



## **South Asian Diaspora Convention 2013**

**21- 22 November 2013**

**Suntec Singapore (Convention)  
Fairmont Ballroom, Raffles City Convention Centre (Gala  
Dinner)**

## **SPONSORSHIP PACKAGES AND PROFILING OPPORTUNITIES**



## 1. BACKGROUND

Building on the success of the inaugural 2011 convention, the second South Asian Diaspora Convention (SADC) will be held in Singapore from 21 – 22 November 2013. Hosted by the National University of Singapore's Institute of South Asian Studies (ISAS), SADC is the largest South Asian business and networking meet in the world for its diaspora.

Over 1,500 delegates will participate in this two-day convention; a South Asia business meet will also be featured to foster a better understanding of the lucrative investment opportunities in the region.

SADC 2013 aims to provide a high-powered global platform for creative thinking, debate, and purposeful action to help forge deeper links with contemporary South Asia by encouraging greater regional engagement and identifying growth opportunities to boost its economies.

It will bring together more than 40 of the region's leading policymakers and business leaders, celebrated authors, award winning journalists and civil society leaders to Singapore which is ranked as one of the world's most innovative and business friendly cities with deep historical links to South Asia. The speakers will discuss and debate critical topics in business, economy, policy, and the arts that would affect the region's future and its role in global geopolitics in the 21st century.

## 2. DELEGATES PROFILE

SADC 2013 aims to attract over 1,000 delegates from the South Asian diaspora, mainly from South Asia, Southeast Asia, the United States, United Kingdom, and Middle East/Africa. The participants will primarily be made up of C-level executives, luminaries and other high net-worth individuals of South Asian origin.

## 3. DETAILS OF SADC

The SADC will have several plenary sessions spread over the first two days of the convention. For a detailed programme, please refer to [www.sadc-singapore.com](http://www.sadc-singapore.com).

The convention will end with a passion of South Asia – a cricket match – on Saturday, 23 November 2013. The social and recreational event will feature some top South Asian cricketers. Venue and details will be made available at a later date.

## 4. SPEAKERS' PROFILE

We have confirmed the participation of the following notable individuals for the convention.

### **KEYNOTE AND SPECIAL ADDRESSES**

#### **Mr TEO Chee Hean**

Deputy Prime Minister and Coordinating Minister for National Security and Minister for Home Affairs, Singapore

#### **Mr Tharman SHANMUGARATNAM**

Deputy Prime Minister and Minister for Finance, Singapore

#### **Mr K SHANMUGAM**

Minister for Foreign Affairs and Minister for Law, Singapore

#### **Mr P CHIDAMBARAM**

Minister of Finance, India

#### **Dr Shashi THAROOR**

Minister of State, Human Resource Development, India

**Mr Sachin PILOT**

Minister of State (Independent Charge), Ministry of Corporate Affairs, India

**Mr Vikram MEHTA**

Chairman, Brookings India

**Ambassador Gopinath PILLAI**

Chairman, Institute of South Asian Studies, Singapore

**Prof Tommy KOH**

Ambassador-at-Large, Ministry of Foreign Affairs, Singapore

**Prof Kishore MAHBUBANI**

Dean and Professor in the Practice of Public Policy, Lee Kuan Yew School of Public Policy, National University of Singapore

**Professor TAN Tai Yong**

Director, Institute of South Asian Studies, Singapore; and Vice-Provost (Student Life), National University of Singapore

**BUSINESS AND ECONOMY**

**Mr Binod Kumar CHAUDHARY**

President, Confederation of Nepalese Industries; and President & Managing Director, Chaudhary Group, Nepal

**Mr Anand MAHINDRA**

Chairman and Managing Director, Mahindra Group, India

**Mr Latifur RAHMAN**

Chairman and CEO, Transcom Limited, Bangladesh

**Mr Suresh SHAH**

Director and CEO, Ceylon Beverage Holdings PLC and Lion Brewery (Ceylon) PLC, Sri Lanka

