

-Tenant Proposal-

A semi-circle of yellow dashed lines, resembling confetti or a decorative border, framing the top half of the text.

INDEPENDENCE

DAY

The logo for Hype Festival, featuring the word "hype" in a colorful, stylized font (red, orange, blue) and "festival" in a smaller, black font below it. The hashtag #HYPEfestival2015 is written in small black text at the bottom.

from JUNE to DECEMBER 2015
hype
festival
#HYPEfestival2015

AUGUST 2015
7-9 & 14-16

HYPE STREETFOOD+
DESIGNMARKET

OUR CONCEPT



HYPRI

aims to unite and empower the community by serving as a platform for showcasing local entrepreneurs, business, artists and talents

is happy to announce it's first flagship event at Pantai Indah Kapuk in Jakarta.
The original and largest monthly-themed market in Jakarta on 5.000 m2 land and 1.5 ha parking spaces

features over 200 tenants for fashion, food, merchandise, craft, arts, music, games and entertainment attractions in one jam-packed weekend of festivities that appeals to all ages



Jakarta's original weekend market, HYPE is the place to meet every first and last weekend.

More than just a market, HYPE offers a unique platform for emerging designers, artists, musicians and foodies to showcase their talents at Jakarta's favorite event.

PLACE

PIK (Pantai Indah Kapuk) is the new trendy area where most people gather nowadays. It is a place everyone has been talking and raving about. Moreover, the crowd of visitors come not only from PIK's residents, but also from all around Jakarta.

We predict to be visited by an approximation of 1.000.000 visitors.



DATE

07, 08, 09th Aug 2015 &
14, 15, 16th Aug 2015



OPENING HOURS

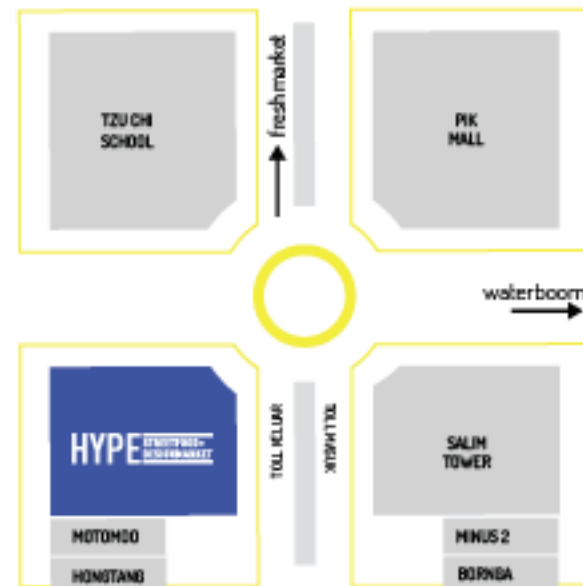
Friday to Sunday 11 am until 9 pm

AREA

± 20.000 m²

Parking space
15.000 m²

Activity Area
5.200 m²





EVENTS!



Wonderland (Grand Opening)



