ venues across Bali and Java

5600

Posters and flyers, distributed to 300+ venues across Ubud and Bali

100+

Advertisement and editorial placements, appearing in national and international print and digital Media Partner publications

5

Baliho, placed in Ubud, Sanur and Seminyak

100

Umbul-Umbul, placed at the Festival Hub and participating venues

170

X-Banners, placed at the Festival Hub and participating venues

EDITORIAL REACH

Through national and international media partnerships, and organic editorial coverage, the Festival achieves a strong reach across the region.

530,534,321

POTENTIAL AUDIENCE REACH

117

ACCREDITED MEDIA CONDUCTED 104 INTERVIEWS ACROSS THE FESTIVAL

3

PRESS EVENTS WERE HELD BEFORE THE FESTIVAL

109

PRINT AND DIGITAL ITEMS PUBLISHED IN INDONESIA AND INTERNATIONALLY

THE FESTIVAL ONLINE

The Festival's online audience has grown steadily since the launch of the website in early 2015.

WEBSITE

Between the Festival's campaign period from December 2017 to April 2018, the Ubud Food Festival attracted a record 22,828 users and 129,910 page views. 80.7% of them were new visitors.

22,828

WEBSITE USERS



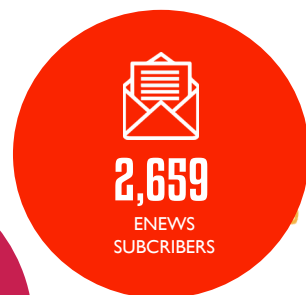
UFFI8 opens my heart to
a new world of gourmet.

—
Jun Lee - Soigné

SOCIAL MEDIA AND EDMS

The Ubud Food Festival has a strong digital and social media presence. Our goal is to create and grow a digital Foodie Family, which extends across Indonesia, Southeast Asia, and the world.

We cross-promote and work with our partners to share news, interest stories, competitions, and updates across our networks.



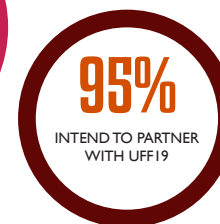
PARTNERSHIPS

The Festival wouldn't be possible each year without the generous support of our partners across all sponsorship and program categories.

The Festival was thrilled to partner with 100+ businesses over the course of the campaign, who were a key part of bringing the Festival to life. Partner support is critical in offsetting the significant costs of running a not-for-profit organization. It ameliorates production overheads, provides venue use, supports community-focused free events, promotes the Festival, enables the attendance of leading chefs, and many other types of essential in-kind support.

By partnering with us, you can:

- Advertise and promote your brand to both Indonesian and international audiences
- Give back to your audiences and the broader community, through making the UFF part of your Corporate Social Responsibility or Social Sustainability programs
- Find individual events or personalities that suit your brand message and image
- Be part of one of the leading food festivals in Southeast Asia



UBUD FOOD FESTIVAL 2019 PARTNESHIP CATEGORIES & ENTITLEMENTS		Naming Rights	Platinum	Gold	Silver	Bronze	Community Partner	Festival Friend
		Price upon request	Price upon request	Price upon request	IDR 100,000,000	IDR 75,000,000	IDR 50,000,000	IDR 25,000,000
		Cash	Cash	Cash	Cash/in-kind	Cash/in-kind	Cash/in-kind	Cash/in-kind
	BRAND AWARENESS							
1	Naming Rights to all events	✓						
2	Your branding throughout the Festival site (banner, backdrop, POS)	✓						
3	Acknowledgement by MC at all events	✓						
4	Distribution of promotional material at Festival's high traffic points	✓	✓					
5	Distribution of promotional material at a twilight event (flyering)	✓	✓					
6	Acknowledgement for selected programs (X-banner, program book, by MC)	✓	5 programs					
7	Display & distribution of promotional material at selected UFF programs	✓	5 programs					
8	E-news banner	1x	1x	1x				
9	Specific post on UFF social media (Instagram, Facebook & Twitter) prior to & after UFF	5 post	3 post	1 post				
10	Logo on Festival T-Shirts (approx. 1000 pcs)	✓	✓	✓	✓			
11	Logo on Festival billboards at key locations in Ubud and Bali (4 locations)	✓	✓	✓	✓			
12	Logo on paid advertising placements	✓	✓	✓	✓			
13	Inclusion of promotional material in the Festival tote bags (approx. 1000 pcs)	✓	✓	✓	✓	✓		
14	Logo on Festival posters (approx. 500pcs)	✓	✓	✓	✓	✓		
15	Logo on flyers (approx. 1000pcs)	✓	✓	✓	✓	✓		
16	Logo in e-news footer	✓	✓	✓	✓	✓	✓	
17	Logo on Festival banners at the main venues	✓	✓	✓	✓	✓	✓	
18	Partners shoutout on social media post-UFF	✓	✓	✓	✓	✓	✓	✓
19	Logo in 2,000+ printed program books	✓	✓	✓	✓	✓	✓	✓
20	Logo on Festival website with hyperlink to your website	✓	✓	✓	✓	✓	✓	✓
21	Logo on Festival banner at Gala Opening and Closing ceremony	✓	✓	✓	✓	✓	✓	✓
22	Logo on TV screen at main venues	✓	✓	✓	✓	✓	✓	✓
23	Acknowledgement by MC at Gala Opening and Closing Ceremony	✓	✓	✓	✓	✓	✓	✓
24	Your company listed in the recording played between sessions at main program venues	✓	✓	✓	✓	✓	✓	✓
	HOSPITALITY							
25	Invitation to Special Events	5 Events @2pax	3 Events @2pax	1 Event @2pax				
26	Food Lover Pass	10pax	7pax	5pax	4pax	3pax	2pax	2pax
27	Invitation to 2019 Gala Opening	10pax	7pax	5pax	4pax	3pax	2pax	2pax



I hoped I inspired people there
as much as I was inspired myself
throughout the whole event.

Hans Christian - Fairmont Jakarta



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UBUD
WRITERS
& READERS
FESTIVAL



23-27 OCT
2019

