



Credentials

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HSP

Event Promotions,
PR & Media Relations.



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Helmi Sugara Promotions is an independent PR, Promotions, and **sponsorship agency** that supports promoters, brands, and organizations in planning and executing events and marketing campaigns. We have experience working with promoter companies, private organizations, and corporate clients across a variety of local and international projects.

Our focus is on media Promotions, sponsorship support, and client servicing. Through our network of media and industry partners across Indonesia, we assist clients in building awareness and reaching their target audiences through radio, print, digital, and social media platforms. We work closely with promoters, sponsors, and stakeholders to help ensure smooth communication, effective coordination, and successful event execution.

We believe that every event has its own unique objectives and challenges. Our role is to provide reliable support, practical solutions, and dedicated service to help our clients achieve their goals and create meaningful experiences for their audiences.

Personal Background

Name : **Helmi Sugara**

Born : Dec 19th



Professional experience:

- Warner Music Indonesia 1999 – 2004
International label Promotions.s
- Nepathya int'l Promoter 2003 – 2004
Media Relations.
- Java Festival Production 2004 – 2006
Media Relations.
- Activate Media Nusantara 2006 – 2011
Media Relations, line producer, Chief of Creative.
- Various Event Promotions, PR and
Media Relations (Media Planner Specialist)
2006 - Present
PR & Media Relations Coordinator

Various International events

1. JAKARTA MOVEMENT 2003 – as Media Relations /Promotions.
2. LINKIN PARK- METEORA WORLD TOUR 2004 as Media Relations.
3. JAKARTA MOVEMENT 2004 – as Media Relations.
4. JAKARTA MOVEMENT 2005 – as Media Relations.
5. JAKARTA MOVEMENT 2006 – as Media Relations.
6. JIFFEST 2006 – as Media Relations, Promotions & Sponsorship agency.
7. JAKARTA INTERNATIONAL JAVA JAZZ FESTIVAL 2005 – Media Relations & Promotions.
8. JAKARTA INTERNATIONAL JAVA JAZZ FESTIVAL 2006 – Media Relations & Promotions.
9. JAKARTA INTERNATIONAL JAVA JAZZ FESTIVAL 2007 – Sponsorship agency
10. JAKARTA INTERNATIONAL JAVA JAZZ FESTIVAL 2008 - Sponsorship agency.
11. TIESTO IN SEACH OF SUNRISE WORLD TOUR 2006 PR & Media Relations.
12. JADE 2007 – as PR & Promotions.
13. EMBASSY PLAYGROUND 2007 as PR & Media Relations.
14. TIESTO ELEMENTS OF LIFE TOUR 2008 PR & Media Relations.
15. JADE 2008 – PR & Media Relations
16. EMBASSY PLAYGROUND 2008 PR & Media Relations.
17. BEYONCE EXPERIENCE TOUR 2007 as PR & Media Relations.
18. DURAN – DURAN WORLD TOUR 2008 as PR & Media Relations.
19. ALICIA KEYS AS I AM WORLD TOUR 2008 as PR & Media Relations.
20. RIHANNA LIVE IN CONCERT 2008 as PR & Media Relations.
21. PUSSYCAT DOLLS DOMINATION TOUR 2009 as PR & Media Relations.
22. INVADERS PAUL VAN DYK TOUR 2009 as Media Relations. & Promotions.
23. RIHANNA LIVE IN CONCERT 2009 as Media Relations. & Promotions.
24. GODSKITCHEN ARMIN VAN BUUREN 2010 as Media Relations & Promotions.

Various International events

25. DAVID FOSTER & FRIENDS TOUR 2010 as Media Relations. Promotions.s and Proposal Creator
26. BOB SINCLAR LIVE IN BALI 2010 as Media Relations & Proposal concert creator and event, sponsorship organizer
27. FAR EAST MOVEMENT 2011 as Media Relations & Proposal concert creator and sponsorship organizer
28. N.E.R.D LIVE IN JAKARTA 2011 as PR & Media Relations.
29. NE-YO LIVE IN CONCERT 2011 as PR & Media Relations & Proposal concert creator and sponsorship organizer.
30. DUNCAN SHEIK TOUR 2011 as PR & Media Relations.
31. JANET JACKSON NUMBER ONES UP-CLOSE & PERSONAL WORLD TOUR 2011 as PR & Media Relations & Proposal concert creator and sponsorship organizer
32. SHEILA MAJID 25TH YEARS CELEBRATION 2011 – Media Relations. & Promotions.
33. JUSTIN BIEBER MY WORLD TOUR 2011 as Media Relations. & Proposal concert creator and sponsorship organizer.
34. KYLIE MINOGUE APHRODITE TOUR 2011 as PR & Media Relations and Proposal concert creator.
35. B.O.B THE ADVENTURE OF BOBBY RAY CONCERT 2011 as as PR & Media Relations and Proposal concert creator.
36. KAHITNA CERITA CINTA 25 TH 2011 as as as PR & Media Relations & Proposal concert creator.
37. SAMI YUSUF LIVE IN JAKARTA 2011 as as PR & Media Relations Promotions. pending due to Promoter's technical problem.
38. LENKA LIVE IN JAKARTA 2011 as as PR & Media Relations.
39. DAVID FOSTER & FRIENDS 2011 as as PR & Media Relations.
40. THE SCRIPT GUINNESS ARTHUR'S DAY 2011 Media Relations.
40. MR.BIG GUINNESS ARTHUR'S DAY 2011 IN MEDAN, SURABAYA and MAKASAR as Media Relations & Promotions.
41. ALICE COOPER NO MORE MR. NICE GUYS 2011 PR & Media Relations.