Independence Day

07, 08, 09th Aug 2015 &
14, 15, 16 Aug 2015

coming
soon

Atlantis

28, 29, 30th Aug 2015 &
04, 05, 06th Sept 2015

*Next event will be announced soon



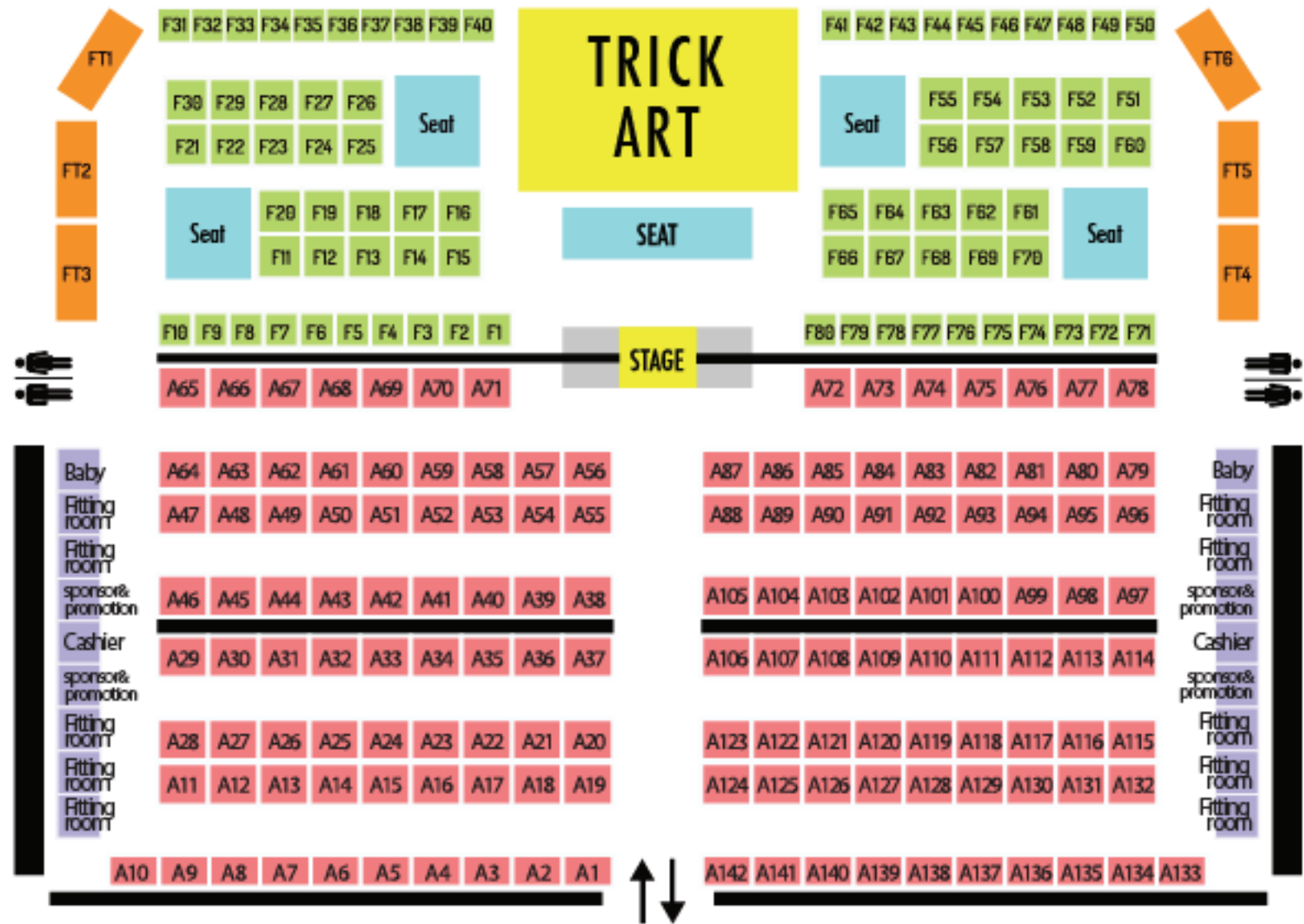
PROMOTION MEDIA

- 📍 Sponsorship & Media Partner
- 📱 Official website & Social media
- 🏦 Bank, Universities & Government Supports
- 🖨️ Printed Media:
Flyer, Umbul-umbul & Posters

[TARGET]

Our festival market is devoted to those who are 15 - 40 years-old within the Jakarta area, who are looking for a tasteful weekend experience. Furthermore, our strategic venue invites a huge crowd of PIK's residents and visitors which are approximated at 100.000 people every month.

BOOTH FLOOR PLAN



- Fashion & Lifestyle
- Food & Beverage
- Food Truck
- Operational Room
- Activity Area

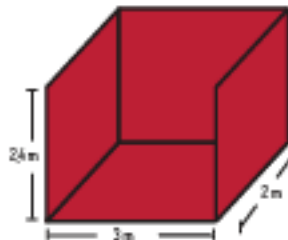
BOOTH PACKAGE AND PRICELIST

Note!

1. **Minimum** booking for 1 event
2. Price is listed for ONE EVENT (1 event = 2 weekend)
3. **50% Down payment** for booking purpose,
final payment maximum 2 weeks before event start
4. For booking purpose, please attach your BRAND ID,
price range, product image and booth image
5. **NO CANCELLATION, NO REFUND, NO EXCLUSIVITY !!**

FASHION

IDR 11.000.000,-
Size 3m x 2m
Multiplex white based
1 Chair
2 Spot Light
450 watt



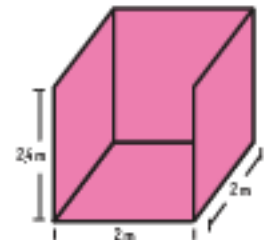
FOOD TRUCK

IDR 4.000.000,-
Size 2.5m x 6m
1 Chair
450 watt



FOOD

IDR 9.000.000,-
Size 2m x 2m
Multiplex white based
1 Chair
2 Spot Light
450 watt



CONTENT ACTIVITY

Guest Star

Band Performance

DJ Performance

Talk Show

Photography Competition

Dresscode Competition

Mini Games

Free Trick Art

Free Caricature

Free Tarots Readings

GET IN TOUCH

Tenant Information

+ 62 852 1888 8810
info@hypeproject.id



@hype.id



www.hypeproject.id

HYPE STREETFOOD+
DESIGNMARKET

SUPPORTED BY:



BCA

BOSE[®]
Better sound through research[®]

OOTDINDO.COM

-THANK YOU-