

COMPANY  
**PROFILE**

 **IDEA**  
**RUN**





# the **IDEA**

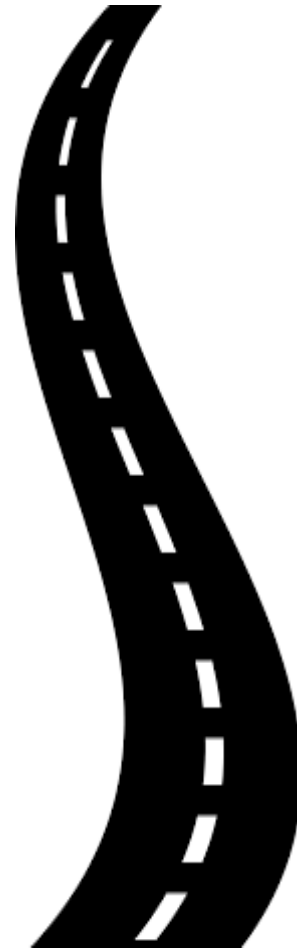
It is all about Idea  
The idea is the most  
beginning of the step.  
Execution is the next phase,  
and IdeaRun make it  
happen into a real  
milestone.



Managing race since a few  
years ago, send IdeaRun as  
today, being your partner in  
realizing a creative race.  
Delivering a happy, healthy,  
and creative life style.

# IDEARUN - RACE MANAGEMENT

## THE RACE MANAGEMENT SERVICES



A race not just measured from the basic standard like how fast have you run. We put a new standard, how happy you ran.

Make every runner happy, could run energetically, and having an experience of a creative ambiance race, became the target of each race held.



# - RANGE of SERVICES -

## RACE MANAGEMENT

- Ultra Marathon
- Full Marathon
- Half Marathon
- Trail Run
- Fun Run
- Creative Run Activity