**Mr Malvinder Mohan SINGH**

Executive Chairman, Fortis Healthcare, India

**Prof Rajendra K SRIVASTAVA**

Provost and Deputy-President (Academic Affairs), Singapore Management University

**FINANCE AND POLICY**

**Mr Nasir AFAF**

Founding Partner, Nonlinear Limited, UK

**Mr Yaseen ANWAR**

Governor, State Bank of Pakistan

**Mr Shahid Javed BURKI**

Former Vice President, The World Bank, USA

**Mr Arjuna MAHENDRAN**

Chief Investment Officer, Emirates NBD, UAE

**Dr Eric D MANES**

Senior Economist for South Asia, The World Bank, USA

**Dr S NARAYAN**

Head of Research and Visiting Senior Research Fellow, Institute of South Asian Studies, Singapore

**Dr Atiur RAHMAN**

Governor, Bangladesh Bank

**Dr Dilip RATHA**

Economist and Migrations Scholar, The World Bank, USA

**LITERARY ARTS**

**Dr Tahmima ANAM**

Novelist; and Author and Contributing Editor, New Statesman, UK

**Ms Meira Chand**

Novelist, Singapore

**Professor Shirley CHEW**

Visiting Professor, Nanyang Technological University, Singapore

**Mr Mohsin HAMID**

Novelist, Pakistan

**Ms Manjushree THAPA**

Novelist, Nepal

**MEDIA AND ENTERTAINMENT**

**Ms Nandita DAS**

Director, India

**Ms Barkha DUTT**

Group Editor, NDTV, India

**Dr Mallika SARABHAI**

Director, Darpana Academy of Performing Arts, New Delhi, India

**POLITICS AND INTERNATIONAL RELATIONS**

**Dr Sarath AMUNUGAMA**

Senior Minister, International Monetary Co-operation; and Deputy Minister, Finance & Planning, Sri Lanka

**Mayor Dr Arjumand HASHMI**

Mayor, Paris-Texas, USA

**Mr Bilahari KAUSIKAN**

Ambassador-at-Large and Policy Adviser, Ministry of Foreign Affairs, Singapore

**Professor Gowher RIZVI**

International Affairs Adviser to the Prime Minister, Bangladesh

**Mr Shyam SARAN**

Former Foreign Secretary, India; and Chairman, Research and Information Systems for Developing Countries (RIS)

**Dr Claude SMADJA**

President, Smadja & Associates Strategic Advisory, Switzerland

**SOCIAL ENTREPRENEURSHIP**

**Sir Fazle Hasan ABED**

Founder and Chairman, Bangladesh Rural Advancement Committee, Bangladesh

**Ms Sarah HASHWANI**

Chairperson, Hashoo Foundation, Pakistan

**Mr Elmo JAYAWARDENA**

Founder and President, CandleAid Lanka, Sri Lanka

**Ms Chhavi RAJAWAT**

Sarpanch (Village Head) of Soda; and Co-chairperson, World Economic Forum 2012, India

**CII INDIA SYMPOSIUM**

**Mr S GOPALAKRISHNAN**

President, CII & Co-Founder and Executive Vice Chairman, Infosys Limited, India

**PRESENTATION ON INDIAN HERITAGE CENTRE, SINGAPORE**

**Dr Gauri Krishnan**

Centre Director, Indian Heritage Centre, Singapore

For details and updates, please visit the SADC 2013 website at [www.sadc-singapore.com](http://www.sadc-singapore.com).

**5. SPONSORSHIP BENEFITS**

**Why your involvement is important**

SADC presents rewarding opportunities for sponsors. Leverage on this premier forum to boost your business:

- ❖ **Reach and influence** key decision makers from the international South Asian diaspora.
- ❖ **Position and brand** your business alongside the movers and shakers of the industry. Top of mind brand recall for decision makers assessing premium products and services.
- ❖ **Build and establish** qualified leads. Present your business case and communicate value to qualified targeted decision makers.
- ❖ **Rise above the competition.** Solidify long term relationships through 'face-to-face' encounters with captains of the industry, via facilitated networking.