Various International events

42. ANTHRAX WORLD TOUR 2011 - March 2012 as PR & Media Relations.
43. CHRIS BROWN TOUR 2011 as Media Relations. / Promotions.s & Proposal concert creator and sponsorship organizer, canceled due to promoter's issue.
44. KATY PERRY TEENAGE DREAM TOUR 2012 as as PR & Media Relations Proposal concert creator.
45. NKOTBSB 2012 as Media Relations. and multimedia Proposal Concert Creator.
46. BEAST Concerts March 2012 as Media Relations and Proposal Concert creator.
47. Greyson Chance concert April 2012 As PR & Media Relations and multimedia Proposal Concert Creator.
48. SUPER JUNIOR WORLD TOUR SUPER SHOW 4 as PR & Media Relations and multimedia proposal concert creator.
49. Olivia Newton John April 2012 as PR& Media Relations and multimedia proposal concert Creator.
50. L-arc en ciel Concert May 2012 as PR & Media Relations and multimedia proposal concert creator.
51. I Slank U May 2012 at Media Relations & multimedia proposal concert creator.
52. Lady Gaga The Born This Way Ball Tour June 2012 as as PR & Media Relations and multi media Proposal Concert Creator.
53. Christina Perry Live June 2012 as PR & Media Relations and multimedia Proposal concert Creator.
54. BRIGHTSPOT MARKET 9th Edition June 2012 as PR & Media Relations.
55. XIA JUNSU Live in Concert June 2012 as Media Relations and Multimedia Proposal Creator.
56. JASON MRAZ "TOUR IS A FOUR LETTER WORD" June 2012 as PR & Media Relations and multimedia proposal concert creator.
57. MBLAQ ASIA TOUR June 2012 as PR & Media Relations and multimedia proposal concert creator.
58. DAVID FOSTER & FRIENDS , Nov 09 2012 as PR & Media Relations. and multimedia proposal concert creator.
59. GUINNESS ARTHURS DAY Oct- NOV 2012 as Media Relations..
60. WONDER GIRLS WONDER TOUR LIVE in JAKARTA 03 Nov 2012 as PR & Media Relations and multimedia proposal concert creator.

Various International events

61. JLo DANCE AGAIN WORLD TOUR Nov 30 2012 as Sponsorship agency, PR & Media Relations and multimedia proposal concert creator.
62. SMIRNOFF ICE POP UP CLUB LONDON UNDERGROUND 2012 as Media house, Media Relations.
63. STING BACK TO BASS TOUR Dec 15th 2013 as Media Relations.
64. WEEZER LIVE IN CONCERT Jan 8th 2013 as PR & Media Relations and multimedia proposal concert creator.
65. SWEDISH HOUSE MAFIA – ONE LAST TOUR Jan 19th 2013 PR & Media Relations and multimedia proposal concert creator.
66. STONE ROSES LIVE IN CONCERT Feb 23, 2013 as PR & Media Relations.
67. SCANDAL LIVE IN CONCERT – March 13 2013 as PR & Media Relations.
68. MUSIC BANK WORLD TOUR – March 9 2013 as PR & Media Relations.
69. A STATE OF TRANCE (ASOT) & FUTURE MUSIC FESTIVAL March 15 & 16, 2013 in MALAYSIA as PR Counterpart & Media Relations.
70. ROAD TO BIG SOUND FESTIVAL April 24 as Marketing, PR & Media Relations.
71. SIGUR ROS LIVE IN CONCERT May 10, 2013 as PR & Media Relations.
72. AEROSMITH THE GLOBAL WARMING WORLD TOUR May 11, 2013 as PR & Media Relations.
73. BIG SOUND MUSIC FESTIVAL May 15, 2013 as Marketing, PR & Media Relations.
74. SUPER JUNIOR SUPER SHOW 5 June 1st & 2nd 2013 at Meis Ancol Jakarta as Marketing, PR & Media Relations.
75. GIRLS' GENERATION (SNSD) September 2013 at Meis Ancol Jakarta as PR & Media Relations.
76. AFA ID 2013 (Anime Festival Asia 2013) September 2013 at JCC as PR & Media Relations.
77. GUINNESS ARTHURS DAY 2013 in JAKARTA, SURABAYA, MEDAN, BALI and MAKASSAR 2013 October 2013 as Media House & Media Relations.
78. BARBIE LIVE! In Surabaya & Jakarta November 2013 as PR & Media Relations.
79. FMFA (Future Music Festival Asia 2014) March 13th – 15th Kuala Lumpur Malaysia as PR Counterpart for Indonesia & Media Relations.