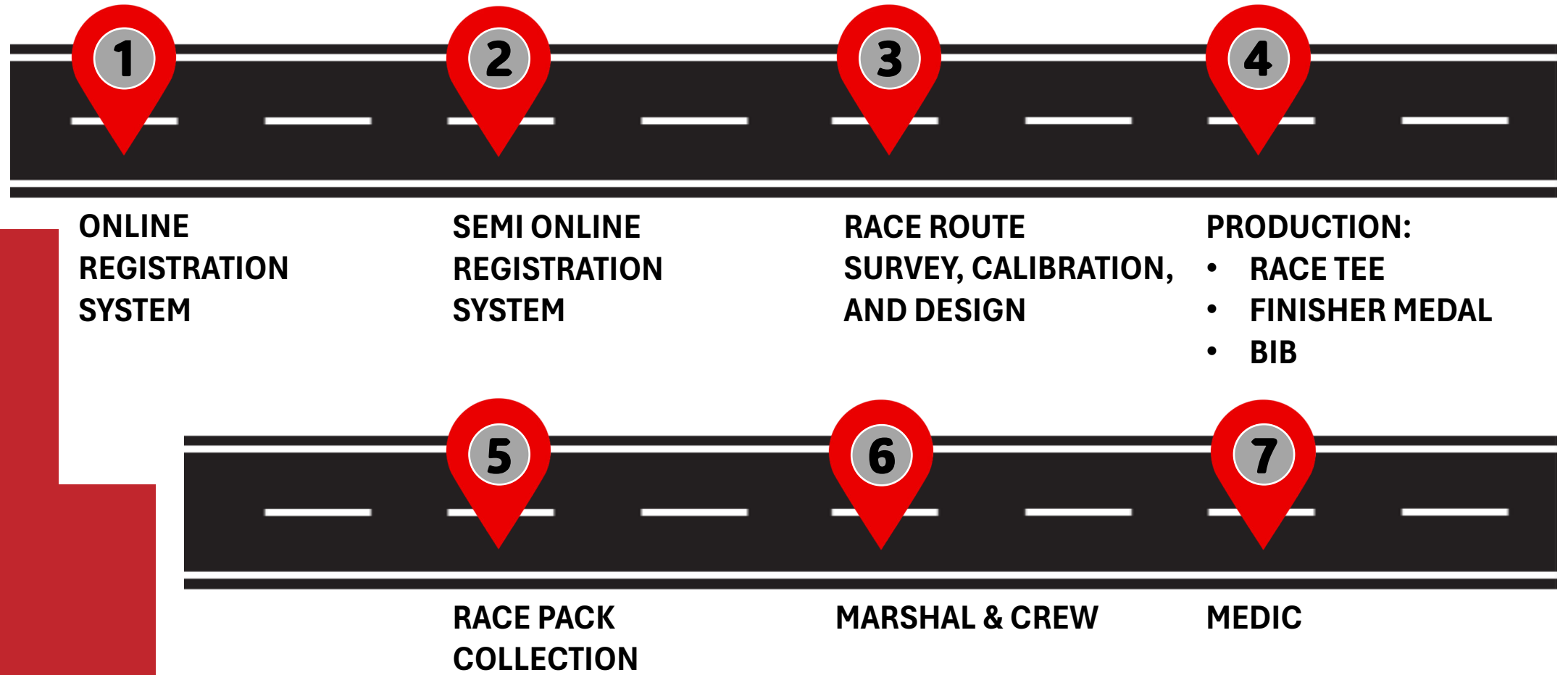


## EVENT MANAGEMENT

- Race Pack Collection
- Race Village Event Management
- Media & Community Relations

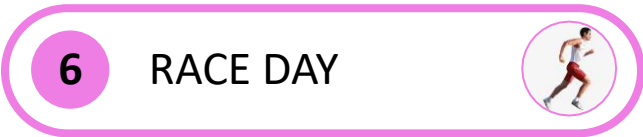
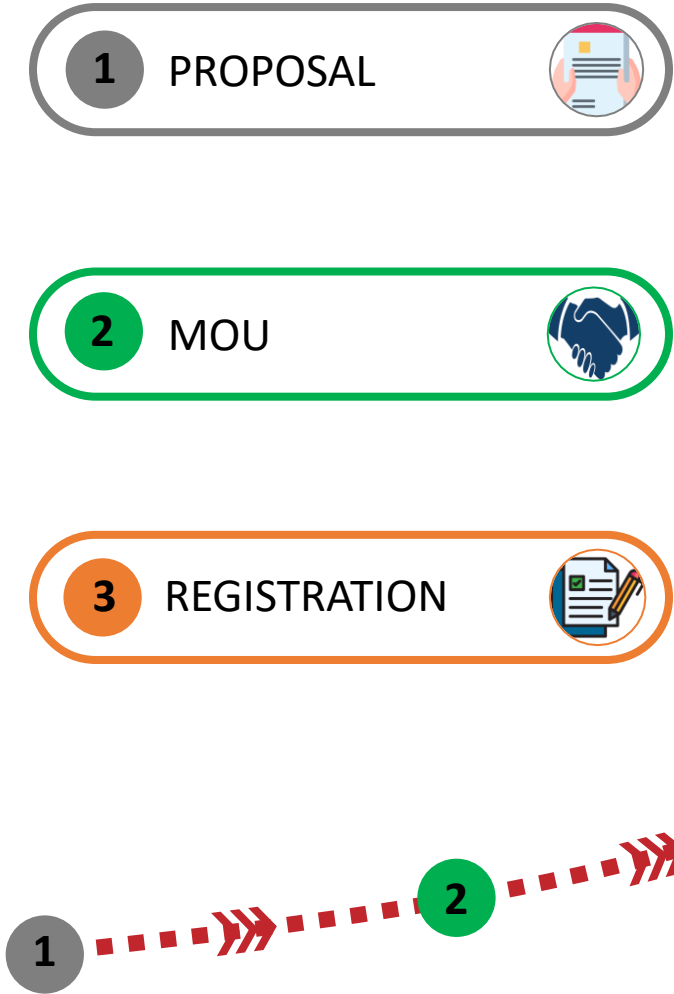


# RACE SERVICES



# TIME LINE

**5-3**  
months from  
preparation to  
execution



# Safrita Aryana Race Director



Upaya maksimal memberikan lomba lari yang aman, menjunjung tinggi sportivitas, dan mengusung brand image positif klien adalah keharusan.

