



PROFILE

IT IS ALL ABOUT IDEA

EXECUTION

is the next phase

THE IDEA

is the most beginning
of the step

IDEARUN

make it happen into
a real milestone



happy



healthy

**Managing race since 2016,
IdeaRun as today, being your
partner in realizing a creative race.
Delivering a happy, healthy, and
creative life style.**

Creative life style

THE 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.

THE SERVICES

RACE Management

Standardized Road Races

Marathon, Half Marathon, 10K, 5K

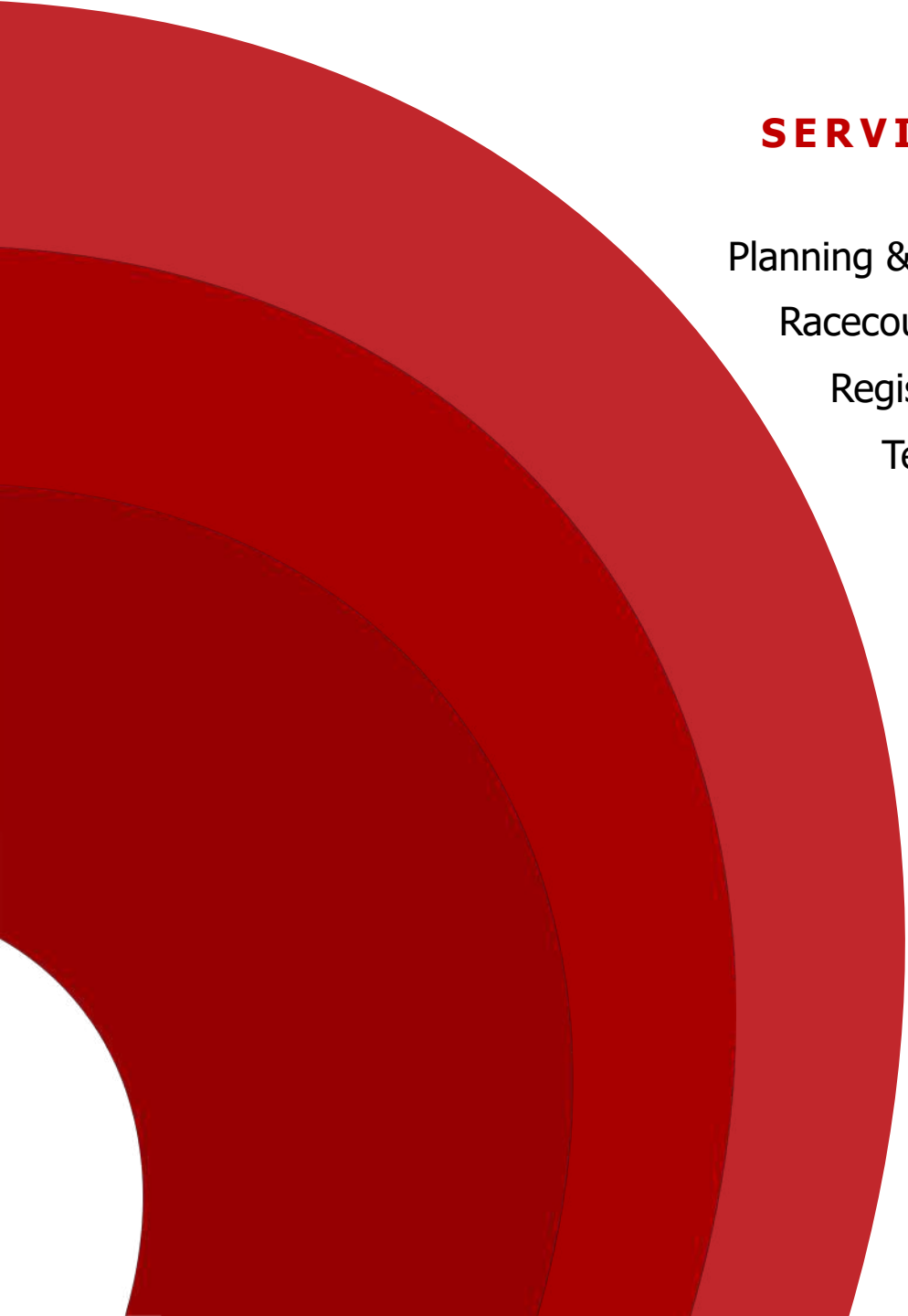
**Segmented & Specialized
Races** Ultra Marathon, Trail Run,
Cross Country,
Obstacle Run,
Creativity & Fun Run

