



COMPANY 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.





CERTIFIED RACE DIRECTOR®

In recognition of completing all requirements established by the Road Runners Club of America Race Director Certification Program, which includes 16- hours of coursework, successful completion of the exam, notarized signature on the RRCA's Race Director Code of Ethics, we hereby grant

Safrita Aryana

Status as an RRCA Certified Race Director

Certification Date: 2/13/2024

Andy Smith
Program Manager



Jean Knaack
Chief Executive Officer

MILESTONE 2016

1



Komando Run

3,000 participants
Kopasus

2

Run For Blood

750 participants
PMI

3

Ultra RaceMerdeka Run

300 participants
Inisiatif Komunitas

4



Mandiri Tjanting Run

150 participants
Yayasan TBN

5

Road To GCAM

500 participants
Gold coast marathon Australia

MILESTONE 2017

1



Bulungan Fun Run Jakarta

500 participants
Komunitas Bulungan

2



Komando Run

3,500 participants
Kopassus

3



Mandiri Bogor Sundown Marathon

2,000 participants
Pemkot Bogor

4

HBDI Run

1,500 participants
HIPINDO

5



Mandiri Tjanting Run

2,000 participants
Yayasan tjanting batik Nusantara TBN

6

Run for Difable

2,000 participants
NPCI

7

Road To GCM (Gold coast marathon Australia)

200 participants

8



Indosat OOREDOO Run

1,500 participants
Indosat

MILESTONE 2018

1



BORR 10K

2,000 participants
PT MARGA SARANA JABAR

2



Desari 10K

2,000 participants
CNMP

3



Mandiri Tjanting Run

2,500 participants
Yayasan tjanting batik Nusantara TBN

4



Danamon Run 2018

3,500 participants
Bank Danamon Indonesia

5



Kamadjaja Logistik

500 participants
kamaddjadja logistic

MILESTONE 2019

1

Evoday

100 participants
Evo physio

2



UNPAR HM

3,000 participants
UNPAR

3



BAF LIONS RUN

2,000 participants
Lions club dan BAF

4



JCO RUN

4,000 participants
JCO Indonesia

5

Pertamina Digital Fun Run

300 participants
Pertamina

6



UGM Febulous Run

2,000 participants
KAGAMA FEB UGM

7



Highlands HM

2,000 participants
Sentul City

8



Miniso Run

1,500 participants
Miniso

9



Jabar International Marathon

2,000 participants
Dispora Jabar

10



MetroTV Heritage Run

4,000 participants
MetroTV

MILESTONE 2020

1

Indonesia Berlari

75 participants
Collaboration IdeaRun & TMII

2



Pertamina Rosneft Virtual Run

200 participants
Pertamina

3



Pertamina MOR III Virtual Fun Run

200 participants
Pertamina

4

BPJS TK

500 participants
BPJS TK

MILESTONE 2021

5

BPJS TK

500 participants
BPJS TK

6



Manglayang Trail Running

1,000 participants
UNPAD

7

Pertamina Rosneft Virtual Run

2,000 participants
KBP, lyman group

8



Jabar International Marathon

2,000 participants
Dispora Jabar

MILESTONE 2022

1



Sawit for People HMVR

500 participants
BPDPKS Kemenkue

2



UNPAD Manglayang Trail Running

1,500 participants
UNPAD

3



Tangsel Marathon

2,000 participants
Dispora Tangerang Selatan

4



MAKASSAR HM

3,000 participants
Dispora Makassar

5



JCO RUN

4,000 participants
JCO Indonesia

6



Jabar International Marathon

2,000 participants
Dispora Jabar

7



Highlands HM

3,000 participants
Sentul City

MILESTONE 2023

1



Jabar Run 10K

2,000 participants

Dispora Jabar

2



ONE RUN 10K

2,500 participants

TVOne

3

Harita Fun Run 5K

300 participants

Harita

4



MAKASSAR HM

4,000 participants

Dispora Makassar

5



BAF LIONS RUN

3,000 participants

Lions club dan BAF

6



Jakarta HM

10,000 participants

Pemprof DKI & MRT Jakarta

7



KBP CITY RUN

2,000 participants

KBP, lyman group

8



Tangsel Marathon

2,500 participants

Dispora Tangerang Selatan

9



JCO RUN

4,000 participants

JCO Indonesia

10



ARUTMIN BORNEO RUN

2,000 participants

Arutmin Indonesia

MILESTONE 2024

1

Assurance
FunRyn

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
6,900 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

RUN FOR THE
YOUTH

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 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

8



ARUTMIN BORNEO RUN

23 November 2025
4,000 participants
Banjarbaru, Kalimantan Selatan

Upcoming schedule:

Look ahead to the best,
with more fun awaiting.