Untuk itu, lomba lari yang dipercayakan kepada IdeaRun dieksekusi dengan memenuhi standar lomba merujuk pada ketentuan PASI, serta pelaksanaan lomba memenuhi guide line RRCA (<https://www.rrca.org/>) di bawah arahan Safrita Aryana, RRCA Certified Race Director.



# PORTFOLIO

## 2016

- KOMANDO RUN – APRIL
- RUN FOR BLOOD – MAY
- ULTRA RACE MERDEKA RUN – AUG
- MANDIRI TJANTING FUN RUN – OCT
- ROAD TO GCAM 2017 – NOV

## 2017

- BULUNGAN FUN RUN – JAN
- KOMANDO RUN – APR
- MANDIRI BOGOR SUNDOWN MARATHON – JUL
- HBDI RUN – AUG
- MANDIRI TJANTING FUNDAY – SEP
- RUN FOR DIFABLE – DEC
- ROAD TO DCM 2018 – DEC
- INDOSAT OOREDO RUN – DEC





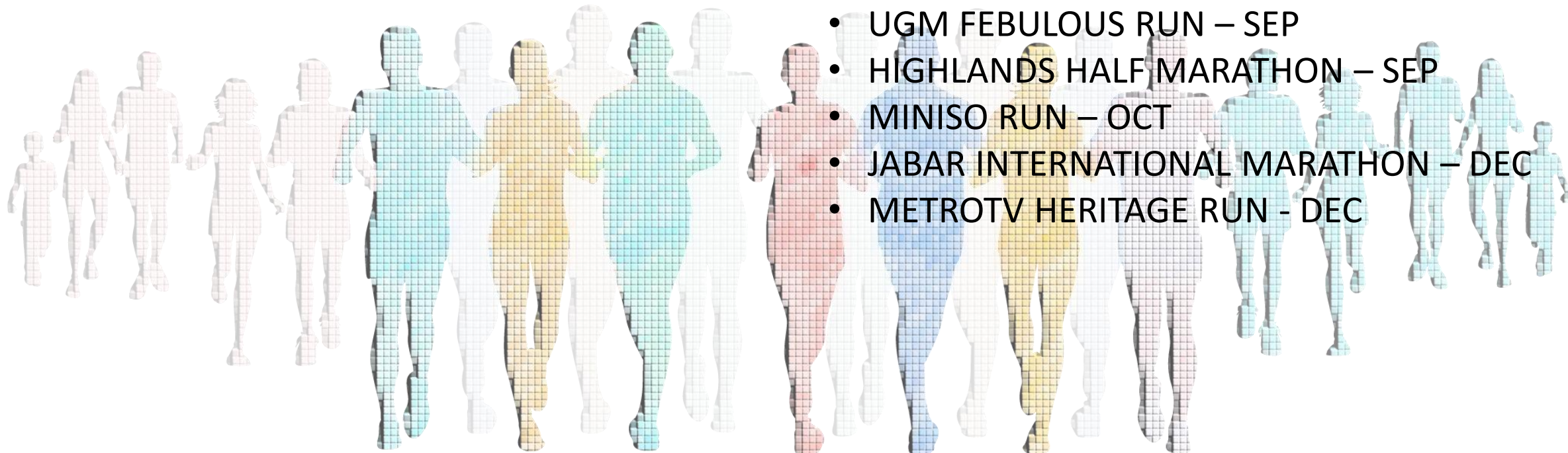
# PORTFOLIO

## 2018

- BORR 10K (RUN ON THE TOLL ROAD) – APR
- DESARI 10K (FIRST FULL TOLL ROAD RUNNING RACE) – JUL
- MANDIRI TJANTING RUN – OCT
- DANAMON RUN 2018 – NOV

