

No Surat : 118/PM Jupiter/MKT/MD/IX2026
Kepada Yth : Finance Dept
Cc : Matthew Yap – Vice President; Thomas D. – MD; Bambang S – DMD; Marketing Support; File
Dari : Farah S. – PE Jupiter; Yohana M. – PM Jupiter; Ferdinand D. – HoD Jupiter
Perihal : **Support PDSKJI Run 2026**
Hari/Tanggal : ~~Jum'at, 18 September 2026~~ Selasa, 22 September 2026

Dengan Hormat,

Sebagai bentuk support berkesinambungan kepada user Mersifarma untuk mengikuti acara ilmiah yang berkelanjutan, serta dalam rangka menjalin kerjasama yang telah terjalin secara baik terutama dengan Psikiater di area Jakarta dan sekitarnya, kami berencana mengikuti dan memberikan dukungan dalam acara PDSKJI Run 2026. Adapun untuk acara tersebut diadakan dengan rincian berikut:

Berikut ini kami bermaksud untuk mengadakan kegiatan dibawah ini:

Nama Kegiatan : **Support PDSKJI Run 2026**
Tempat : Plaza Keong Mas TMII
Hari, Tanggal : Minggu, 04 Oktober 2026
Total Biaya : ~~Rp2.000.000~~ 5 juta *JP*

Berikut adalah rincian biaya Support PDSKJI Run 2026 :

Keterangan Biaya	Nominal Biaya	Nomor Rekening Penerima	PIC	Tgl Transfer
Fee Sponsorship Acara	Rp2.000.000 5.000.000,-	TBC	Finance	Jum'at, 2 Oktober 2026

Tujuan kegiatan tersebut, adalah:

1. Meningkatkan sales produk fokus utama divisi Jupiter, serta produk fokus lainnya di area Jakarta dan sekitarnya,
2. Menjalin hubungan kerjasama yang baik dengan user aktif dan secara kontinual support dalam pengembangan produk Mersifarma khususnya Divisi Jupiter terutama kepada para psikiater di area Jakarta.
3. Memperkenalkan produk baru PT. Mersifarma group kepada user – user yang hadir.
4. Meningkatkan sales all produk Jupiter secara objektif di area Jakarta dan sekitarnya dengan pengembangan sales sebagai berikut :

Divisi	Avg Sales per Bulan	Estimasi Sales Per Bulan	Estimasi Growth
Jupiter	Rp. 176.721.156	Rp. 183.413.080	3,79%

Adapun dalam acara ini Benefit yang kita dapatkan dari paket sponsorship adalah:

1. Pencatuman logo Mersifarma pada spanduk acara (on negotiation).

Demikian ajuan disampaikan dengan harapan dapat diberikan persetujuan demi kelancaran kegiatan diatas. Atas perhatiannya kami ucapkan terima kasih.

Hormat kami,

Mengetahui,

Menyetujui,

21/9/26

Farah S.
PE Jupiter

21/9/26

Yohana M.
PM Jupiter

22/9/26

Ferdinand D.
Sales Manager
Jupiter

24/9

Thomas D.
MD

24/9

Bambang S.
SD

25/9/26

Matthew Yap
Vice President

Proposal Support Pelantikan Pengurus PDSKJI Kepulauan Riau 2026 menggunakan budget 2026 Marketing Activity :

- FEE INSTITUSI KERJASAMA PDSKJI / PERDOSNI (MKTJUP26-MA367) : Rp3.000.000

• **Budget manajemen 3 juta → TOTAL SUPPORT → 5 JUTA.**

Note :

Ajuan ini diproses pertanggal 18 September karena menunggu konfirmasi Panitia terkait benefit yang akan didapatkan.

Ajuan ini diajukan sebagai bentuk menjalin kerjasama yang baik dengan pengurus pusat PDSKJI, karena event ini merupakan project PDSKJI pusat, dan juga merupakan permintaan dr. Safyuni, SpkS agar Mersifarma turut mensupport event ini.

