

# ADIT SOPO JARIWO



**Sponsorship Proposal**  
**Location: Tang City Mall, Tangerang**  
**Time: 17 Juni - 17 Juli 2016**



# ADIT Sopo Jarwo

Film Animasi Adit & Sopo Jarwo disiarkan dirilis 27 Januari 2014 di Indonesia dan di MNCTV, diproduksi oleh MD Animation

Kisah persahabatan antara Adit, Dennis, Mitha, dan Devi, serta si mungil Adelya. Saat ini film Adit & sopo jarwo sudah menjadi icon film anak indonesia.







Dalam rangka mencintai karya anak bangsa, Kami Pojok Dufia bekerja sama dengan MD Animation dan Event Promotion memperkenalkan Karya Anak Bangsa **"ADIT, SAPO, JARWO"**.

Dalam sosialisasi ini akan banyak gelaran kreatif dan edukatif untuk keluarga Indonesia.

Untuk pertama kalinya Adit Sapu Jarwo akan hadir di Antara keluarga Indonesia secara Live Show dan Meet & Greet.

Rangkaian kegiatan ASJ akan dilakukan secara berkesinambungan, pagelaran Live Show, Road Show antar Mall serta event Go To school.

Acara Festival ASJ ini akan meliputi antara lain : Penampilan Bintang AJS, Meet & Greet character AJS, Operate Interactive dengan team ASJ, Lomba-lomba serta kreativitas lainnya serta Family Karake akan ditampilkan dan akan di selipkan tentunya program Care ASJ.

Dengan satu tujuan :  
Cintailah product anak Bangsa.....

Salam  
ADIT SAPO JARWO

**MD**  
animation

pojok  
**DUFIA**  
Dunia Fantasi dan Inspirasi Anak







# Adit (Raditya Saputra)

## Profile

**Birthdate**

Jakarta, 23 March (10  
Years Old)

**Status**

Kid

**School**

Primary School

**Hobby**

Reading, play  
football, cycling and  
adventurous activities.

## Accessories

*The adit's shirt has a  
brain symbol which  
represents his IQ level  
is above average then  
his peers. He wears  
accessories such as  
watch and sport shoes.*



## Description

Raditya Saputra or commonly called Adit 10 years old. He is the first child of the couple Surya and Amira. Adit is a kid is an energetic boy, he loves new things and experiences. Adit is also an independent child, alert, and intelligent. Adit is now in primary school, he has an IQ above - average in his age. His brain is full of imagination, his imagination's ability has been proven to help him out of the various problems encountered. Adit is a child who firmly and have the talent to lead. He also did not hesitate to try the challenge. Adit has a high social life, he also never hesitates to help.

# Sopo

## Profile

**Birthdate**

Brebes, 10 July (33 Years Old)

**Status**

Jarwo's Best Friend

**Occupation**

Odd Jobs

**Hobby**

Sleeping

## Aksesoris

*Sopo wears a green shirt which symbolises, laid back, calm and complacent. Black represents dark, scared and fear.*



## Description

Sopo was born from a poor family, so that he never felt the school. This 33-years-old man are the 8th child of 10 siblings with a father who works as a garbage collector. While his mother Sopo just an ordinary housewife. Sopo is a friend, a partner at the same time personal assistant Jarwo. However, due to the nature of her that naive and innocent makes him got carried away by the "flow" of Jarwo. Nonetheless, Sopo including genuine and sincere person. Working odd jobs doesn't make Sopo discouraged even aspire to have "warung pecel" one day.

