

RINGKASAN EKSEKUTIF

Sixthman Sponsorship adalah sebuah manajemen *sponsorship* yang berperan sebagai penghubung dalam kegiatan *sponsorship* antara sponsor dan *sponsee*. Sponsor adalah pihak yang menyediakan kebutuhan finansial atau layanan untuk *sponsee*, sedangkan *sponsee* menyediakan wadah bagi sponsor untuk melakukan aktivitas pemasaran. Secara umum, *sponsee* dibagi menjadi 3 macam, yaitu: acara, *personnel*, dan organisasi. Sixthman Sponsorship menemukan bahwa ada beberapa masalah yang terjadi, seperti proposal *sponsorship* yang terlalu rumit dan tidak spesifik, penilaian kerja sama yang terlalu tinggi, dan kurangnya transparansi dalam berbagi informasi satu sama lain. Maka, sebagai solusi dari masalah yang ada, Sixthman Sponsorship akan menjadi mitra *sponsorship* terpercaya di Indonesia melalui layanan yang transparan dan terintegrasi.

Target pasar dari Sixthman Sponsorship adalah pihak sponsor, yaitu perusahaan swasta yang berskala mikro hingga besar. Sedangkan untuk *sponsee*, pada awalnya Sixthman Sponsorship menargetkan promotor acara luring sebagai mitra Sixthman Sponsorship. Namun, sejak adanya pandemi *COVID19*, Sixthman Sponsorship berganti fokus pada *personnel* dan acara daring agar bisnis Sixthman Sponsorship tetap dapat berjalan.

Sixthman Sponsorship telah menjalankan bisnis selama tiga bulan sejak April 2020. Untuk perencanaan hingga Maret 2021, rencana anggaran Sixthman Sponsorship secara keseluruhan sebesar Rp 151.553.000, -, dengan rencana penjualan perusahaan dalam satu tahun mencapai 25 kerja sama dengan total nominal Rp 187.500.000, -. Pada akhirnya, Sixthman Sponsorship akan mencapai laba bersih senilai Rp 35.947.000, -. Sixthman Sponsorship merencanakan minimal *gross profit margin* sebesar 65% dan *net profit margin* sebesar 15%.

Kata Kunci	:	Sponsor, <i>sponsee</i> , acara, <i>personnel</i> , transparan, integrasi
Bidang Usaha	:	Agen <i>Sponsorship</i>

EXECUTIVE SUMMARY

Sixthman Sponsorship is a Sponsorship Management Company, connecting both sponsors and sponsees in a sponsorship activity, where sponsors give financial support, or their services for sponsees, while sponsees provide spots for sponsors to do their marketing activity. Fundamentally, sponsees are divided into three categories: event, personnel, organization. After doing both qualitative and quantitative research, Sixthman Sponsorship discovered several problems commonly occurred between sponsors and sponsees, that can be illustrated by a complicated and vague sponsorship proposal, an exorbitant sponsorship valuation, and an unclear information between one and another. Therefore, as solutions to the problems we have found, Sixthman Sponsorship was established upon becoming the most trusted sponsorship partner in Indonesia, through our transparent and integrated services.

Sixthman's Sponsorship target market is sponsors, which are private companies from micro to big scale companies. On the other hand, we had targeted offline event promoters as our main sponsee partner at the first place. However, knowing that COVID19 pandemic came through postponing all offline events in Indonesia, we have shifted our focus to online-event and personnel-sponsees to keep this business going.

Sixthman Sponsorship has run the business for 3 months since April 2020. For a yearly plan to March 2021, we have set our total company cost plan in the amount of Rp 151.553.000, while we targeted 25 projects to be completed for the total revenue projection of Rp 187.500.000. Eventually, Sixthman Sponsorship will generate a net profit of Rp 35.947.000. Of that figures, Sixthman Sponsorship plan on having a gross profit margin of 65% at least, and a minimal net profit margin of 15%.

Keywords	:	sponsor, sponsee, event, personnel, transparency, integration
Business Fields	:	Sponsorship Agency