Various International events

80. BRUNO MARS The MoonShine Jungle Tour 2014, March 24th as PR & Media Relations.
81. CESAR MILLAN LIVE 2014 – DOG WHISPERER, April 26th as PR & Media Relations.
82. GARUDA FINISHERS TRAIL RUN 12 K, , May 24 2014 as Media House and Media Relations.
83. MAY'N "DOTS and LINES" Live in Jakarta at Upperroom Annex Building , May 10th as PR & Media Relations.
84. MIKU EXPO in Jakarta - JCC , May 28 -29 as PR & Media Relations.
85. TAYLOR SWIFT THE RED TOUR 2014 – JUNE 4th as PR & Media Relations.
86. STAR TREK THE EXHIBITION JAKARTA , May 31 – July 13 at Gandaria City Grond External as PR & Media Relations.
87. AFA ID 2014 (Anime Festival Asia 2014) – JCC, 15 – 17 August 2014 as PR & Media Relations.
88. EXO FROM EXO PLANET #1 THE LOST PLANET IN JAKARTA, September 6th 2014 at Lapangan D Senayan Jakarta – as PR & Media Relations.
89. SHANE FILLAN "YOU & ME TOUR" Live in Jakarta 2014, September 13th at UpperRoom Annex Building Jakarta as PR & Media Relations.
90. RACE START SEASON 2 IN INDONESIA Oct 25th 2014 at Istora Senayan Jakarta – as PR & Media Relations.
91. MANTAN TERINDAH The Movie Produced by Berlian Entertainment Released on November 5th 2014 as Media Relations.
92. It's The Ship 2014 Party – Singapore – Nov 21-24 2014 at Voyager of the Seas Singapore as PR Counterpart & Media Relations.
93. CARPARK NORTH LIVE IN JAKARTA - Oct 6th 2014 as PR & Media Relations.
94. GUINNESS AMPLIFY MUSIC 2014 -2015 as Media Relations.
95. 2PM World Tour Go Crazy in Jakarta Dec 5th as PR & Media Relations.
96. Djakarta Warehouse Project (DWP) 2014 Dec 12-13 , 2014 as Media Relations.
97. Michael Buble Live in Jakarta Jan 29th 2015 as PR & Media Relations.
98. ONE DIRECTION ON THE ROAD AGAIN TOUR 2015, March 25th as PR & Media Relations.
99. Future Music Festival Asia – Singapore March 13&14 the as PR & Media Relations.
100. Katy Perry The Prismatic World Tour 2015 May 9th 2015 as PR & Media Relations.

Various International events

101. Depapepe Asia Tour 2014 – 2015 KISS LIVE IN INDONESIA Promoted by Marygops Studios as PR & Promotions.
102. Hi-5 House Hits Live in Concert in Indonesia 2015 as PR & Promotions. Promoted by Sorak Gemilang Entertainment.
103. In Between Days Festival March 2015 Promoted by Triple D entertainment and Asia Live Entertainment as PR & Promotions.
104. Konser Traya 2015 Krisdayanti, Erwin Gutawa dan Jay Subiyakto Promoted by Traya Event and EC Entertainment. As PR & Promotions.
105. A Night of Reunion with Boyzone 2015 Promoted by Full Color & Hype Music Asia, as PR& Promotions.
106. Sesame Street Live Elmo Makes Music 2015 Promoted by Rodeous Live & Carleon, as PR & Media Relations.
107. ALL Eyes To ICE 2015 The Grand Opening of ICE BSD City as PR & Promotions., Promoted By Dyandra Mas Entertainment.
108. ANDIEN Konser Metamorfosa 15 Years Anniversary Promoted by Berlian Entertainment as Media Relations.
109. Jakarta Comic Con 2015 The Ultimate Pop Culture Experience 2015 as PR & Media Relations., Promoted by Bec – TERO True Visions, Megindo and Sozo.
110. AFA ID 2015 Anime Festival Asia 2015 as PR & Media Relations., Promoted by SOZO, Megindo, ZEPP Live.
111. INVASION 2015 Electric Dance Music Festival 2015 Promoted by Euphorics, as PR & Media Relations.
112. The Sound Of Music in Jakarta 2015 Promoted by Sorak Gemilang Entertainment as PR & Promotions.
113. Indonesia Comic Con 2015 Promoted By Reed Panorama as Media Relations.
114. Monkeylada Music Festival 2015 as PR & Media Relations. Promoted by Marygops Studios.
115. HI-5 House Of Dreams 2015 as PR & Media Relations., Promoted by Sorak Gemilang Entertainment.
116. DWP 2015 : On Ground Media Relations. Promoted Ismaya Live.
117. Clean Bandit Live in Jakarta 2016 as PR & Media Relations. Promoted By Marygops Studios and 7Kings Entertainment.
118. MLTR Valentines Tour Live in Jakarta, Surabaya, Solo 2016 Promoted by Marygops Studios as PR & Promotions.
119. Kahitna Love Festival 30 Years Anniversary 2016 Promoted by Berlian Entertainment as Media Relations.
120. The Opening Celebration of Cinemaxx Junior The First Cinemaxx For Kids In Indonesia as PR & Media Relations.