# Jarwo

## Profile

**Birthdate**

Semarang, 16 July (37 Years Old)

**Status**

Sopo's Best friend

**Occupation**

Odd Jobs

**Hobby**

Lazing Around



## Accessories

*Jarwo wears a red shirt representing braveness, energetic, strong and tough. He dresses smart as he always aspired on becoming a soldier. He wears accessories which includes, dark sun glasses, leather belt and leather shoes.*

## Description

His past is full of happiness, but lack of parental guidance. His school was only up to grade 2 junior high. Jarwo is the sister of Haji Udin's wife, had also dreams - to be a member of the TNI (formerly ABRI). Actually Jarwo is the kind of person who likes neatness. Jarwo always has calculation of what he is doing. The principle of his work is to produce something big, with small effort. Jarwo also more often utilize Sopo to launch his own intention. His manner was a bit lazy and often create commotion among people with his misunderstanding. Jarwo can not deny anything else when he speaks in front of Adel or Haji Udin.



# Pencapaian Serial Animasi Adit Sopo Jarwo



Nominasi  
Film Animasi Terbaik



Film Animasi Terbaik



Ambasador Hari Film Nasional  
2014



Special Awards Media



Direkomendasikan Sebagai  
tontonan edukatif oleh KPI



Mendapat Rating TV tertinggi  
selama 2 minggu







# Ada apa di Festival Adit Sopo Jarwo?

**MD**  
animation

pojok  
**D U F I A**  
Dunia Fantasi dan Inspirasi Anak

## COLORING CONTEST



Kategori TK dan SD (kelas 1-3)