A' 23/9/26



Verification

LAMPIRAN KEGIATAN MARKETING

No. : MA202609-28
Tgl Ajuan : 18 Sep 2026
Jenis Kegiatan : OTHERS
Nama Kegiatan : PDKSJI RUN 2026
Tgl Kegiatan : 04 Oct 2026 s/d 04 Oct 2026
Estimasi Biaya : Rp 2,000,000
Target Sales : Rp 183,413,080

Divisi : JUPITER
Regional : NASIONAL
Area : All Area
Rayon : • All Rayon

TARGET SALES :

NO	KODE	NAMA PRODUK	AVG SALES	QTY	HNA	TARGET SALES	GROWTH
1	CEP0101004	CEPEZET 100	1,558,653	28	58,000	1,624,000	4%
2	FRI0110001	FRIDEP 50 (E)	29,988,000	865	36,000	31,140,000	4%
3	SIA0110001	SIABY ORADIS (E)	57,710,923	485	123,200	59,752,000	4%
4	FRI0501001	FRIMANIA 200 (E)	22,272,250	117	197,300	23,084,100	4%
5	FRI0502001	FRIMANIA 400 (E)	38,643,150	117	342,300	40,049,100	4%
6	LOD0501001	LODOMER 2 (E)	217,100	14	16,700	233,800	8%
7	ELX0101001	ELXION 10	4,116,680	11	388,000	4,268,000	4%
8	SIK0501001	SIKZONDATE INJ (E)	22,214,400	76	306,080	23,262,080	5%
			176,721,156			183,413,080	

MONITORING APOTIK :

NO	NAMA OUTLET	ALAMAT OUTLET
1	RS.JD. DR. SOEHARTO HEERDJAN JAKARTA BARAT	JLN. PROF. DR. LATUMETEN NO. 1 RT/RW: 01/04 KEL JELAMBAR KEC GROGOL PETAMBURAN JAKARTA BARAT

Proposed by

PE	Ditandatangani secara elektronik : 2026-09-18 15:40:32
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Approved by

PM	
MM	

ANALISA KEGIATAN :

Estimasi Biaya : Rp 2,000,000
Ratio Biaya Terhadap Sales : 1.13%
Avg Sales 3 Bulan Terakhir : Rp 176,721,156
Target Sales Setelah Event : Rp 183,413,080
Growth : 3.79%

PROPOSAL EVENT



1ST INDONESIA WORLD MENTAL HEALTH DAY

RUN 2026

*Miles for Mindfulness:
Every Step Counts, Every Soul Matters*

5K & 10K

Sunday, 4 October 2026

 Plaza Keong Mas
Taman Mini Indonesia Indah (TMII)

Message

From the President Indonesian
Psychiatric Association (PP PDSKJI)



Dear Esteemed Partners,

Mental health is one of the defining challenges of our time. It affects not only individuals and families, but also workplaces, communities, and the future of our nation. As Indonesia continues to grow, investing in mental well-being is no longer simply a healthcare priority—it is a shared responsibility and a strategic investment in our collective future.

At the Indonesian Psychiatric Association (PP PDSKJI), we firmly believe that **mental health is just as important as physical health**. True well-being can only be achieved when both are nurtured together. This belief inspired the theme of **World Mental Health Day Run 2026 – Miles for Mindfulness: Every Step Counts, Every Soul Matters**. It reflects our conviction that every step we take toward better physical health should also be a step toward greater mental well-being, while reminding us that every individual deserves to be seen, supported, and valued.

More than a running event, this is a national movement to promote mental well-being, encourage healthy lifestyles, reduce stigma, and inspire people to seek help without fear. Every participant represents hope, resilience, and our shared commitment to building a mentally healthier Indonesia.

We warmly invite your organization to become more than a sponsor—to become a partner in creating lasting social impact. Your support demonstrates leadership in advancing employee well-being, strengthening communities, and contributing to a more resilient and compassionate society. Together, we can inspire thousands of participants, reach millions through public engagement, and reinforce a simple yet powerful message: **there is no health without mental health**.