We will work closely with you to ensure your involvement with SADC as a sponsor, reaps maximum benefits.

## SPONSORSHIP OPPORTUNITIES

The following categories of sponsorships are available:

1. **Platinum Sponsorship (2 spots)**  
Investment value: SGD60,000
2. **Diamond Sponsorship (5 spots)**  
Investment value: SGD35,000
3. **Gold Sponsorship (10 spots)**  
Investment value: SGD20,000
4. **Convention Session Sponsorship (10 spots)**  
Investment value: SGD30,000
- 5a. **Gala Dinner Sponsorship with Speaking Opportunity to deliver Opening Remarks (Exclusive)**  
Investment value: SGD250,000
- 5b. **Gala Dinner Sponsorship with Speaking Opportunity to deliver Closing Remarks (Exclusive)**  
Investment value: SGD150,000
- 5c. **Gala Dinner Table Sponsorship**  
Investment value: SGD10,000
6. **Cricket Game Sponsorship (Exclusive)**  
Investment value: SGD150,000
7. **Convention Lunch Sponsorship (2 spots)**  
Investment value: SGD15,000
8. **Coffee Break Sponsorship (4 spots)**  
Investment value: SGD5,000
9. **Convention Bag Sponsorship (Exclusive)**  
Investment value: SGD20,000
10. **Convention Lanyard Sponsorship (Exclusive)**  
Investment value: SGD35,000
11. **Audiovisual Equipment Sponsorship (Exclusive)**  
Investment value: SGD100,000

Please refer to the following pages for details of sponsorship entitlements.

## 1. **PLATINUM SPONSORSHIP** **(ONLY 2 SPOTS AVAILABLE)**

Get maximum mileage as a Platinum Sponsor. This sponsorship position provides your company with a myriad of branding and exposure opportunities that would set you apart from the rest of your competitors.

As a Platinum Sponsor, you will be recognised and positioned as the industry leader with profiling opportunities both before and during the event. Here are your returns on investment:

### **INVESTMENT:**

- ❖ Cash sponsorship of **SGD60,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

### **a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS**

- Acknowledgment as Platinum Sponsor on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Platinum Sponsor on **marketing collaterals**.
- Use of SADC logo in sponsors' own publicity materials.
- One-time email blast to delegates a month prior to SADC 2013, to profile and highlight Platinum Sponsor's involvement in the convention (*content subject to SADC 2013 committee's approval*)
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the Convention.

### **b) PUBLICITY DURING THE CONVENTION**

- Acknowledgment as Platinum Sponsor on the **billboard** in the Convention ballroom.
- Acknowledgment as Platinum Sponsor, with inclusion of company logo in the **souvenir programme book**.
- Acknowledgement as Platinum Sponsor during all morning plenary sessions.
- Insertion of corporate profile or promotional material (provided by the sponsor) into the **Convention bag**.
- Acknowledgement of sponsor's corporate logo together with SADC 2013 logo on the **Convention lanyards**.
- Inclusion of one full-page full-colour advertisement (artwork to be provided by sponsor) on the inside front cover of the **souvenir programme book**.
- An exclusive opportunity to attend a facilitated networking session with notable Singapore government leaders.

### **c) GALA DINNER**

- **One complimentary seat at the guest-of-honour's table** at the gala dinner.
- **One complimentary gala dinner table for 10.**

### **d) DELEGATE PASSES**

- **Ten complimentary passes** to the Convention and cricket match. Complimentary passes exclude admission to gala dinner.

## 2. **DIAMOND SPONSORSHIP** **(ONLY 5 SPOTS AVAILABLE)**

Be a Diamond Sponsor and seize the opportunity to profile your business before and during the event.