### HADIAH

Juara 1 Rp 500.000  
Juara 2 Rp 300.000  
Juara 3 Rp 200.000

## FUN GAMES



Kategori umum, Dubsmash Contest, Karaoke Contest, Lomba Joget

HADIAH SPONTAN

## WELCOME BOOTH



Info rundown, give aways, pendaftaran Fansclub

## ARTIST PERFORMANCE



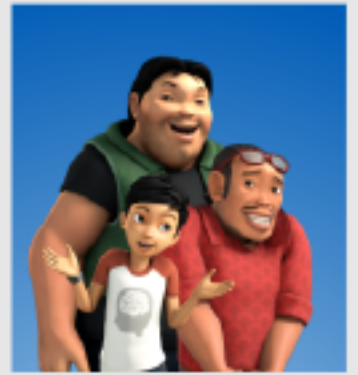
Penampilan dari artis/ penyanyi

## ASJ FESTIVAL BERBAGI



Berbagi mainan bekas dengan anak yang kurang mampu

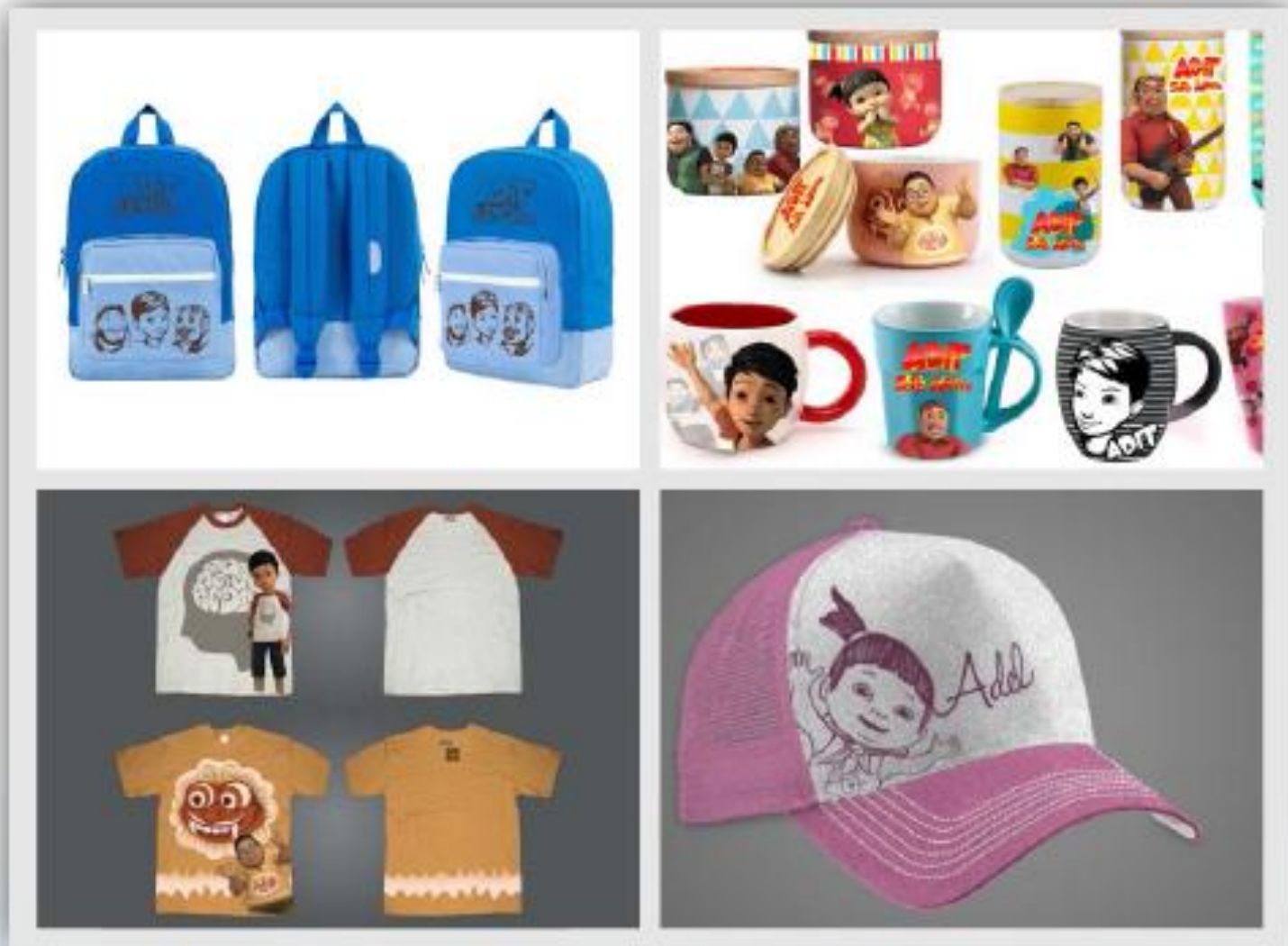
## MEET & GREET MASKOT ASJ



Bertemu dan foto bareng dengan maskot Adit Sopo Jarwo

Exposure Publikasi :

- Seluruh Network MD Corp, Sosmed Network MD Music, MD Animasi, MD Event and Promotion
- Sosial Medial (Youtube, blog, facebook, twitter, etc.)
- Booking Agent dan Mitra ASJ



## Contoh Product-product ASJ

**md**  
animation

pojok  
**D U F I A**  
Dunia Fantasi dan Inspirasi Anak





What will be our Highlights ?

**md**  
animation

pojok  
**D U F I A**  
Dunia Fantasi dan Inspirasi Anak

# WORK WITH US ! EVERY MALL WILL HAVE A DESIGNATED THEME







What we NEED from you?





Investment for PLATINUM SPONSOR

INVESTMENT VALUE : 50.000.000 rupiah

Sponsor Benefits:

1. 2x2 m booth space for selling activities for one month in near stage area at Tang City Mall
2. Logo placement on significant ATL/BTL promo materials from malls and partners
3. Credit mentions by MC during every meet and greet sessions
4. Brand logo placement on stage's backdrop
5. Having privilege for organizing branding events on the main stage for one hour/week







