



Management Of Sponsorship Activities In The Pre-Implementation Stage Of EPHICS 2.0 2023 By The Prima International Tourism Polytechnic

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Abstract.

Background. Along with the development of the era of globalization, which requires every individual to have a higher education to provide for the future. EPHICS 2.0 is here as a platform for the younger generation to showcase their capabilities and foster cooperative relationships between educational institutions in the tourism sector.

Purpose. Knowing the management of sponsorship activities at the pre-implementation stage of EPHICS 2.0 2023, and understanding the obstacles and solutions to be carried out.

Method. The type of research employed is qualitative, with a data analysis method that utilizes descriptive analysis.

Result. The Prima International Tourism Polytechnic is holding the EPHICS 2.0 2023 Annual Event.

Conclusion. The management of sponsorship activities during the sponsorship search process is conducted through a comprehensive procedure. The management was carried out by the Sponsorship team from start to finish. However, not all stages are carried out sequentially by the Sponsorship team. Such as the process of returning sponsorship contract forms and NPWP for some companies is carried out at the stage after the event.

Implementation. The sponsoring company must be further improved so that the preparation process runs well.

Keywords: Management, sponsorship, personal sales



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INTRODUCTION

In carrying out an activity, of course, in addition to funds from the organizers in this day and age, it is necessary to collaborate with the company where both parties have some common organizational goals, namely for the company to increase Brand Awareness, better brand reputation, Differentiation from competitors, Reach more potential consumers, Increase sales and be known through Social Media. The successful implementation of an event requires the effective execution of the process, which is facilitated through event sponsorship. In this case, Sponsorship is not a charitable donation but a business relationship, and we must also

know the right time and apply in advance to the sponsor. Sponsorship is an essential aspect of an event because not all activity needs can be pursued alone. The need for sponsorship arises from the relationship between the two parties involved in organizing an Event.

Events are defined as a series of activities within a specific context, organized by designated agencies. The form of events includes: Meeting & Convention, Entertainment & Leisure, Exhibition, Marketing, Social & Life Cycle, Cause Related & Fundraising, Sports, Festival, Government & Civic, and Business & Corporate. Along with the increasing development of the era of globalization, every individual needs to have a high level of education to secure their future. EPHICS 2.0 is here as a platform for the younger generation to showcase their capabilities and foster cooperative relationships between educational institutions in the tourism sector. EPHICS 2.0 is an annual event organized by the Prima International Tourism Polytechnic, featuring national competitions, exhibitions, and fun walks. This activity will be conducted in a hybrid manner, with two categories: the competition at the high school/vocational level (SMA/SMK) and the university level. From the series of events that will be held, we hope that this event can be a real and applicable experience for the participants and can contribute to the world of tourism by having broad insights, creativity, innovation, and being able to see various opportunities in the tourism industry., this event will be held for 2 days, namely on June 17-18, 2023 at the Prima International Tourism Polytechnic Campus".

Management of Sponsorship Activities at the Pre-Implementation Stage of EPHICS 2.0 2023 by the Prima International Tourism Polytechnic is the second time in running one of the major events held by the campus based on last year's experience, there are several obstacles in the management of *Sponsorship* In the Pre-Implementation Stage of EPHICS 1.0, many companies are not familiar with our activities, so there are some sponsors who feel hesitant to cooperate and often When asked if there had been similar events before based on these phenomena, the researcher was interested in taking research related to the Management of Sponsorship Activities at the Pre-Implementation Stage of EPHICS 2.0 2023 by the International Prima Tourism Polytechnic. which was held to commemorate important things throughout human life either individually or in groups that are tied to customs, cultures, traditions and religions that are held for particular purposes and involving the community environment which is held at a specific time.

Event Type

An event and festival can bring direct and indirect benefits to the community involved directly or indirectly. From this, it can attract local and foreign tourists. In addition, events and

festivals can introduce the area where the event takes place. Events are divided into specific sizes and scales (Abdullah, 2009). Events also have different criteria and have different impacts in each category (Abdullah, 2009):

Mega event. Mega events have criteria, namely international visitors, events are held on a regional scale and are attended by at least 5 countries, visitors who attend in the total number of visitors based on the total duration of activities of more than 1,000,000 visitors, larger investments spent, greater profits obtained, have a big impact on the community's economy and are widely covered by the media. Events that are included in the Mega event category, such as the Olympic Games and the World Cup.