As a Diamond Sponsor, you will receive excellent exposure to a highly targeted audience at this leading industry event. Here are your returns on investment:

### **INVESTMENT:**

- ❖ Cash sponsorship of **SGD35,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

### **a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS**

- Acknowledgment as Diamond Sponsor on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Diamond Sponsor on **marketing collaterals**.
- The use of SADC logo in the sponsor's own publicity materials.
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the Convention.

### **b) PUBLICITY DURING THE CONVENTION**

- Acknowledgment as Diamond Sponsor on the **billboard** in the Convention ballroom.
- Acknowledgment as Diamond Sponsor, with inclusion of company logo in the **souvenir programme book**.
- Insertion of corporate profile or promotional material (provided by sponsor) into the **Convention bag**.
- Inclusion of one full-page full-colour advertisement (artwork to be provided by sponsor) in a prominent position in the **souvenir programme book**.

### **c) GALA DINNER**

- **One complimentary gala dinner table for 10.**

### **d) DELEGATE PASSES**

- **Ten complimentary passes** to the Convention and cricket match. Complimentary passes exclude admission to gala dinner.



### 3. **GOLD SPONSORSHIP** **(ONLY 10 SPOTS AVAILABLE)**

You may also choose to take up the Gold Sponsorship package that would meet your essential profiling needs.

As a Gold Sponsor, you can reach out to your potential customers both before and during the event. Here are your returns on investment:

#### **INVESTMENT:**

- ❖ Cash sponsorship of **SGD20,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

#### **a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS**

- Acknowledgment as Gold Sponsor on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Gold Sponsor on **marketing collaterals**.
- The use of SADC logo in the Sponsors' own publicity materials.
- Co-invitation to Sponsor's top-tier clients and/or prospects to register for the Convention.

#### **b) PUBLICITY DURING THE CONVENTION**

- Acknowledgment as Gold Sponsor on the **billboard** in the Convention ballroom.
- Acknowledgment as Gold Sponsor, with inclusion of company logo in the **souvenir programme book**.
- Inclusion of one half-page full-colour advertisement (artwork to be provided by sponsor) in the **souvenir programme book**.

#### **c) GALA DINNER**

- **One complimentary gala dinner table for 10**

#### **d) DELEGATE PASSES**

- **Ten complimentary passes** to the Convention and cricket match. Complimentary passes exclude admission to gala dinner.

#### 4. **CONVENTION SESSION SPONSORSHIP** **(ONLY 10 SPOTS AVAILABLE)**

You may also choose to host the Convention session during the convention. Here are your returns on investment:

##### **INVESTMENT:**

- ❖ Cash sponsorship of **SGD30,000**

##### **a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS**

- Acknowledgment as Convention Session Sponsor on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Convention Session Sponsor on **marketing collaterals**.
- The use of SADC logo in the Sponsors' own publicity materials.
- Co-invitation to Sponsor's top-tier clients and/or prospects to register for the Convention.
- Listing of company/organisation name next to sponsored session's title. The session will be named after the supporting organisation (prefix)

##### **b) PUBLICITY DURING THE CONVENTION**

- Acknowledgment as Convention Session Sponsor, with inclusion of company logo in the **souvenir programme book**.
- Inclusion of one half-page full-colour advertisement (artwork to be provided by sponsor) in the **souvenir programme book**.
- Inclusion of company logo on sponsored session's transition slides. Promotional flyers or brochures can be inserted into 1,000 delegate kits.
- Supporting organisation will be able to use the session speakers for their own event or publicity with the permission of the speaker/s.
- Media coverage for organisation's co-association with SADC.
- Special meet-ups can be arranged with SADC participants who are registered in the Convention.

##### **c) GALA DINNER**

- **One complimentary gala dinner table for 10**

##### **d) DELEGATE PASSES**

- **Thirty complimentary Convention passes**. Complimentary passes exclude admission to gala dinner and cricket match.