SOME OF OUR CLIENTS

(Last 5 Years)

Agung Sedayu Group

Bogasari

Dispora Provinsi Jabar

Dispora Provinsi Tangerang Selatan

JCO Indonesia

Kota Baru Parahyangan

KORMI Kabupaten Bogor

Nu Skin Indonesia

PT Cisangkan

PT Arutmin Indonesia

Pemerintah Kota Makassar

Pertamina

Sentul City

tvOne

XLSmart

Yayasan Lions Indonesia

Yayasan Tjanting Batik Nusantara TBN



UNIQUE SELLING POINTS TIMING SYSTEM



UNIQUE SELLING POINTS REGISTRATION SYSTEM



Pendaftaran 2026

*Kategori

*Nama Lengkap
Nama Lengkap Sesuai Kartu Identitas

*Alamat Email
Isi dengan alamat email anda yang aktif dan dalam format yang benar

*Nomor Telepon

*Jenis Kelamin

Apakah Anda tergabung dalam komunitas lari? Informasikan nama komunitas tersebut

The Female-only start zone will be positioned at the back of the lineup in each category. Would you like to join the Female-Only Zone?

Jersey Finisher (Only For Half Marathon)

LEMBAR PELEPASAN DAN PEMBEBASAN TANGGUNG JAWAB PENYELENGGARA MAKASSAR HALF MARATHON 2026

Definisi
 "Pemerintah Kota Makassar dalam hal ini Dinas Pemuda dan Olahraga Kota Makassar" berarti Pemilik Acara dan Penyelenggara Acara MAKASSAR HALF MARATHON 2026
 "IdeaRun" berarti Race Management atau Pengelola Lomba MAKASSAR HALF MARATHON 2026.
 "Event" berarti MAKASSAR HALF MARATHON 2026.
 Saya telah membaca dan mengerti isi dari pernyataan di atas.

Kategori Lomba

TRIPLE MEDALS CHALLENGE	HALF MARATHON	10K	KID DASH
OPEN NATIONAL 40000 40000000	OPEN NATIONAL 40000 40000000	OPEN NATIONAL 40000 40000000	OPEN NATIONAL 40000 40000000



UNIQUE SELLING POINTS

PACESETTER



UNIQUE SELLING POINTS RUNNING DOCTORS



UNIQUE SELLING POINTS
STRONGER COMEBACK PIN FOR OVER COT RUNNERS



UNIQUE SELLING POINTS LAST RUNNER CELEBRATION



UNIQUE SELLING POINTS

PB BELL



UNIQUE SELLING POINTS IDEARUN GUARD



UNIQUE SELLING POINTS

MARSHAL SCHOOL TRAINING

(Sekolah Marshal Pratama)



UNIQUE SELLING POINTS
LIVE STREAMING YOUTUBE



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



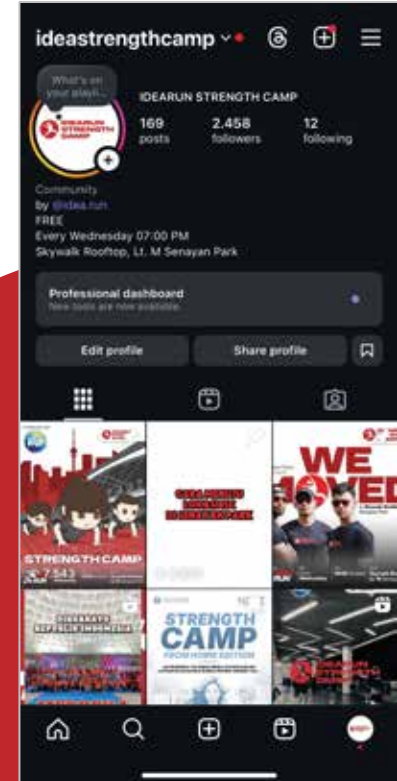
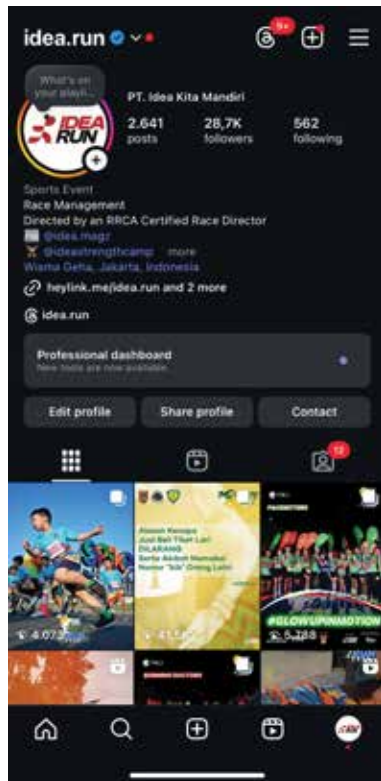
idea Official