Medium event. Medium events are those visited by between 100,000 and 1,000,000 people, having a national impact.

Mini event. Fewer than 100,000 visitors attended the local activity.

Special event. A Special Event is a considerable and complex activity. Special Events can be held, ranging from simple and small individual events, such as birthday parties or weddings, to significant events. Below are Pictures of Special Event Categories.

1. Based on the chart above, a special *event* is a complex activity that can include human life activities. Almost all human life activities can be categorized into events of various types. In it, it is not only individual activities, but also group activities. In fact, in the international realm, it can also be included in the type of special *event*. Special *events* are divided into 4 categories:
2. *Leisure Event.* In this category, *events* are more based on sports. In it there is an element of a match that is able to bring in many visitors. Additionally, the venue is tailored to the theme of the activity. For example, the Jogja Marathon which is a Full Marathon, Half Marathon, 10km, and 5km competition held at Prambanan Temple, Special Region of Yogyakarta with its uniqueness in the culture, nature, and surroundings of Yogyakarta as the background of the competition so that it is able to invite many participants and visitors/and spectators.
3. *Personal Event.* This *event* is more personal, only family members or close colleagues are involved. However, as the times progress, many factors have slightly changed the nature of this personal *event*. For example, birthday celebrations that are no longer attended only by family and close colleagues, but also attended by other people whose closeness to the celebrant is not as close as the family.
4. *Cultural Event.* As the name implies, this *event* is related to culture, such as traditional

ceremonies and traditions that have high social value in the social order. From this, cultural *events* are very important. This cultural *event* will have more artistic value if it is collaborated with technological advancements. For example, at the 264th Anniversary Celebration of the City of Yogyakarta in 2020.

5. *Organization Event.* Every organization/company certainly has a goal that is the level of success of an organization itself. Usually, these goals are packaged through an *event*. In its activities, it can be enhanced by the introduction and sale of products that increase the organization's income. For example, a new product launch event. (Shone & Parry, 2004)

Exhibition

Exhibition is an event that grows and develops very quickly. Exhibitions typically feature a range of company products, attracting many visitors who come to purchase them. This event brings together product and service providers with buyers in one place. The purpose of the exhibition is to introduce the company's new products to the wider public. Thus, the impact of holding the exhibition is that the public knows the company's new products. Although the goal is only to introduce products, the company also wants to increase sales to the company. The types of exhibitions according to Any Noor (2013) consist of:

1. Trade fairs, aim to introduce trade products to the general public. Currently an exhibition. Many companies introduce their products through exhibitions and special coverage on television, such as motor shows, information on banking service products on television such as welcome to BCA.
2. Special trade shows and exhibitions, contain exhibitions of products or services for certain types of visitors and are carried out by the event organizer who has been hired. For example, the World Travel Market organizes activities that specialize in tourism programs for countries on five continents that focus on the sale of tourism products around the world.
3. Special exhibitions, in the form of introductions of the company's new products. It can be held inside or outside the company such as an exhibition hall or hotel ballroom. Usually visitors only consist of invited guests.

Sponsor Event

Types of Human Resources in Event Implementation There are 2 types of human resources involved in event organization (Any Noor, 2013), namely staff who are paid for event organization and volunteers. a. Paid employees Staff who are paid and needed at certain times only. The type of work in organizing events includes preparation, implementation, and closing

of events. The largest number of staff is only during the preparation and implementation of the event. Usually, staff who work in events will be paid according to the number of hours or the number of working days b. Volunteers As the name implies, volunteers will not be paid for their participation in the event, but they will get standard facilities that have been set by the organizers. The definition of sponsorship, according to the International Event Group (1995) in Getz (1997), is a cost incurred by the event organizer in exchange for commercial exploitation of the potential market at the event. Meanwhile, Geldard and Sinclair (1996) in Bowdin et al. (2003) define sponsorship as a purchase that is usually intangible, which will generate tangible benefits to the sponsor, for example, increasing profits and improving the company's image.