Various International events

121. DGTL LVE Festival 2016 May 4th at Promoted by Love and Other Things and Livescape Group as PR & Media Relations.
122. Shivering Ground Music Festival 2016 – May 27th 2016 as PR & Media Relations., Promoted by Hype Music Asia & Berlian Entertainment.
123. SPLASH RUN 2016 – July 30th 2016 as Media Relations.
124. D'Essentials of Groove The Concert Collaboration of Maliq & D'Essentials and The Groove Promoted by Berlian Entertainment – September 6th as Media Relations.
125. AFAID 2016 (Anime Festival Asia) Sept 16-18 as PR & Media Relations.
126. INVASION 2016 The Biggest Indoor Dance Music Festival – IMAGINARIUM Mystique Electro Forest Promoted by Euphorics on Sept 24th 2016 as PR & Media Relations.
127. INDONESIA COMIC CON 2016 – on Oct 1 & 2 Promoted by Reed Panorama as PR & Media Relations.
128. D'Essentials Of Groove Part 2 In Bandung Dec 2 as PR & Media Relations.
129. The 90's Soul Ace with Brian McKnight, BoyzIIMen and Raisa as PR & Media Relations.
130. DWP 2016 as Media Hospitality team & PR Support.
131. TownSquare Soundfest 2017 at Citos Feb 2017 as PR & Media Relations.
132. Air Supply Live in Concert Jakarta March 2017 as PR & Media Relations.
133. Wednesday is A Lovely day with Kahitran March 2017, Promoted by Berlian Entertainment as PR & Media Relations.
134. The Wonderful World Of Disney On Ice 2017 Promoted by DME Asia April 2017 as PR & Media Relations.
135. SHVR GROUND FESTIVAL Promoted by Hype Music Asia, May 2017 as PR & Media Relations., Sponsorship handling.
136. Pacha Bali Beach Festival, Promoted by Maxima International, Aug 18th 2017 as Media Relations. & Marketing Sponsorship.
137. C3 AFAID 2017 Promoted by SOZO, Aug 18th – 20th 2017 as PR & Media Relations.
138. Invasion 2017- Lost in Wonderland, Promoted by Euphorics Events, 22 September 2017 as PR Media Relations. and Marketing sponsorship.
139. Indonesia Comic Con 2017 – Oct 28th – 29th 2017 Promoted by Reed Panorama & Reed POP at JCC as PR & Media Relations.
140. DWP 2017 Promoted by Ismaya Live , 15 – 16 December 2017 as Media Hospitality Coordinator.
141. Ayat Ayat Cinta in Concert 2017, Promoted by Marygops Studios , 20 December 2017 as PR & Media Relations.

Various International events

142. SAGA Music Festival Bali 2017, Promoted by ALL IN, 28-29 December 2018 as Media Relations.
143. Padi Reborn Exclusive Concert 2018 promoted by Kayana 8, January 31 & February 3rd as PR & Media Relations.
144. LAFF Festival 2018, 10 February 2018, promoted by Berlian Entertainment & Hype Festival as PR & Media Relations.
145. Russell Peters Deported World Tour 2018 promoted by In TOUR Live as PR & Media Relations.
146. The Chainsmokers Live in Jakarta 2018 promoted by Townsquare Entertainment, 30 March 2018 as Media Relations & Sponsorship Coordinator.
147. IWA K Batman Kasarung Wednesday is a lovely day Promoted by Kayana 8 dan Berlian Entertainment as PR & Media Relations.
148. The Script Live in Jakarta Promoted by Full Color Entertainment, 10 April 2018 as PR & Media Relations.
149. Katy Perry Witness The Tour Promoted by In Tour Live & AEG Presents, 14 April 2018 as PR & Media Relations.
150. SHVR GROUND FESTIVAL 2018 promoted by Hype Festival, 4 & 5 May 2018 as PR & Media Relations. and Sponsorship Coordinator.
151. Celine Dion Live In Indonesia 2018 Promoted by PK Entertainment as PR & Media Relations.
152. BOYZONE 25 Years Farewell Concert Promoted by Otello Asia, 18 August 2018 as PR & Media Relations.
153. Masha and The Bear On Ice 2018 promoted by My Will Entertainment, 19 August 2018 as PR & Media Relations.
154. Clean Bandit I Miss You Tour 2018 promoted by Otello Asia, 20 August 2018 as PR & Media Relations.
155. Journey of Syahrini Concert promoted by Berlian Entertainment & Hype Festival, 20 September 2018 as PR & Media Relations.
156. KYGO LIVE in JAKARTA 2018 promoted by Euphorics Events & Frisson 369, 2 November 2018 as PR & Media Relations.
157. Inspirasi Cinta – Yovie and His Friends Promoted by Berlian Entertainment & Hype Festival, 7 November 2018 as PR & Media Relations.
156. CHARLIE PUTH VOICENOTES Live in Indonesia, Promoted by Full Color Entertainment, 16 November 2018 as PR & Media Relations.
157. Charity Concert for Palu, Sigi and Donggala Promoted by Hype Festival & Berlian Entertainment, 30 November 2018 as Media Relations.
158. Franz Ferdiand Live in Jakarta 2018, Promoted by Stellar Events, November 30th as PR & Media Relations.