Investment for GOLD SPONSOR

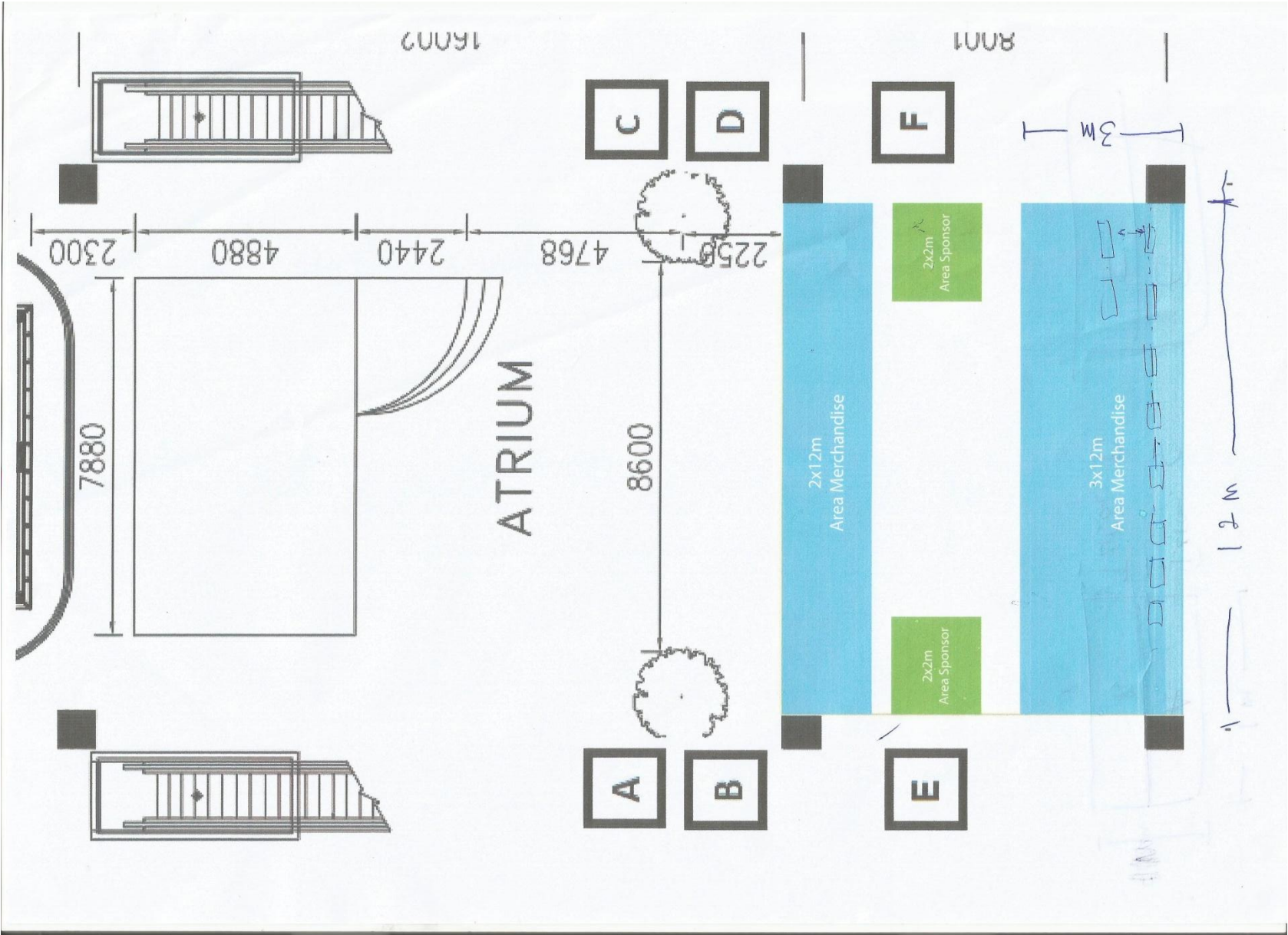
INVESTMENT VALUE : 45.000.000 rupiah

Sponsor Benefits:

1. 2x2 m booth space for product selling activities for one month in near stage area at Tang City Mall
2. Logo placement on significant ATL/BTL promo materials from malls and partners
3. Credit mentions by MC during every meet and greet sessions
4. Brand logo placement on stage's backdrop



# Floorplan





**Thank You**