Marketing Communication Strategy

EVENT Management

Activation & Community Relations
Media Relations
Media Social Management

Race Pack Collection
Race Village Event Management
Documentation & Photo Tagging
Evaluation & Report



SERVICE AREA

Planning & Consultation

Racecourse Design, Calibration, Certification

Registration & Entry

Technology: Timing & Scoring

Marketing, Branding, Media Social Management

Live Streaming

Media Relations

Community Relations

Race Pack Collection Days

Race-Day

Logistic, WS, Refreshment Management

Volunteers & Crew

Security & Crowd Control

Medical Services

UX Survey & Sustainability

Post-Event Evaluation & Reporting

TIME LINE



3-5 months from preparation to execution

RACE DIRECTOR



Safrita Aryana
Race Director

It is a must to provide a safe running competition, uphold sportsmanship, and promote a positive brand image for clients.

Therefore, the running competitions entrusted to IdeaRun are executed in accordance with the competition standards referred to in the PASI regulations, and the race implementation adheres to the RRCA guidelines (<https://www.rrca.org/>) under the direction of Safrita Aryana, RRCA Certified Race Director.



MILESTONE

	2016	2017	2018	2019
Q1: Jan-Mar		• Bulungan Fun Run		• Evoday • Unpar Half Marathon • BAF Lions Run
Q2: Apr-Jun	• Komando Run • Run For Blood	• Komando Run	• BORR 10K (Run on The Toll Road)	• JCO Run 2019
Q3: Jul-Sep	• Ultra RaceMerdeka Run	• Mandiri Bogor Sundown Marathon • HBDI Run • Mandiri Tjanting Funday	• Desari 10K (First Full Toll Road Running Race)	• Pertamina Digital Fun Run • UGM Febulous Run • Highlands Half Marathon
Q4: Oct-Dec	• Mandiri Tjanting Fun Run • Road To GCAM 2017	• Run for Difable • Road To DCM 2018 • Indosat OOREDOO Run	• Mandiri Tjanting Run • Danamon Run 2018 • 50K Virtual Run	• Miniso Run • Jabar International Marathon • MetroTV Heritage Run

MILESTONE

	2020	2021	2022	2023
Q1: Jan-Mar			• Sawit for People HMVR	• Jabar Run 10K Bogor
Q2: Apr-Jun				• Harita Fun Run 5K • One Run 10K • Makassar Half Marathon
Q3: Jul-Sep	• Indonesia Berlari	• UNPAD Manglayang Trail Running	• UNPAD Manglayang Trail Running • TangSel Marathon	• BAF Lions Run • Jakarta Half Marathon • KBP City Run • Tangsel Marathon • JCO Run
Q4: Oct-Dec	• Pertamina Rosneft Virtual Run • Pertamina MOR III Virtual Fun Run	• Pertamina Rosneft Virtual Run • Jabar International Marathon (Exhibition 10K)	• Makassar Half Marathon • JCO Run • Jabar International Marathon • Highlands Half Marathon	• Arutmin Borneo Run