Various International events

159. Franz Ferdiand Live in Bali 2018, Promoted by Stellar Events, December 2nd as PR & Media Relations. as PR & Media Relations.
160. Calum Scott Only Human Tour 2018, Promoted by Full Color Entertainment – December 2nd as PR & Media Relations.
161. FamGoFest 2018 – 20-23 December 2018 Promoted by Hype Festival & Berlian Entertainment as PR & Media Relations.
162. Love Fest Vol. 3 – Love is Live – 8 February 2018 Promoted by Hype Festival & Berlian Entertainment, as PR & Media Relations.
163. ED SHEERAN Divide World Tour 2019 Jakarta – May 3rd Promoted by AEG Presents, PK Entertainment & Sound Rhythm as PR & Media Relations.
164. LAUV Asia Tour 2019 – 24 May 2019 Promoted by AEG Presents, PK Entertainment & Sound Rhythm as PR & Media Relations.
165. WESTLIFE The Twenty Tour in Jakarta Indonesia, 6 & 7 August 2019 Promoted by Full Color Entertainment as PR & Media Relations.
166. Asia Sound Syndicate Festival, 31 Aug 2019 Promoted by Stellar Events, as PR & Media Relations.
167. SHVR GROUND FESTIVAL 6 & 7 Sept 2019 Promoted by Hype Festival, as PR & Media Relations and sponsorship organizer.
168. Project X music concert 28 Sept 2019 Promoted by Berlian Entertainment, as PR & Media Relations.
169. The Best of Dewa 19 with Once Mekel, 4 Oct 2019 Promoted by CMA Entertainment as PR & Media Relations.
170. Shawn Mendes The Tour Asia, 08 Oct 2019, Promoted by AEG Presents Asia, PK Entertainment and Sound Rhythm as PR & Media Relations.
171. Shopee Indonesia Comic Con 2019, 12 – 13 Oct 2019, Promoted by RPE as PR & Media Relations.
172. Backstreet Boys DNA World Tour 28 Oct 2019, Promoted by TEM & PK Entertainment as Media Relations.
173. Why Don't We - 8 Letters Tour 2019, 21 Nov 2019 Promoted by Full Color Entertainment as PR & Media Relations.
174. FamGoFest 2019 The First family play park in Indonesia 19-29 Dec 2019, Promoted by Hype Festival as PR & Media Relations.
175. 20 Tahun Bintang Lima Tour DEWA 19 in 6 Cities Bandung, Yogyakarta, Surabaya, Banjarmasin, Balikpapan dan Makassar. as PR & Media Relations. from 15 Feb – 03 April 2020.
176. LOVE Fest 2020 Love is Live. 21 & 22 February 2020 at Istora Senayan Jakarta as PR & Media Relations.
177. We Are Connected Bali 2020 – 10 & 11 April 2020 as PR & Media Relations. *(Cancelled due to Global Pandemic Covid-19)*

Various International events

178. ONE OK ROCK "Eye of the storm Asia Tour 2020 - 30 & 31 May 2020 at Istora Senayan - Promoted by AEG Presents, PK Entertainment & Sound Rhythm by as PR & Media Relations. (*Postponed due to Global Pandemic Covid-19*)
179. LAUV – How I'm Feeling World Tour 2020 – 27 June 2020 at Istora Senayan Jakarta - Promoted by AEG Presents, PK Entertainment & Sound Rhythm as PR & Media Relations. (*Postponed due to Global Pandemic Covid-19*)
180. Billie Eilish – Where Do We Go ? World Tour 2020 – 7 September 2020 Promoted by Dyandra Global Entertainment as Media Relations. (*Postponed due to Global Pandemic Covid-19*)
181. Indonesia Online Fest Vol.1 May 2020 - Promoted by PK Entertainment as PR & Media Relations.
182. Good Vibrations Virtual Event June 2020 - Promoted by Hype Festival as Media Relations.
183. Indonesia Online Fest Vol.2 Aug 2020 – Promoted by PK Entertainment as PR & Media Relations.
184. Danamon New Live Experience Drive in Concert Aug 2020 – Promoted by Berlian Entertainment as PR & Media Relations.
185. Stasiun Santuy November 2020 (Virtual Event) Promoted by Otello Asia as PR & Media Relations.
186. Music Matters from Wonderful Indonesia December 2020 Promoted by PK Entertainment as PR & Media Relations.
187. C.H.S.E Experience - Event Guidelines Dec 2020 from Kemenparekraf RI and APMI as PR & Media Relations.
188. Literasi Digital Indonesia 2020 Jun – Dec 2020 from Kominfo - organized by Royalindo as Moderator Coordinator.
189. Animeland Fest 2021 One stop J Pop culture – August 2021 – Promoted by PK Entertainment as PR & Media Relations.
190. Konser 48 Tahun godbless Mulai Hari ini - August 2021 Promoted by RockinLilo as PR & Media Relations.
191. World SuperBike Nov 19-21 2021 – Promoted by ITDC & MGPA as Media Relations.
192. New Live Experience Concerts with BCL, NOAH & Tulus – Nov 19-21 2021 Promoted by Berlian Entertainment as PR & Media Relations.
193. MotoGP Indonesia Grand Prix 2022 - 18 - 20 March 2022 Promoted by ITDC & MGPA as Media Relations.
194. BNI MANDALIKA MUSIC VIBBES – 18 - 20 March 2022 Promoted by New Live Entertainment as PR & Media Relations.