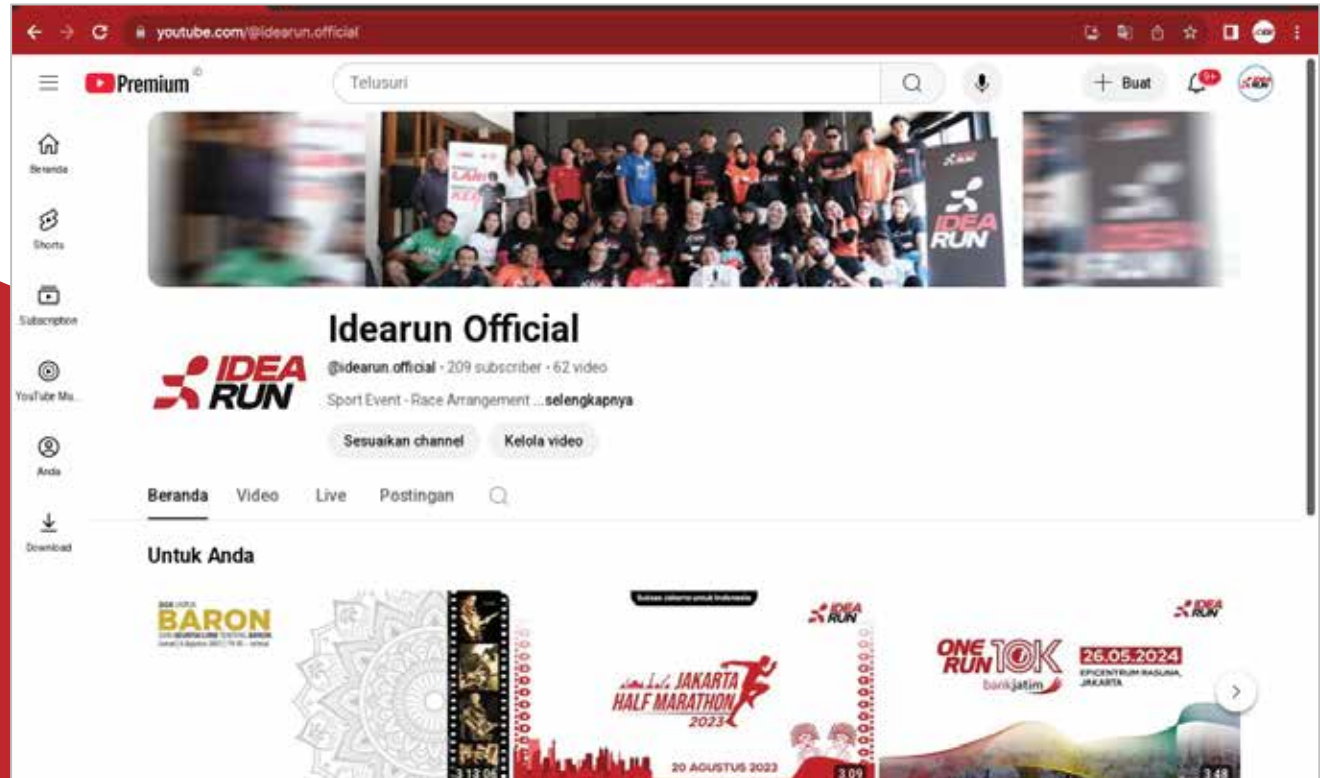
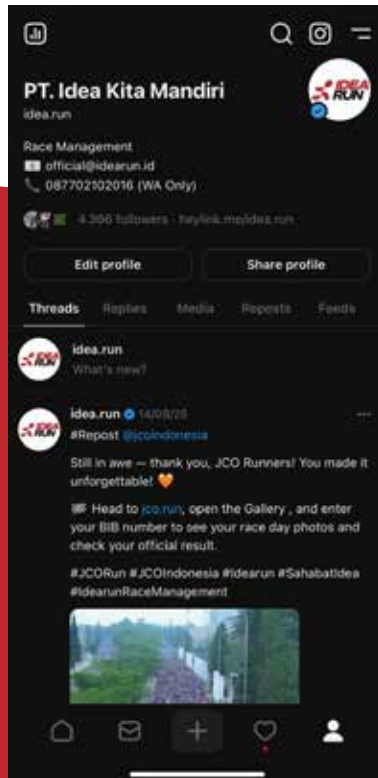
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Live Streaming on Race Day

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!



CONTACT US:

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