**5a. GALA DINNER SPONSORSHIP**  
**(with speaking opportunity to deliver Opening Remarks)**  
**(EXCLUSIVE)**

Take on a prominent profiling opportunity by playing host to the delegates during the gala dinner on 21 November 2013. Here are your returns on investment:

**INVESTMENT:**

- ❖ Cash sponsorship of **SGD250,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects
- ❖ 1 speaking slot to delivery Opening Remarks
- ❖ One 9sqm booth

**a) HOSTING OF DINNER**

*Formal Dinner with Entertainment*

- An exclusive opportunity to provide table gifts for all delegates<sup>1</sup>.
- Acknowledgment as Gala Dinner Sponsor on the **menu card**.
- Acknowledgment as Gala Dinner Sponsor on the venue (gala dinner) signage.
- Recognition as Gala Dinner Sponsor during the evening reception.
- **Two complimentary seats at the guest-of-honour's gala dinner table.**
- **A complimentary gala dinner table for 10.**
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the gala dinner.

**b) PUBLICITY DURING THE CONVENTION**

- Acknowledgment as Gala Dinner Sponsor, with inclusion of company logo in the **souvenir programme book**.
- Inclusion of one full-page full-colour advertisement (artwork to be provided by sponsor) in a prominent position in the **souvenir programme book**.
- Listing as Gala Dinner Sponsor in the Convention programme.

**c) DELEGATE PASSES**

- **Ten complimentary passes** to the Convention and cricket match. Complimentary passes exclude admission to gala dinner.

<sup>1</sup>Choice of gifts is subjected to organiser's approval prior to distribution. Gifts to be provided by sponsor.

**5b. GALA DINNER SPONSORSHIP**  
**(with speaking opportunity to deliver Closing Remarks)**  
**(EXCLUSIVE)**

Take on a prominent profiling opportunity by playing host to the delegates during the gala dinner on 21 November 2013. Here are your returns on investment:

**INVESTMENT:**

- ❖ Cash sponsorship of **SGD150,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects
- ❖ 1 speaking slot to delivery Closing Remarks

**a) HOSTING OF DINNER**

*Formal Dinner with Entertainment*

- An exclusive opportunity to provide table gifts for all delegates<sup>1</sup>.
- Acknowledgment as Gala Dinner Sponsor on the **menu card**.

- Acknowledgment as Gala Dinner Sponsor on the venue (gala dinner) signage.
- Recognition as Gala Dinner Sponsor during the evening reception.
- **One complimentary seat at the guest-of-honour's gala dinner table.**
- **A complimentary gala dinner table for 10**
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the gala dinner.

#### **b) PUBLICITY DURING THE CONVENTION**

- Acknowledgment as Gala Dinner Sponsor, with inclusion of company logo in the **souvenir programme book**.
- Inclusion of one full-page full-colour advertisement (artwork to be provided by sponsor) in a prominent position in the **souvenir programme book**.
- Listing as Gala Dinner Sponsor in the Convention programme.

#### **c) DELEGATE PASSES**

- **Ten complimentary passes** to the Convention and cricket match. Complimentary passes exclude admission to gala dinner.

<sup>1</sup>Choice of gifts is subjected to organiser's approval prior to distribution. Gifts to be provided by sponsor.

### **5c. GALA DINNER TABLE SPONSORSHIP**

Take on a prominent profiling opportunity by playing host to the delegates during the gala dinner on 21 November 2013. Here are your returns on investment:

#### **INVESTMENT:**

- ❖ Cash sponsorship of **SGD10,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

#### **a) HOSTING OF DINNER**

*Formal Dinner with Entertainment*

- **A complimentary gala dinner table for 10**

#### **b) PUBLICITY DURING THE CONVENTION**

- Acknowledgment as Gala Dinner Table Sponsor, with inclusion of company logo in the **souvenir programme book**.
- Inclusion of one full-page full-colour advertisement (artwork to be provided by sponsor) in a prominent position in the **souvenir programme book**.
- Listing as Gala Dinner Table Sponsor in the Convention programme.

#### **c) DELEGATE PASSES**

- **Ten complimentary passes** to the Convention and cricket match. Complimentary passes exclude admission to gala dinner.