Various International events

195. Rumah Sandekala Bandung – The Haunted House Experiennce May-June 2022 as PR & Media Relations.
196. BNI Sound From Marawa 7 & 8 May 2022 as Media Relations..
197. JelajaHIN Livin Sanur Fest – Bali Kembali as 27 & 29 May 2022 as PR & Media Relations.
198. 36 Tahun Kahitna Special Concert by NLE 6 Aug 2022 as PR & Media Relations.
199. 30 Tahun DEWA 19 Full Team at Jogja Candi Prambanan Promoted by Otello Asia 6 Aug 2022 as PR & Media Relations.
200. Young Gunz Independance Day Festival at Locca Sea House Bali 17 Aug 2022 as PR & Media Relations.
201. SOUND SESSION 2022 at Batakan Stadium Balikpapan on Aug 27th promoted by Pegasus Pratama as PR & Media Relations.
202. NOAH DEKADEXPERIENCE promoted by NLE 17 September 2022 as PR & Media Relations.
203. ULTRA BEACH BALI 2022 29 & 30 September 2022 – Promoted by Musikindo Global Pratama as PR & Media Relations.
204. The Script Greatest Hits Tour 2022 on 2 October 2022 promoted by Otello Asia as PR & Media Relations.
205. Calum Scott - Bridges Asia Tour 2022 – 25 October 2022 as PR & Media Relations.
206. Justin Bieber – Justice World Tour 2022 - 02 & 03 November 2022 Promoted by PK Entertainment Sound Rhythm as PR & Media Relations.
207. MLTR – Back On The Road Again Tour 2022 – 6 Nov 2022 at Sleman City Hall Yogyakarta – Promoted by Otello Asia as PR & Media Relations.
208. LANY – A November to Remember – Nov 9th On Ground Media Handling Promoted by TEM Asia & PK Entertainment.
209. World Superbike WSBK 2022 11-13 Nov 2022 Promoted by MGPA as Media Relations.
210. DEWA 19 – 30 Tahun Berkarya – Edutorium UMS Solo 26 Nov 2022 – Promoted by RedLine Kreasindo as PR & Media Relations.
211. Keshi Hel/Heaven Tour 2022 – 28 & 29 November 2022 as PR & Media Relations.
212. DEWA 19 – A Night The Orchestra Live at Jakarta International Velodrome 10 Desember 2022 Promoted by RedLine Kreasindo as PR & Media Relations.
213. WESTLIFE The Wild Dreams Tour 2023 All The Hits – 3 February 2023 as PR & Media Relations.
214. Pesta Rakyat 30 Tahun DEWA 19 at Jakarta International Stadium – 4 Feb 2023 – Promoted by RedLine Kreasindo as PR & Media Relations.
215. Woke Up Festival – 25 Feb 2023 at Istora Senayan Jakarta – Promoted by CK Star Entertainment as PR & Media Relations.

