



SPONSORSHIP PROPOSAL

BASCOMM EVENTS

Three flagship learning events for Bali's hospitality sales & marketing professionals — and the partners who want to reach them.

Keep Learning and Remain Curious

BALI SALES & MARKETING COMMUNITY



The Community Behind Bali's Hospitality Talent

Bascomm — Bali Sales & Marketing Community is the professional home of hospitality sales and marketing practitioners in Bali and beyond. Our members are the people who fill the island's hotels, resorts, and villas: general managers, directors of sales & marketing, revenue and e-commerce specialists, and commercial teams from across the industry.

Through market update sessions, full-day workshops, and industry networking, Bascomm keeps its members ahead of shifting source markets, digital channels, and guest behaviour — a mission we sum up in one line:

"Keep Learning and Remain Curious"

Our stage: hotels, resorts & villas across Bali — and a network that reaches hospitality businesses beyond the island.



Bascomm committee on stage, 2026

Vision, Mission & Objectives

01

VISION

To be the leading sales & marketing community that continuously elevates the professionalism of the hospitality industry — in Bali and beyond.

02

MISSION

- Deliver relevant, high-quality learning programs — market updates, workshops, and seminars — led by industry experts and global partners.
 - Share timely market intelligence on source markets, guest behaviour, and digital channels.
 - Connect hospitality professionals with each other and with the partners who help them grow.
-

03

OBJECTIVES

- Upskill Bali's hospitality commercial teams through continuous, practical education.
- Grow an active, engaged community of sales & marketing professionals across the island and beyond.
- Build a trusted platform where industry partners can share expertise and solutions with the right audience.

PROVEN TRACK RECORD

Events That Fill the Room

200+

participants at the full-day **Budgeting Workshop** (June 2026), supported by **Duetto**

4

editions of our flagship **Digital Marketing Workshop** delivered — Volume 5 arrives in June 2027

450

seats targeted per **Market Update** session in 2027 — our largest audience format

100%

hospitality-focused audience — sales, marketing, revenue & hotel leadership

When Bascomm announces an event, Bali's hospitality community shows up — sponsors don't just buy exposure, they join the conversation.



A Community That Shows Up



Full-house moments from Bascomm workshops & community events, Bali

Three Events. Three Moments to Be Seen.

APRIL

14 / 2027

JUNE

09 / 2027

SEPTEMBER

15 / 2027



Market Update: Online

Guest speaker from **Agoda**

350 - 450 participants

Full-Day Digital Marketing Workshop — Vol. 5

Up to 300 participants

Market Update: Europe & Australia

Market trends & traveller behaviour

350 - 450 participants

Market Update: The Online Landscape

WEDNESDAY

14

APRIL 2027

Market intelligence session +
Q&A

WHAT IT IS

A deep dive into the **online marketplace**: how travellers search, compare, and book; where online distribution is heading; and what it means for hotels competing for the digital guest.

THE SPEAKER

Insights straight from **Agoda** — one of the world's leading online travel platforms — sharing first-hand data and market perspective.

THE AUDIENCE

350 - 450 participants



Full-Day Digital Marketing Workshop



Participants at a previous Bascomm workshop

WHAT IT IS

Our most hands-on format: a **full working day** where hospitality commercial teams roll up their sleeves on digital marketing — strategy, channels, content, and performance — guided by practitioners who do it every day.

WHY IT MATTERS

Four successful volumes have made this workshop a fixture on Bali's hospitality calendar. Volume 5 continues the series with a deliberately capped class — keeping the room interactive and the learning personal.

FLAGSHIP SERIES

VOL.
5

WEDNESDAY

09
JUNE
2027

Up to

300 participants

EVENT 03 — 2027 SERIES

Market Update: Europe & Australia

Market trends & traveller behaviour from two key long-haul source markets

15 SEPT 2027

Europe and Australia remain cornerstone markets for Bali. This session unpacks how these travellers are planning and booking, what they expect from their stay, and how their behaviour is shifting — intelligence every sales & marketing team needs for its 2028 planning cycle.

TARGET AUDIENCE

350 – 450

 participants

Put Your Brand in Front of the Right Room

WHO IS IN THE ROOM



Hotel & resort leadership — GMs, directors of sales & marketing, and commercial directors from properties across Bali



Revenue, e-commerce & distribution teams — the people who decide which tools, channels, and partners their properties use



Sales & marketing practitioners — hundreds of professionals actively looking for solutions that help them win their market



A network beyond Bali — community reach that extends to hospitality businesses outside the island

WHAT YOUR BRAND GETS



Stage time — present your product directly to decision-makers, with dedicated Q&A



Product showcase table — meet participants face-to-face throughout the event



Participant database — delivered to every sponsor within 3 days after the event



Brand alignment — be seen as the partner that invests in the industry's growth

One sponsorship, three touchpoints with Bali's hospitality commercial community across 2027.

Two Ways to Stand With Bascomm in 2027

BENEFITS	PLATINUM IDR 35,000,000	GOLD IDR 10,000,000
Stage presentation during the event, including Q&A	Up to 45 minutes	Up to 20 minutes
Table to showcase your product during the event	1 table	1 table
Event access for your team	Up to 5 persons	Up to 3 persons
Participant database after the event	Included — within 3 days	Included — within 3 days

-  Packages apply to each event in the 2027 series. Every sponsor receives the participant database no later than **3 days after the event**. Slots are limited per event — early confirmation secures your stage time.

Meet the Committee





LET'S MAKE 2027 REMARKABLE — TOGETHER

Support Bascomm Events 2027

For sponsorship confirmation and package details, reach out to our team:
as Our Sponsor

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