On behalf of the Indonesian Psychiatric Association, I sincerely invite you to join us in this meaningful movement. Together, let us transform every mile into hope, every partnership into impact, and every step toward a healthier and more compassionate Indonesia.

With sincere appreciation,

Dr. Agung Frijanto, Sp.KJ(K), MH
President

Indonesian Psychiatric Association (PP PDSKJI)

Message

From the Organizing Committee Chair World Mental Health Day Run 2026



Dear Valued Partners,

Welcome to **World Mental Health Day Run 2026 – Miles for Mindfulness: Every Step Counts. Every Soul Matters.**

This event was born from a simple yet powerful belief: when people move together, they grow stronger together. By combining physical activity with mental health advocacy, we aim to create an experience that inspires healthier lifestyles, encourages meaningful conversations, and reminds us that caring for our minds is just as important as caring for our bodies.

Our vision extends far beyond race day. We aspire to create a platform where healthcare professionals, communities, government, and the private sector unite to champion mental well-being. Every runner, volunteer, partner, and sponsor becomes an essential part of this movement, helping us expand awareness, reduce stigma, and reach thousands of people with a message of hope and resilience.

To our corporate partners, your support is more than sponsorship—it is a shared commitment to creating positive social impact. Together, we have the opportunity to build an event that not only delivers an exceptional participant experience but also leaves a lasting legacy for mental health awareness in Indonesia.

On behalf of the entire Organizing Committee, I extend my sincere gratitude for your trust and partnership. We look forward to working together to make **World Mental Health Day Run 2026** a meaningful milestone that inspires healthier lives, stronger communities, and a brighter future for Indonesia.

Because **Every Step Counts. Every Soul Matters.**

Warm regards,

Dr. R. Bayu Rahadian, Sp.KJ
Chair, Organizing Committee
World Mental Health Day Run 2026



1ST INDONESIA WORLD MENTAL HEALTH DAY

RUN 2026

Miles for Mindfulness:
Every Step Counts, Every Soul Matters

CATEGORY



5K
FUN RUN



10K
FUN RUN

PRICE (ALL CATEGORY)

CATEGORY	PRICE (IDR)
5K flash sale	150.000
5K ealry bird	175.000
5K reguler	200.000
10K flash sale	175.000
10K ealry bird	200.000
10K reguler	275.000

RACE PACK



JERSEY (DEPAN & BELAKANG)



DRAWSTRING BAG



BIB NUMBER



MEDAL

EVENT OBJECTIVES & TARGET PARTICIPANTS



01

GROWING
MENTAL HEALTH
CHALLENGES



STRESS



BURNOUT



ANXIETY



DEPRESSION

02

WORLD
MENTAL
HEALTH DAY



EVERY
10 OCTOBER



GLOBAL
AWARENESS
MOVEMENT



REDUCING
STIGMA



PROMOTING
EMOTIONAL
WELLBEING

03

WHY
RUNNING?



REDUCING
STRESS



IMPROVES
MOOD



BETTER
SLEEP
QUALITY



BUILD SELF-
CONFIDENCE



PROMOTING
EMOTIONAL
WELLBEING

04

MORE
THAN A
RUNNING
EVENT



SPORT
Encouraging
healthy
lifestyle
through
running.



EDUCATION
Sharing
knowledge
about mental
health and
wellbeing.



**MENTAL
HEALTH
SCREENING**
Early
detection for
better mental
wellbeing.



**MENTAL
HEALTH TALK**
Insightful
talk to inspire
and educate.



**SOCIAL
CAMPAIGN**
Spreading
awareness
and building
a more
supportive
community.



**ENTERTAINM
ENT**
Creating
positive
experiences
and joyful
moments.

EVENT OBJECTIVES & TARGET PARTICIPANTS



EVENT OBJECTIVES



Increase awareness of mental health importance among the public.