Various International events

216. KYGO IN JAKARTA 2023 – 17 March 2023 at Sunset Beach International Stadium Jakarta. Promoted by Sound Rhythm & Red Line Kreasindo as PR & Media Relations.
217. Jakarta Concert Week 2023 – 10 – 19 March 2023 at Plenary Hall Jakarta Convention Center. Promoted by New Live Entertainment & Seven Event as PR & Media Relations.
218. Billion Songs Yovie Widoanto Concert – 03 May 2023 at Plenary Hall Jakarta Convention Center. Promoted by New Live Entertainment as PR & Media Relations.
219. DEWA 19 A Night At The Orchestra [Chapter 3] - 19 & 20 May 2023 at Grand City Convention Hall Surabaya. Promoted by Red Line Kresindo as PR & Media Relations.
220. New Live Show – An Extraordinary Show – 27 May 2023 at Tennis Indoor Senayan Jakarta. Promoted by New Live Entertainment as PR & Media Relations.
221. DEWA 19 A Night At The Orchestra [Chapter 4] - 27 May 2023 at Edutorium UMS Solo. Promoted by Red Line Kresindo as PR & Media Relations.
222. MyFest.id – 01 July 2023 at Lapangan Brigif, Kota Cimahi. Promoted by Make Things as PR & Media Relations.
223. Fujii Kaze and the Piano Asia Tour 2023 – 07 July 2023 at The Kasablanka Hall Jakarta. Promoted by PK Entertainment & Sound Rhythm as PR & Media Relations.
224. 3 Dekade Perjalanan Cinta Ari Lasso – 10, 17, 24 June & 08 July 2023 at Solo, Surabaya, Malang dan Jakarta. Promoted by Acteeve Indonesia as PR & Media Relations.
225. Radwimps Asia Tour 2023 – 30 July 2023 at Tennis Indoor Senayan Jakarta. Promoted by PK Entertainment & Sozo as PR & Media Relations.
226. Konser Semester Kris Dayanti – 05 August 2023 at JIExpo Convention & Theatre. Promoted by Raya Event as PR & Media Relations.
227. DEWA 19 featuring All Stars Stadium Tour 2023 – 29 July, 12 & 29 August 2023 at Solo, Bandung, Jakarta. Promoted by Otello Asia & Red Line Kreasindo as PR & Media Relations.
228. ONE OK ROCK – Luxury Disease Asia Tour 2023 – 29 & 30 September 2023 at Beach City International Stadium. Promoted by PK Entertainment & Sound Rhythm as PR & Media Relations.
229. Circus Concerto featuring NOAH & BCL – 07 & 08 October 2023 at JIExpo Convention & Teatre. Promoted by New Live Entertainment as PR & Media Relations.

Various International events

230. Charlie Puth – The “Charlie” Live Experience – 08 October 2023 at Beach City International Stadium. Promoted by PK Entertainment, Live Nation, TEM Presents as PR & Media Relations.
231. Round Festival 2023 – Step Out Sing As One – 21 & 22 October 2023 at Beach City International Stadium. Promoted by AKCF, KBS, Hype Festival as PR & Media Relations.
232. Coldplay MUSIC of The SPHERES (The Sold-Out Show) – 15 November 2023 at Gelora Bung Karno Stadium. Promoted by PK Entertainment, TEM Presents as PR & Media Relations.
233. It's His/Her Day – Playground & Lifestyle Experience – 24 – 26 November 2023 at Hall 1-3A ICE BSD City. Promoted by International Creative Events as PR & Media Relations.
- 234 AFGAN – EVOLUTION LIVE in BANDUNG At Harris Hotel & Conventions Festival Citylink Bandung – 23 December 2023 as PR & Media Relations.
235. Jonas Brothers – Celebrating Five Albums – The Tour 2024 – 24 Feb 2024 at ICE BSD, promoted by Color Asia Live & Prestige Promotions.s as PR & Media Relations.
236. Ed Sheeran The Mathematics Tour – 02 March 2024 at Gelora Bung Karno Stadium. Promoted by PK Entertainment, Sound Rhythm as PR & Media Relations.
237. Anime Festival Asia (AFAID 2024) - 3, 4, 5 May 2024 at Exhibition Hall A Promoted by PK Entertainment & SOZO as PR & Media Relations.
238. Niall Horan - The Show Live On Tour 2024 – 11 May 2024 at Beach City International Stadium. Promoted by Sound Rhythm as PR & Media Relations.
239. Radwimps – The Way you yawn and the outcry of peace 2024 at Hall B Jakarta Convention Center – 19 May 2024 Promoted by PK Entertainment & SOZO as PR & Media Relations.
240. ULTRA Beach Bali, 6 – 7 June 2024 at Café Del Mar Bali. Promoted by ULTRA Worldwide, as PR & Media Relations.
241. WESLIFE The Hits Tour 2024, 7 June 2024 at Prambanan Temple Yogyakarta. Promoted by Otello Asia as PR & Media Relations.
242. Alan Walker – Walker World Tour 2024 Southeast Asia Tour Part 1 – 8 June 2024. Promoted by Color Asia Live and Prestige as PR & Media Relations.
243. SOORA Music Festival 2024, 8 - 9 Juni 2024 at Tritan Point Bandung. Promoted by The RoomMate Ent & Lit Xperience, as PR & Media Relations.