State of the art

Yes	Title and Name of the Researcher	Research Location	Research Methods	Research Results
1	Management of Sponsorship Activities in the Pre-Implementation Stage of The Indo EBTKE Conex 2018 by Quad Event Management, Jakarta; Annisa Fitri; ImamSyafganti, 2021	Hall Kartini Jakarta	qualitative descriptive,	The pre-event stage involves several techniques for Personal Selling to secure sponsorship. When offering a package to sponsors, the organizers should assess the financial condition of the prospective sponsor company to ensure the company can continue to participate.
2	Sponsorship Management by PT. Djarum at the Djarum Championship of the Li-Ning National Circuit Central Java Open 2016, Central Java; Rivan Fauzin, (2017).	Li-Ning National Circuit in Central Java	Data collection methods through in-depth interviews and participatory observation	show that the organizing committee monitors from the beginning to the end, ensuring that funds from sponsors are correctly used.

METHODS

Research Stages

This study uses a qualitative descriptive type. Therefore, in finding out the Management of Sponsorship Activities at the Pre-Implementation Stage of EPHICS 2.0 2023 by the Prima International Tourism Polytechnic, qualitative data analysis is used, while this study is a

research conducted to describe the Management of Sponsorship Activities at the Pre-Implementation Stage of EPHICS 2.0 2023 by the Prima International Tourism Polytechnic.

To determine the subjects in this study using the purposive sampling technique, this study emphasizes on the quality of informants and not the quantity or number of informants. To collect data for this study, several techniques were employed, including observation, interviews, and documentation. The research activities are *field studies* by conducting observations and interviews with the Organizing Committee, Higher Education Management and Sponsors.

Research Location

Research on the Management of Sponsorship Activities in the Pre-Implementation Stage of EPHICS 2.0 2023 by the Prima International Tourism Polytechnic.

Research model

The research study entitled "Management of Sponsorship Activities at the Pre-Implementation Stage of EPHICS 2.0 2023 by the Prima International Tourism Polytechnic.", where the research activity is a *field study* by conducting observations and interviews with the Organizing Committee, Higher Education Management and Sponsors regarding the Management of Sponsorship Activities at the Pre-Implementation Stage of EPHICS 2.0 2023 by the Prima International Tourism Polytechnic. The researcher will look directly through observation of the Management of Sponsorship Activities at the Pre-Implementation Stage of EPHICS 2.0 2023 by the Prima International Tourism Polytechnic and also ask questions to strengthen the research results. The results of observations and interviews will be qualitatively descriptive as stated in the research model below:

Data Collection Techniques

Researchers in collecting data used several methods, namely observation and interviews with the Organizing Committee, Higher Education Management and Sponsors. regarding the Management of Sponsorship Activities in the Pre-Implementation Stage of EPHICS 2.0 2023 by the Prima International Tourism Polytechnic, after which the results of observations and interviews were described qualitatively.

Data Analysis

In this study, the results of data collection from observations and interviews based on the Management of Sponsorship Activities at the Pre-Implementation Stage of EPHICS 2.0

2023 by the Prima International Tourism Polytechnic were analyzed using qualitative descriptive analysis

DISCUSSION

Research Site Profile

Prima Internasional Tourism Polytechnic is an educational institution under the Prima Ardian Tana Foundation, which is a non-profit organization (NGO) with a legal entity engaged in the fields of Social, Education, and Culture. Whose stance is stated in the notary deed of Ili Rohaeli, SH. No. 1 / June 1, 2003.

Prima International Tourism Polytechnic is located at Jl. Perjuangan No.18, Sunyaragi, Kesambi District, Cirebon City, West Java. Prima Internasional Tourism Polytechnic has 3 (three) Study Programs, namely:

1. D4 (Applied Bachelor) Hospitality Management,
2. D4 (Applied Bachelor) Convention and Event Management
3. D3 Hospitality.

The Prima International Tourism Polytechnic aims to become a SMART (Specific, Measurable, Achievable, Realistic, and Timely) campus with the ASEAN MRA (Mutual Recognition Arrangement) for the Tourism Professionals curriculum. The program includes the competency standards ACCSTP (ASEAN Common Competence Standards for Tourism Professionals) to CATC (Common Asean Tourism Curriculas) as a means that is able to produce professional, skilled and quality human resources, and believes that it can create many tourism human resources in the future in order to meet the needs of the tourism industry in terms of the availability of International-based human resources.