## 2019

- EVODAY – JAN
- UNPAR HALF MARATHON – FEB
- BAF LIONS RUN – MAR
- JCO RUN 2019 – APR
- PERTAMINA DIGITAL FUN RUN – AUG
- UGM FEBULOUS RUN – SEP
- HIGHLANDS HALF MARATHON – SEP
- MINISO RUN – OCT
- JABAR INTERNATIONAL MARATHON – DEC
- METROTV HERITAGE RUN - DEC



# PORTFOLIO

## 2020

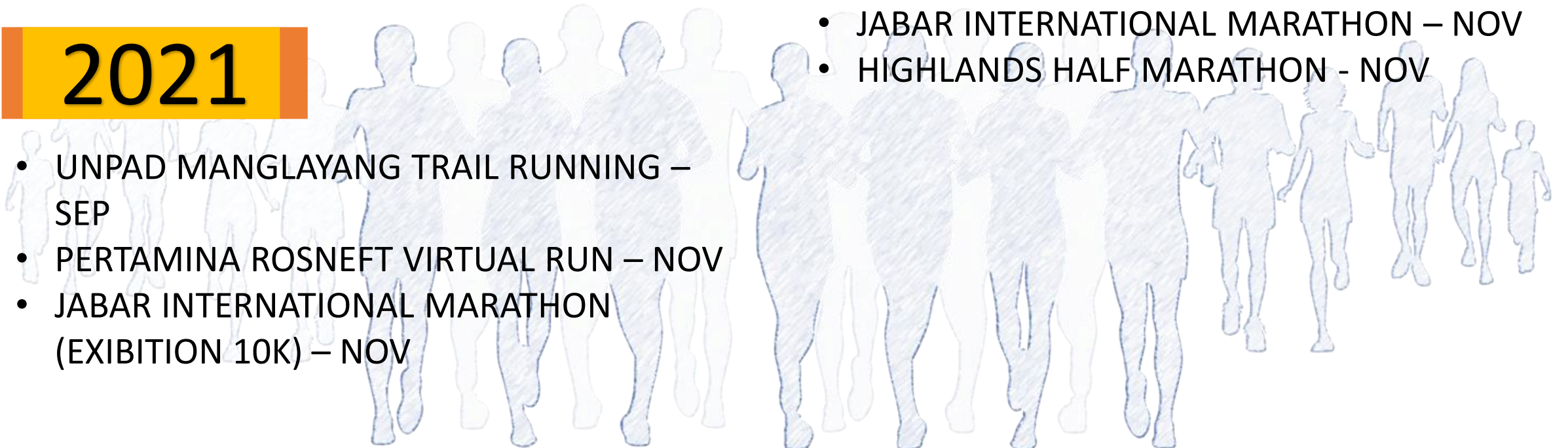
- INDONESIA BERLARI – AUG
- PERTAMINA ROSNEFT VIRTUAL RUN – NOV
- PERTAMINA MOR III VIRTUAL FUN RUN - DEC

## 2021

- UNPAD MANGLAYANG TRAIL RUNNING – SEP
- PERTAMINA ROSNEFT VIRTUAL RUN – NOV
- JABAR INTERNATIONAL MARATHON (EXIBITION 10K) – NOV

## 2022

- SAWIT FOR PEOPLE HMVR – JAN
- UNPAD MANGLAYANG TRAIL RUNNING – SEP
- TANGSEL MARATHON – SEP
- MAKASSAR HALF MARATHON – OCT
- JCO RUN – NOV
- JABAR INTERNATIONAL MARATHON – NOV
- HIGHLANDS HALF MARATHON - NOV