### **6. CRICKET MATCH SPONSOR (EXCLUSIVE)**

Here are your returns on investment:

#### **INVESTMENT:**

- ❖ Cash sponsorship of **SGD150,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

#### **a) HOSTING OF CRICKET GAME**

- Acknowledgment as Cricket Match Sponsor on the venue (cricket game) signage.
- Recognition as Cricket Match Sponsor before/ during the cricket game.

- An exclusive opportunity to hold a networking session at the hospitality area at the cricket game venue (at sponsor's cost).
- **50 complimentary tickets** for sponsor's employees, clients, and/or prospects. This includes an exclusive meet-and-greet session with the cricket team.

#### b) PUBLICITY DURING THE CONVENTION

- Acknowledgment as Cricket Match Sponsor, with inclusion of company logo in the **souvenir programme book**.
- Inclusion of one full-page full-colour advertisement (artwork to be provided by sponsor) in the **souvenir programme book**.
- Listing as Cricket Game Sponsor in the Convention programme.

### 7. CONVENTION LUNCH SPONSORSHIP

#### (ONLY 2 SPOTS AVAILABLE)

You may also choose to host delegates for lunch during the convention. Here are your returns on investment:

#### INVESTMENT:

- ❖ Cash sponsorship of **SGD15,000**

#### a) HOSTING OF LUNCHEON

*A buffet spread will be provided for all delegates.*

- An exclusive opportunity to provide table gifts for all delegates<sup>2</sup>.
- Acknowledgment as Convention Lunch Sponsor on venue (lunch room) signage.
- **Five complimentary Convention lunch passes** for sponsor's employees to host luncheon.
- Listing as Convention Lunch Sponsor in the Convention programme.

#### b) DELEGATE PASSES

- **Two complimentary Convention passes**. Complimentary passes exclude admission to gala dinner and cricket match.

<sup>2</sup>Choice of gifts is subjected to organiser's approval prior to distribution. Gifts to be provided by sponsor.

### 8. COFFEE BREAK SPONSORSHIP

#### (ONLY 4 SPOTS AVAILABLE)

You may also choose to take up the Coffee Break Sponsorship package that would meet your essential profiling needs. Here are your returns on investment:

#### INVESTMENT:

- ❖ Cash sponsorship of **SGD5,000**

#### a) HOSTING OF COFFEE BREAK

*Tea-break stations will be placed strategically within the designated area for the event.*

- Acknowledgment as Coffee Break Sponsor at the coffee break reception foyer.
- Listing as Coffee Break Sponsor in the Convention programme.
- **Five complimentary coffee break passes** for sponsor's employees to host coffee break.

#### b) DELEGATE PASSES

- **One complimentary Convention pass**. Complimentary pass excludes admission to gala dinner and cricket match.

**9a. OFFICIAL MEDIA PARTNER  
(EXCLUSIVE - BY APPOINTMENT ONLY)**

Here are your returns on investment:

**Sponsorship:**

- ❖ Featured advertising
- ❖ Wide regional exposure in Asia, Americas, Europe, Middle East
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

**a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS**

- Acknowledgment as Official Media Partner on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Official Media Partner on **marketing collaterals**.
- Use of SADC logo in sponsors' own publicity materials.
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the Convention.

**b) PUBLICITY DURING THE CONVENTION**

- Acknowledgment as Official Media Partner on the **billboard** in the Convention ballroom.
- Acknowledgment as Official Media Partner, with inclusion of company logo in the **souvenir programme book**.
- An exclusive opportunity for doorstep interview(s) with guests-of-honour and other prominent guests.

**c) DELEGATE PASSES**

- **Five complimentary passes** to the Convention, gala dinner and cricket game.