Various International events

244. HITMAN RETURNS – David Foster & Friends 2024 at ICE BSD, 15 June 2024. Promoted by Color Asia Live as PR & Media Relations.
245. Konser Kahitna 2 Tahun Menuju 40 2024 – 17 September 2024 at Plenary Hall JCC Promoted by ImaginAction as PR & Media Relations.
246. An Evening With Brian McKnight 20 Sept 2025 at Pullman Jakarta Central Park. Promoted by Otello Asia as PR & Media Relations.
247. Pertamina Grand Prix of Indonesia 27 – 29 September 2024 Promoted by MGPA at Pertamina Mandalika International Circuit as Media Relations.
248. City Camp 2024 at Indonesia Arena 5 October 2024 Promoted by The Roomate Ent, PPP & Joykish as PR & Media Relations.
249. Michael Guang Liang Lonely Planet Concert Tour, 6 October 2024 at The Westin Surabaya Promoted by Color Asia Live & Tomita Ent. as PR & Media Relations.
250. Pertamina Eco RunFest 2024 24 November 2024 at Istora Senayan, Organized by Redline Kreasindo as Media Relations.
251. It's His /Her Day 2024 29 Nov – 01 Dec 2024 at ICE BSD, Promoted by ICE as PR & Media Relations.
252. Boney M 50th Anniversary Tour 24 at Pullman Jakarta Central Park 10 January 2025 promoted by Front Row & Otello Asia as PR & Media Relations.
253. Super Diva 2025 17 January 2025 at Indonesia Area, Promoted by Konsersium Anak Nusantara as PR & Media Relations.
254. The Script Satellites World Tour 2025 at Jakarta and Surabaya 14 Feb and 16 Feb 2025 promoted by Color Asia Live and Otello Asia as PR & Media Relations.
255. Iskandar Widjaja – The Classical Recital – 19 April 2025 at Usmar Ismail Hall Jakarta as PR & Media Relations.
256. Boyce Avenue Live in Jakarta 27 April 2025 at Pullman Jakarta Central Park, Promoted by Color Asia Live as PR & Media Relations.
257. Cocomelon Sing A-long Live 2025 – 10 Mei 2025 at Pullman Jakarta Central Park, Promoted by Color Asia Live as PR & Media Relations.
258. Anima Festival Asia 2025 (AFAID25) 6-8 June 2025 at Jakarta Convention Center, Promoted by Sozo and PK Entertainment as PR & Media Relations.
259. Heart & Soul Live in Jakarta 2025 at June 11th 2025 at Tennis Indoor Jakarta Promoted by Color Asia Live & Otello Asia as PR & Media Relations.

Various International events

260. Pertamina Grand Prix of Indonesia 2025, October 3rd to 5th 2025 at Pertamina Mandalika International Circuit Promoted by MGPA as Media Relations.
261. Mariah Carey – The Celebration of Mimi October 4th 2025 at Sentul International Convention Centre (SICC) Promoted by Color Asia Live as PR & Media Relations.
262. Babyface Live in Jakarta, October 25th 2025 at Beach City International Stadium (BCIS) Promoted by Otello Asia as PR & Media Relations.
263. Hyde [INSIDE] World Tour 2025 Live in Jakarta, November 1st 2025 at Tennis Indoor Jakarta, Promoted by Sound Rhythm as PR & Media Relations.
264. Miku Expo 2025 Asia Jakarta – November 12th 2025 at Tennis Indoor Senayan Jakarta - Promoted AEG Presents, PK Entertainment & Sound Rhythm as PR & Media Relations.
265. Chromatic Future Hololive Indonesia 5th Anniversary Live, November 15th 2025 at ICE, BSD City, promoted by Cover Japan – as Media Relations.
266. ATEEZ 2026 World Tour [In Your Fantasy], January 31st 2026 at ICE, BSD City, Promoted by AEG Presents, PK Entertainment & Sound Rhythm as PR & Media Relations.
267. Josh Groban Gems World Tour 2026, Feb 15th 2026, The Grand BallRoom The Ritz Carlton Jakarta, Pacific Place, Promoted by Color Asia Live as PR & Media Relations.
268. AFAID26 – Anime Festival Asia 2026 at ICE BSD City 15 & 16 Aug 2026 promoted by SOZO & PK Entertainment as PR & Media Relations.
269. Konser Kahitna 40th Anniversary, September 5th 2026 at NICE PIK 2, Promoted by Enjoy Live Experience as PR & Media Relations.
270. Konser UNGU – Waktu Yang Dinanti Final Chapter 30 Oktober 2026 at Tennis Indoor Senayan promoted by TipTip.id as PR & Media Relations.
271. Konser Twilite Orchestra Presents Beatles & Queen –01 November 2026 at Tennis Indoor Senayan promoted by TipTip.id as PR & Media Relations.
272. FIA Rallycross World Cup Indonesia 2026 – 5 & 6 Desember 2026 at Jakarta International E-Prix Circuit Promoted by Sarga Motor Sport as Media Relations.
273. Westlife 25 Years of Hits – The Anniversary World Tour, January 23rd 2027 (The Sold-Out Show) at Gelora Bung Karno (GBK) Promoted by Folagopro & Sound Rhythm as PR & Media Relations.

Various International events

274. The Script – Man In The Arena World Tour 2027 – 3 April 2027 at
Indonesia Arena GBK – Promoted by Color Asia Live as PR & Media
Relations.

And plenty more awaits...
For more information visit
www.helmisugarapromotions.com

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Martha Serepina - Print Relations (Partner & Non-Partner)

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