# PORTFOLIO

## 2023

- JABAR RUN 10K BOGOR – MAR
- HARITA FUN RUN 5K – MAY
- ONE RUN 10K – MAY
- MAKASSAR HALF MARATHON – JUN
- BAF LIONS RUN – AUG
- JAKARTA HALF MARATHON – AUG
- KBP CITY RUN – SEP
- TANGSEL MARATHON – SEP
- JCO RUN – SEP
- ARUTMIN BORNEO RUN – NOV

## 2024

- ASSURANCE FUN RUN – MAY
- NU SKIN RUN – MAY
- ONE RUN 10K – MAY
- MAKASSAR HALF MARATHON – JUN
- SMARTFREN RUN – JUL
- JABAR RUN 10K CIREBON – JUL
- JCO RUN – AUG
- BAF LIONS RUN – SEP
- KBP CITY RUN – SEP
- ARUTMIN BORNEO RUN - NOV



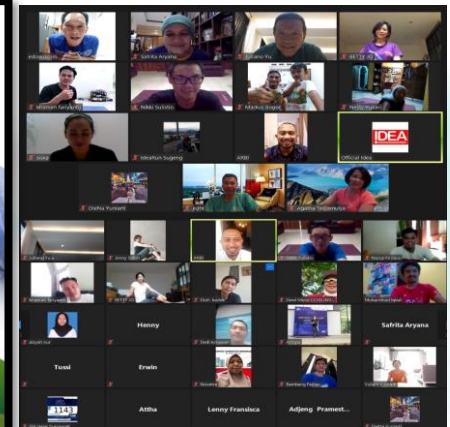
# COMMUNICATION ACTIVITIES

## ❖ IDEATALKS

- TAYANG PERDANA : 14 APRIL 2020
- LIVE SETIAP : 19.30 – 20.30 WIB
- MEDIA : INSTAGRAM LIVE

## ❖ ZOOMFIT

- LATIHAN PERDANA : 6 APRIL 2020
- LATIHAN SETIAP : - SELASA, 19.30 – 20.30 WIB  
- SABTU, 07.30 – 08.30 WIB
- MEDIA : ZOOM MEETING



# ROUTIN ACTIVITIES

## ❖ IDEAMAGZ


- TAYANG PERDANA : 16 MARET 2020
- MEDIA : INSTAGRAM @idea.magz

## ❖ IDEA STRENGTH CAMP

- LATIHAN PERDANA : 15 NOVEMBER 2023
- LATIHAN SETIAP : RABU, 19.00 – 20.30 WIB
- VENUE : PLAZA TIMUR GBK, SENAYAN
- MEDIA : INSTAGRAM @ideastrengthcamp