Management of Sponsorship Activities in the Pre-Implementation Stage of EPHICS

2.0 2023 by the Prima International Tourism Polytechnic

1. Determine the sponsor that matches the target visitor or the Event to be held. Before submitting a proposal to the company, ensure that the company's products align with the target audience who will attend the EPHICS 2.0 event.
2. Clearing the database. The initial stage carried out by the sponsorship team is to identify companies that can be potential sponsors for the EPHICS 2.0 event, with the intention of gathering data from last year's event. The database contains the company name, company address, and office phone number/PIC. Who handles sponsorship, as well as their email address. The Sponsorship Team updates the database from the previous year. It adds

companies or prospective sponsors, specifically companies/industries engaged in the hospitality sector, particularly partners from the International Prima Tourism Polytechnic. The data source can be obtained through various channels, including the Google search engine, the company website, social media, and others.

3. Contacting potential sponsors. The Sponsorship team contacts potential sponsors directly to offer events to new potential sponsors. Meanwhile, if the company was a participant last year, the sponsorship team immediately sent an invitation letter along with an e-marketing kit via e-mail.
4. Marketing Kit Delivery. Making sponsorship offers, booth sales, and registering conference participants in a specially packaged form, such as proposals, must be made as attractive as possible. This tool provides information on events, conference participant fees, booth prices, and sponsorship packages. In addition, *sponsorship, exhibition, and conference contract forms are attached*. The delivery of *the marketing kit* is made by sending a soft copy via email to the company we are targeting.
5. Approach to potential corporate sponsors. After the sponsorship team sends *the marketing kit* via email, an approach is made. The company is *approached* by meeting and greeting directly to the company's office by bringing a *hardcopy marketing kit* to explain in more detail the benefits obtained and negotiate. The sponsorship approach is carried out by the sponsorship team coordinator, assisted by the EPHICS Committee. 2.0 The Prima International Tourism Polytechnic, by dividing several companies and several assigned committees, has been equipped with tips and tricks to gain the company's trust so that in the future they can become sponsors in the EPHICS 2.0 event.
6. Define a Deadline. In the process of applying for sponsorship to a company, it takes a long time, ideally 3-6 months before the event and in submitting a proposal to the sponsor, we must know what months the company is still accepting sponsorship applications and in what months the year-end books close so that the proposal we submit gets a positive response from the company.
7. Letter of Offer Making. The next stage, if a positive response and interest arise in becoming a sponsor of the EPHICS 2.0 event, is to draft an offer letter containing the selected sponsorship package with prices and benefits as previously agreed upon. Offer letters are issued in two forms: as soft copies sent via the company's PIC email and as hard copies sent directly to the respective companies, depending on the company's policies.
8. Present the proposal with confidence. In submitting the EPHICS 2.0 Event Proposal, make sure that everything has been prepared carefully, and you must master the whole of the event

that will be held, pay attention to clothing, bearing, speaking style, and other things that are convincing so that the sponsor is interested in providing support if will be carried out

9. Follow *Up*. The sponsorship team carries out the follow-up stage to ensure that the offer letter is well received by the sponsor and gets certainty from the prospective sponsor for the offer that has been given, in addition to that the sponsorship team must never give up to follow up because based on experience in the field, many sponsors who provide their funds are close to the implementation
10. Take a Persuasive Approach. In this day and age, with the ease of social media to access several potential sponsors who are authorized to make decisions about sponsorship in the company we are going to, or as in the management of EPHICS 2.0 sponsorship, we use a *collaborative governance* method, namely in collaboration with the Culture and Tourism Office to gather several prospective sponsors in *coffee morning* activitiesSeveral persuasive approaches were taken to convince the sponsors, namely by communicating via WhatsApp or direct meetings and providing reports of evidence of the success of the previous event to be more convincing that we are professional in hosting the event.
11. Negotiate with the sponsor. The negotiation process involves a discussion between the two parties regarding matters related to the event, with the aim of reaching an agreement. Things that are negotiated for example the amount and form of support, benefits, rights and obligations, duration of cooperation in addition to that several things must be considered in sponsorship negotiations, be professional, flexible, listen to what the sponsor wants and provide a solution that benefits both parties and do not hesitate to reject the proposal if it is not good or there are some irregularities.
12. Signing of a sponsorship contract form to the Organizer and making an Invoice. A cooperation contract is a formal agreement that binds both parties in a legally binding cooperative relationship. The sponsorship contract is signed, and the signed contract form is returned, accompanied by the company's NPWP (Polytechnic Pariwisata Prima Internasional) to the sponsorship team for the invoice-making process. The invoice serves as proof of purchase, detailing the purchase amount that the sponsor must pay based on the chosen package. Invoices are sent to potential sponsors to be signed and sent back to the Sponsorship Coordinator team
13. Establish a good relationship with the sponsor after the implementation of the EPHICS Event. 2.0. After successfully running *the event*, continue to establish a sustainable good relationship with them, also include appreciation, gratitude and souvenirs and provide event plans for the following year.