MILESTONE 2024

1

Assurance
FunRun

ASSURANCE FUN RUN

12 May 2024
200 participants
WTC Jakarta

2

NU SKIN
iRUN

NU SKIN RUN

19 May 2024
1,500 participants
Parkir Timur GBK, Jakarta

3

ONE
RUN 10K

ONE RUN 10K

26 May 2024
5,000 participants
epicentrum, Jakarta

4

makassar
half marathon

MAKASSAR HM

2 June 2024
7,000 participants
AP Losari, Makassar

5

smartfren
RUN

SMARTFREN RUN

7 June 2024
3,000 participants
Parkir Timur GBK, Jakarta

6

JABAR
RUN 10K

JABAR RUN 10K

21 July 2024
2,000 participants
Balai Kota Cirebon, Cirebon

7

JCORUN

JCO RUN

4 August 2024
7,000 participants
ICE BSD, Kab. Tangerang

8

BAF
LIONS RUN 2024

BAF LIONS RUN

1 September 2024
2,500 participants
Q-Big, Kab. Tangerang

9

KBP
CITY RUN

KBP CITY RUN

7 September 2024
4,000 participants
Kota Baru Parahyangan, Kab. bandung

10

BADAN
KARANTINA
INDONESIA

BARANTIN FUN WALK

27 October 2024
2,000 participants
Gedung BRI, Jakarta

11

ARUTMIN
BORNEO
RUN 2024
THE 15th

ARUTMIN BORNEO RUN

3 November 2024
3,500 participants
Banjarbaru, Kalimantan Selatan

12

Permata Bank

PERMATA FUN WALK

15 December 2024
9,000 participants
Plaza Parkir Timur, GBK

MILESTONE 2025

1



TAMBUD X BOGORUN

11 May 2025
3,000 participants
Taman Budaya, Sentul City

2



ONE RUN 10K

25 May 2025
5,000 participants
epicentrum, Jakarta

3



MAKASSAR HM

31 May – 1 June 2025
10,000 participants
AP Losari, Makassar

4



SMARTFREN RUN

8 June 2025
5,000 participants
Parkir Timur GBK, Jakarta

5



JCO RUN

10 August 2025
8,000 participants
ICE BSD

6



PIK NITE RUN 2025

16 August 2025
3,200 participants
Spike Airdome, PIK2

7



CISANGKAN KBP CITY RUN

6 September 2025
3,100 participants
Bumi Hejo, Kota Baru Parahyangan,
Bandung Bara

Upcoming schedule:

Look ahead to the best,
with more fun awaiting.

SOME OF OUR CLIENTS

Agung Sedayu Group
Bogasari
Dispora Provinsi Jabar
JCO Indonesia
Kota Baru Parahyangan
KORMI Kabupaten Bogor
Nu Skin Indonesia
PT Cisangkan
PT Arutmin Indonesia
Pemerintah Kota Makassar
Sentul City
tvOne
XLSmart
Yayasan Lions Indonesia



Agung Sedayu Group



CISANGKAN®
The Most Selected Concrete Products



OWNED MEDIA

A digital media platform to collaborate with the event owners and to communicate the ideas, deliver the event running activities to target audience/participants