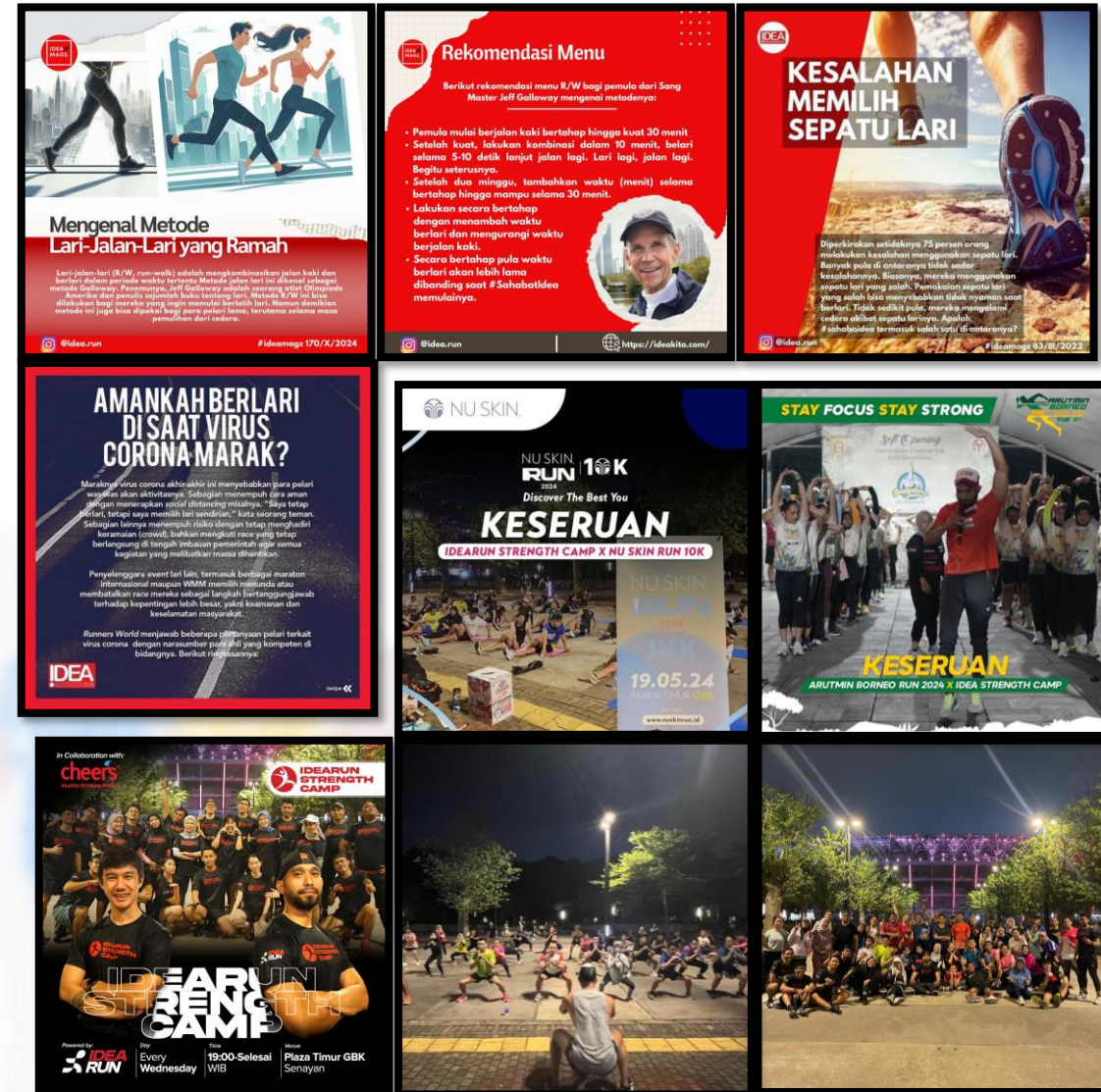


**IDEA MAGZ**  
 279 posts | 1.523 followers  
 Digital creator  
 Powered by @idea.run  
 ideakita.com



**IDEARUN STRENGTH CAMP**  
 62 posts | 777 followers  
 by @idea.run  
 FREE  
 Every Wednesday 07:00 PM  
 Gate E Plaza Timur GBK

\*UPDATED 12 OCT 2024



# SPECIAL ACTIVITIES

## ❖ IDEA RUNNING DOCTOR

- TAMPIL PERDANA : EVENT ONERUN 10K 2023  
28 MEI 2023
- MEDIA : INSTAGRAM @idea.rundocs