Obstacles to the Management of Sponsorship Activities at the Pre-Implementation Stage of EPHICS 2.0 2023 by the Prima International Tourism Polytechnic.

After offering sponsorship cooperation to several lists of companies that are sponsor targets, the sponsorship team got 26 companies willing to support the EPHICS 2.0 2023 event by the Prima International Tourism Polytechnic.

Table 1 Sponsorship EPHICS 2.0 2023

NO	Company
1.	Prima Ardiantana Foundation
2.	PT Pegadaian
3.	Batiqa Hotel Cirebon
4.	Erha Beauty
5.	Cita Fund
6.	Neat Jaya
7.	Lotus Catering
8.	Nila Travel
9.	Sinar Meadow
10.	Bank Mandiri
11.	PT Mayora
12.	Bread Salad
13.	Pd Rizky Jati
14.	Shelter Radio
15.	Swiss Belhotel Cirebon
16.	OMG
17.	Korean Shop
18.	Bank BJB
19.	Disbudpar
20.	Eating Path
21.	Amalia Cake
22.	Rent Ht

23.	Lucky Monkey
24.	Whip Up
25.	Sosro
26.	Get Git

Based on the sponsorship data above, the total sponsorship in the form of cash is 34,200,000. In contrast, the rest in other forms include 7 Goodie Bags, 80 pax Lunch boxes, Vouchers (Spa, Pool, Gym), Margarine, Cashback & Tents, Room & Helmet Vouchers, Media Partners, Discount Vouchers. Based on the above explanation, the total actual income exceeds the targeted total. The biggest entry is in the main sponsorship package. The determining factor in choosing a sponsor type is the potential and financial ability of the company to promote its brand effectively. Meanwhile, the company's decision not to participate is due to internal issues within the company.

EPHICS 2.0 2023 will be held in June 2023. Several new companies provide approval proposals ahead of the event. The committee does not limit the incoming offers to prospective sponsors; the sponsorship package quota remains in place, and the operational team has not yet entered the production stage. The settlement carried out by the organizer immediately caught up with the time and processed the sponsorship contract as well as billing related to the content of the counter-achievement, which the operational team will process. The sponsorship team also requested that the company's PIC provide a prompt response to ensure the production process does not hinder the needs of sponsors, as some sponsors provide H-1 funds prior to the event.

CONCLUSION

Conclusion

Based on the research results and discussion, the author concludes that the management of sponsorship activities during the sponsorship search process is a lengthy and complex undertaking. The management was carried out by the Sponsorship team from start to finish. However, not all stages are carried out sequentially by the Sponsorship team. Such as the process of returning sponsorship contract forms and NPWP for some companies is carried out at the stage after the event. The packages chosen by prospective sponsors depend on the financial capabilities within the company, and the organizer provides solutions to prospective sponsors to get alternative options so that potential companies can still participate and achieve business goals.

Implementation

When managing sponsorship activities during the pre-event, it is necessary to enhance the database maintained by the Sponsorship team. The improvement made is achieved by categorizing companies based on their type; additionally, it is necessary to update data information regularly and store the database neatly, allowing the team to focus each year on identifying new potential sponsors. In addition, coordination between the organizer and the sponsoring PIC must be further improved so that the preparation process runs well.

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