idea.run

idea.magz

idea.rundocs

ideastrengthcamp



idea Official

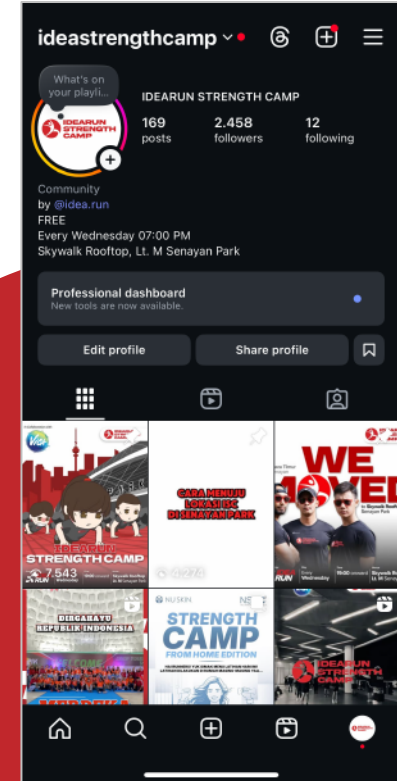
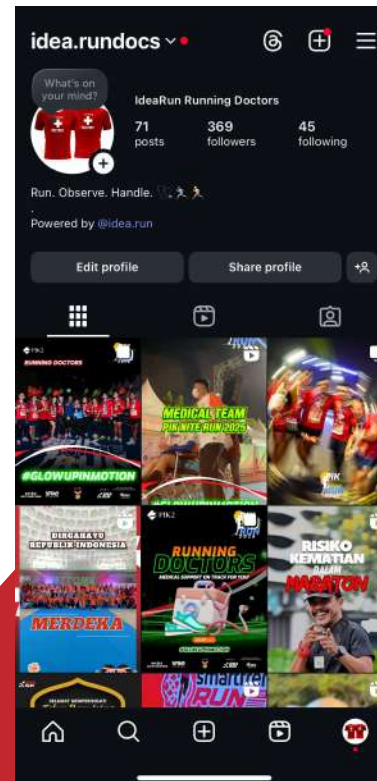
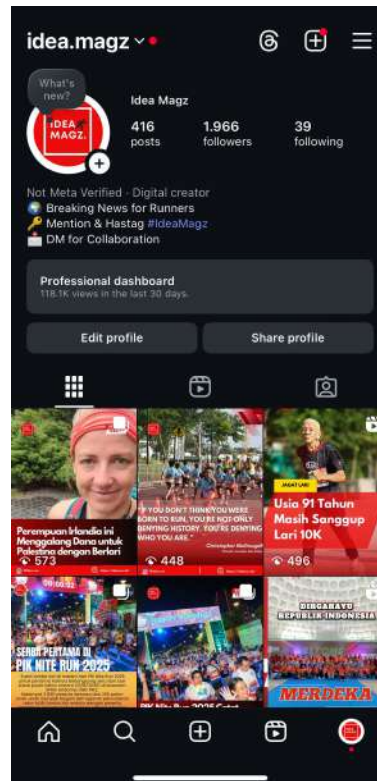
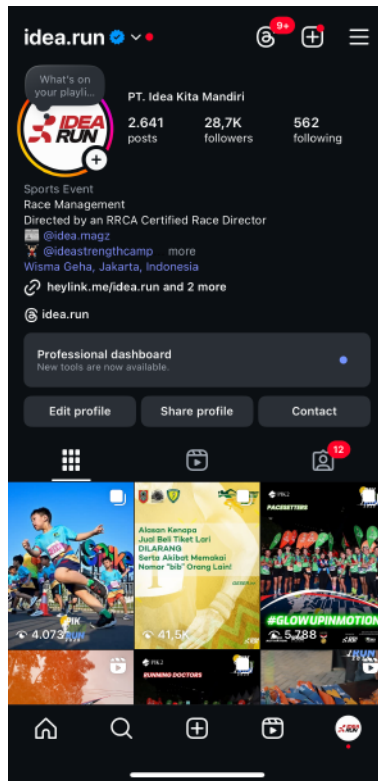