Promote holistic healthy lifestyles through physical activity and emotional wellbeing.



Build positive and supportive wellness communities.



Encourage preventive healthcare awareness.



Create impactful engagement between health brands and the public.

TARGET PARTICIPANTS



**Gen Z
Millennials**



**Young Professionals
Corporate & Employees**



**Running Communities and
Sports Enthusiasts**



**Medical Professionals and
Healthcare Workers**



Students



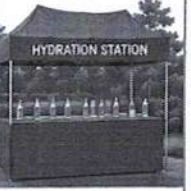
Families



**Mental Health Communities,
NGOs & Social Organizations,
and Wellness Enthusiasts**

BRAND ACTIVATION OPPORTUNITIES



					
A	B	C	D	E	F
MENTAL HEALTH CORNER SPONSOR	CORPORATE BRANDING RELATED WITH MENTAL HEALTH ISSUE	HEALTH CHECK AREA SPONSOR	RECOVERY ZONE SPONSOR	HYDRATION STATION SPONSOR	SAMPLING & TRIAL ZONE
					
Counseling booth and emotional wellbeing activities. OTC, FMCG, Mental Health Clinics, Yoga and wellness communities, etc.	Branding opportunity for any business)- public transportation, banking, IT, Scholl, etc)	• Blood pressure check • BMI check • Body composition analysis • Glucose check Chain pharmacy, medical device for public, healthcare partners.	Stretching, cooling area, massage chair, recovery support, physiotherapy. Health clinics, massage, etc.	Branding opportunity at hydration points. Drinks, isotonic, juice, etc.	Direct product engagement and trial opportunities. OTC brands.

ESTIMATED MEDIA EXPOSURE



PLATFORM



Instagram



TikTok



Media Partner



KOL/Influencer



Community Network

ESTIMATED REACH



500K – 1M
reach



300K – 800K
views



**National & Local
Media**



**Wellness & Running
Creators**



**Running & Health
Communities**

WHY PARTNER WITH US



Strong Health & Wellness Positioning

The event combines physical activity, emotional wellbeing, and preventive healthcare in one impactful platform.



High Consumer Engagement

Participants interact directly with sponsor brands through experiential activation and wellness experiences.



Strong Gen Z & Millennial Audience

Young audiences actively engaged with healthy lifestyle and digital content.



Meaningful Brand Impact

Brands become part of a positive social movement promoting healthier lifestyles and mental wellbeing.

SPONSORSHIP PACKAGE



**PLATINUM
PARTNER**

INVESTMENT
IDR 400.000.000



**GOLD
PARTNER**

INVESTMENT
IDR 300.000.000



**SILVER
PARTNER**

INVESTMENT
IDR 250.000.000



**BRONZE
PARTNER**

INVESTMENT
IDR 200.000.000

SPONSOR BENEFIT

BENEFITS	PLATINUM 400,000,000	GOLD 300,000,000	SILVER 250,000,000	BRONZE 200,000,000
PROMOTION				
Video promotion "story telling"	✓	✗	✗	✗
Video looping	✓	✗	✗	✗
Mass Media mentioned & adlibs radio	✓	✗	✗	✗
Opportunity to interview with media	✓	✗	✗	✗
Social media mentioned	✓	✓	✓	✗
Adlibs MC	✓	✓	✓	✓
LOGO PLACEMENT				
Logo on medals	✓	✗	✗	✗
Logo on start gate	L	L	M	S
Logo on participant jersey	L	L	✗	✗
Logo on umbul - umbul	L	L	M	M
Logo on BIB	L	L	M	M
Logo on Photo wall	L	M	M	S
Logo on banner (invitation, reminder, etc)	L	M	M	S
Logo on social media platform	L	M	M	S
Logo on email banner (invitation, reminder, etc)	L	M	M	S
BOOTH (Exclusive)				
3 x 3 m	2 space (complimentary)	1 space (complimentary)	1 space (complimentary)	✗
OTHERS				
VIP invitation	5 slot	3 slot	2 slot	1 slot
Free running registration 5K	5 slot	2 slot	1 slot	1 slot
Free running registration 10K	3 slot	1 slot	✗	✗
Table	✗	✗	✗	✗