idea.rundocs

28 posts    262 followers    40 following

IdeaRun Running Doctors  
Run. Observe. Handle. 🏃🏃🏃

Powered by @idea.run



# GALLERY FOTO



KOMANDO RUN  
2016 & 2017



MANDIRI TJANTING  
FUNDAY  
2017



MANDIRI TJANTING  
FUN RUN  
2016



MANDIRI BOGOR  
SUNDOWN MARATHON  
2017

# GALLERY FOTO



**INDOSAT OREDO RUN  
DEC 2017**



**RUN FOR DIFABLE  
DEC 2017**



**HBDI RUN TO SHOP  
AUG 2017**





# GALLERY FOTO

2018



BORR 10K  
APR 2018



DESARI 10K  
JUL 2018



MANDIRI  
TJANTING RUN  
OCT 2018



DANAMON RUN  
NOV 2018



# GALLERY FOTO

2019



EVODAY - JAN 2019



UNPAR HALF  
MARATHON  
FEB 2019



BAF LIONS RUN  
MAR 2019

# GALLERY FOTO

2019



JCO RUN  
APR 2019



UGM FEBULOUS  
RUN  
SEP 2019

## HIGHLANDS HALF MARATHON - SEP 2019



# GALLERY FOTO

2019



MINISO RUN - OCT 2019



JABAR  
INTERNATIONAL  
MARATHON  
DEC 2019



METRO TV  
HERITAGE RUN  
DEC 2019

# GALLERY FOTO

2020

INDONESIA  
BERLARI  
AUG 2020



PERTAMINA ROSNEFT  
VIRTUAL RUN  
NOV 2020



PERTAMINA MOR III  
VIRTUAL FUN RUN  
DEC 2020



# GALLERY FOTO

2021

UNPAD MANGLAYANG TRAIL RUNNING  
SEP 2021



PERTAMINA ROSNEFT  
VIRTUAL RUN  
NOV 2021



JABAR INTERNATIONAL  
MARATHON (EXIBITION 10K)  
NOV 2021



# GALLERY FOTO

2022



SAWIT FOR  
PEOPLE HMVR  
**JAN 2022**



UNPAD  
MANGLAYANG  
TRAIL RUNNING  
**SEP 2022**



TANGSEL  
MARATHON  
**SEP 2022**



MAKASSAR HALF  
MARATHON  
**OCT 2022**



# GALLERY FOTO

2022



JCO RUN  
NOV 2022



JABAR  
INTERNATIONAL  
MARATHON  
NOV 2022

## HIGHLANDS HALF MARATHON – NOV 2022





# GALLERY FOTO

2023



JABAR RUN 10K  
BOGOR  
**MAR 2023**



HARITA FUN RUN 5K  
**MAY 2023**



ONE RUN 10K  
**MAY 2023**



MAKASSAR HALF  
MARATHON  
**JUN 2023**



# GALLERY FOTO

2023



JAKARTA HALF MARATHON - **AUG 2023**

KBP CITY RUN - **SEP 2023**



# GALLERY FOTO

2023



BAF LIONS RUN  
AUG 2023



TANGSEL MARATHON  
SEP 2023



JCO RUN  
SEP 2023



ARUTMIN  
BORNEO RUN  
NOV 2023



# GALLERY FOTO

2024



ASSURANCE  
FUN RUN  
**MAY 2024**



NU SKIN RUN 10K  
**MAY 2024**



ONE RUN 10K  
**MAY 2024**



MAKASSAR HALF  
MARATHON  
**JUN 2024**



# GALLERY FOTO

2024



SMARTFREN RUN - JUL 2024

JABAR RUN 10K CIREBON - JUL 2024



# GALLERY FOTO

2024



JCO RUN  
AUG 2024



BAF LIONS RUN  
SEP 2024



KBP CITY RUN  
SEP 2024

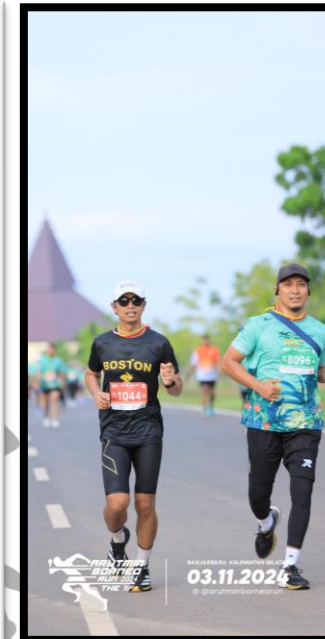


# GALLERY FOTO

2024



ARUTMIN  
BORNEO  
RUN  
NOV 2024



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fanpage idearun



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