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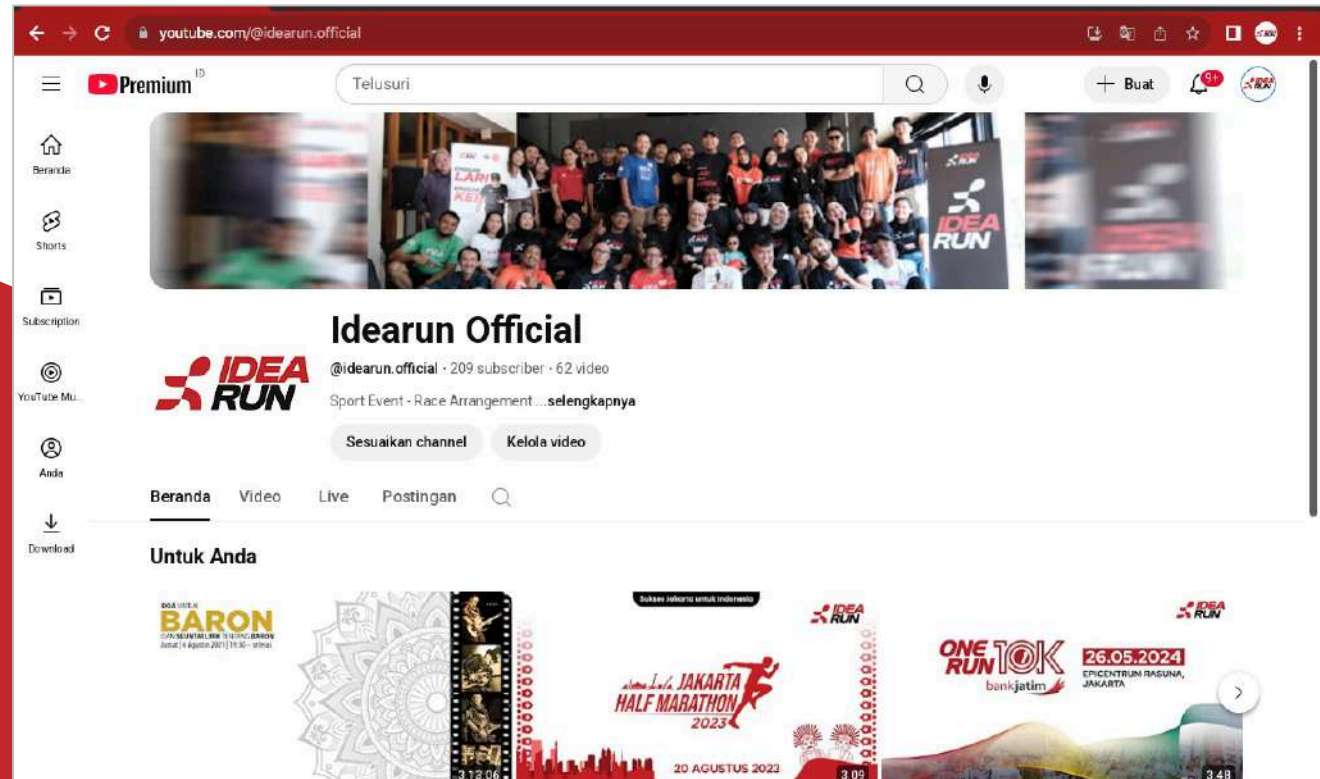
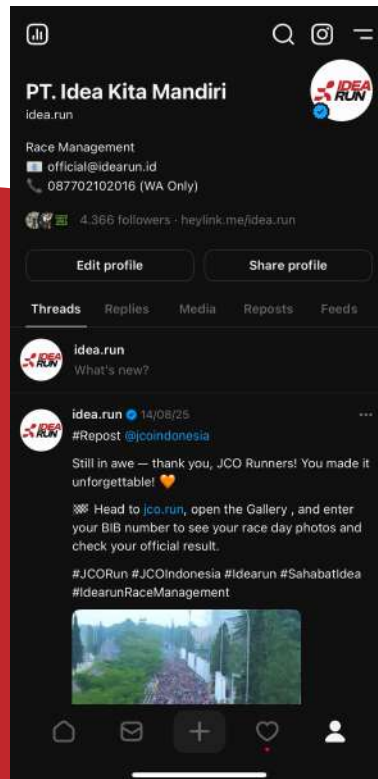
Live Streaming on Race Day

OWNED MEDIA

INSTAGRAM



OWNED MEDIA THREAD & YOUTUBE



OFFLINE ACTIVITIES



BOGASARI STRENGTH CAMP

- Internal Activity
- Every Friday, at 4 pm
- PT Bogasari: Jl. Raya Cilincing No. 1
- Batch 1: Aug-Nov 2024
- Batch 2: Jun-Jul 2025



NU SKIN RUNNING CLUB

- Strength Camp:
 - Every Tue, at 7 pm
 - Plaza Timur GBK
- Sunday Run:
 - Every Sun WK2 & WK4
 - Car Free Day Jakarta
- Batch 1: Apr-Jun 2025
- Batch 2: Jul-Sep 2025
- Batch 3: Oct-Dec 2025





2025



NO RUNNERS LEFT BEHIND

#ENGGAKLARIENGGAKKEREN!



THANK YOU!



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