Size will be adjusted according media promotion

✓ = Include

✗ = Not Included

XL = Extra Large

L = Large

M = Medium

S = Small

SPONSORSHIP PACKAGE

SUPPORTING PARTNER



INVESTMENT
IDR 50.000.000

UMKM PARTNER



INVESTMENT
IDR 2.000.000

BENEFITS

SUPPORTING PARTNER
50.000.000

UMKM PARTNER
2.000.000

PROMOTION

Video promotion "story telling"	⊗	⊗
Video looping	⊗	⊗
Mass Media mentioned & adlibs radio	⊗	⊗
Opportunity to interview with media	⊗	⊗
Social media mentioned	⊗	⊗
Adlibs MC	✓	⊗

LOGO PLACEMENT

Logo on medals	⊗	⊗
Logo on start gate	⊗	⊗
Logo on participant jersey	⊗	⊗
Logo on umbul - umbul	S	⊗
Logo on BIB	S	⊗
Logo on Photo wall	S	⊗
Logo on banner (invitation, reminder, etc)	S	⊗
Logo on social media platform	S	⊗
Logo on email banner (invitation, reminder, etc)	S	⊗

COMPLIMENTARY BOOTH

3 x 3 m	⊗	⊗
3 x 3 m	⊗	⊗
3 x 2 m	1 space	⊗

OTHERS

VIP invitation	1 slot	⊗
Free running registration 5K	⊗	⊗
Free running registration 10K	⊗	⊗
Table	⊗	✓

Size will be adjusted according media promotion

✓ = Include

⊗ = Not Included

XL = Extra Large

L = Large

M = Medium

S = Small

SPONSORSHIP CONFIRMATION FORM

Bank account will be informed later after sign the confirmation letter.

To confirm a sponsorship or exhibition package, please complete the below sponsorship application form and return it to secretariat

COMPANY INFORMATION

 Company Name _____

 Contact Person _____

 Position _____

 HP/WA _____

 Email _____

 Company Address _____

SPONSOR PACKAGE

Please select your preferred sponsorship package:

☐  **PLATINUM
PARTNER** INVESTMENT
IDR 400.000.000

☐  **GOLD
PARTNER** INVESTMENT
IDR 300.000.000

☐  **SILVER
PARTNER** INVESTMENT
IDR 250.000.000

☐  **BRONZE
PARTNER** INVESTMENT
IDR 200.000.000

☐  **SUPPORTING PARTNER** INVESTMENT
IDR 50.000.000

☐  **UMKM PARTNER** INVESTMENT
IDR 2.000.000

PAYMENT INFORMATION

Investment Value

IDR _____

Payment Method

☐ Bank Transfer ☐ Cheque ☐ Others

AUTHORIZED SIGNATURE

We here by confirm our sponsorship for WORLD MENTAL HEALTH DAY RUN 2026.

Name :

Position :

Signature & Company Stamp

Date :

Contact Person

 (Dr. Safyuni Naswati Sahupala, Sp.KJ)
+62 812-8443-7071

 (Dr. Zulvia Oktanida Syarif, Sp.KJ)
+62 812-2092-2005

Contact Person 

 (Catur Yanuarsih) +62 812 8200 0655
 catur.yanuarsih@icmjakarta.com



1ST INDONESIA WORLD MENTAL HEALTH DAY

RUN 2026

*Miles for Mindfulness:
Every Step Counts, Every Soul Matters*



This event owned by Pengurus Pusat Perhimpunan Dokter
Spesialis Kedokteran Jiwa Indonesia (PP PDSKJI),



Managed by PT. Indonesia Congress Management,



Race Managed by a Trusted Race Management : IRace Indonesia.