**9b. OFFICIAL AIRLINE/VENUE PARTNER Official Airline / Accommodation /  
Convention Venue Partner  
(EXCLUSIVE - BY APPOINTMENT ONLY)**

Here are your returns on investment:

**Sponsorship:**

- ❖ Discounted rates on airfares / hotel accommodation and/or Convention venue rental
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

**a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS**

- Acknowledgment as Official Partner on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Official Partner on **marketing collaterals**.
- Use of SADC logo in sponsor's own publicity materials.
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the Convention.

**b) PUBLICITY DURING THE CONVENTION**

- Acknowledgment as Official Partner on the **billboard** in the Convention ballroom.
- Acknowledgment as Official Partner, with inclusion of company logo in the **souvenir programme book**.

## OTHER BRANDING OPPORTUNITIES

We have also put together the following packages that are designed to enhance your presence at the South Asian Diaspora Convention 2013.

### 10. CONVENTION BAG SPONSORSHIP

**(EXCLUSIVE)**

Here are your returns on investment:

#### **Investment**

- ❖ Cash sponsorship of **SGD20,000**

#### **a) SPONSORSHIP ENTITLEMENTS**

- Sponsor's logo will be printed on the inside of the Convention bag. The Convention bag will be distributed to all delegates and speakers<sup>3</sup>.

#### **b) DELEGATE PASSES**

- **Two complimentary Convention passes.** Complimentary pass excludes admission to gala dinner and cricket match.

<sup>3</sup>Artwork is subjected to organiser's approval.

### 11. CONVENTION LANYARD SPONSORSHIP

**(EXCLUSIVE)**

Here are your returns on investment:

#### **Investment**

- ❖ Cash sponsorship of **SGD35,000**

#### **a) SPONSORSHIP ENTITLEMENTS**

- Sponsor's logo (to alternate with SADC 2013 event logo) will be printed on the Convention lanyard. The Convention lanyard will be distributed to all delegates, speakers, exhibitors and visitors to the Exhibition<sup>3</sup>.

#### **b) DELEGATE PASSES**

- **Two complimentary Convention passes.** Complimentary pass excludes admission to gala dinner and cricket match.

<sup>3</sup>Artwork is subjected to organiser's approval.

### 12. AUDIOVISUAL EQUIPMENT SPONSORSHIP

**(EXCLUSIVE)**

Here are your returns on investment:

#### **Investment**

- ❖ Cash sponsorship of **SGD100,000**

#### **a) SPONSORSHIP ENTITLEMENTS**

- On-screen branding: Acknowledge the Partner as "Official Audiovisual Partner" on the slide before and after each session (whenever possible).
- Partner's logo on the Congress backdrop

- Advertising media, banner/flags/pop-ups in all the Congress session rooms (maximum 2 per room; advertising media to be supplied by partner and subject to the Organisers' approval)
- Special mention by the emcee/host at the Closing Ceremony
- Acknowledgement of Partner's logo on the most appropriate medium at the venue.

**b) DELEGATE PASSES**

- **Two complimentary Convention passes.** Complimentary pass excludes admission to gala dinner and cricket match.

**13. OTHER FORMS OF SPONSORSHIPS**

Other forms of sponsorship are also available for discussion, e.g. Convention stationeries. The items are available on a first-come-first-served basis with priority given to all sponsors.

Please contact ISAS for further discussions.

**14. GIFTS OR DONATIONS TO SADC 2013**

You are also welcome to offer ISAS a gift or a donation to the Goh Chok Tong Endowment Fund for the purpose of the Convention. The gift will not entitle you to sponsorship benefits other than acknowledgement on all publicity materials as an institutional partner. However you will be hosted with a dinner table for 10 (at the Gala Dinner) as a token of appreciation. Any donation above S\$10,000 will be entitled to a 250% tax deduction and ISAS will attract the prevailing 1:1 government matching grant. We sincerely encourage you to consider this alternative as it would register your donation in perpetuity.



---

**South Asian Diaspora Convention 2013  
RESPONSE FORM**

---

**Please fax or email the completed form to:**

Ms Sithara Doriasamy  
Senior Manager  
Institute of South Asian Studies  
Fax: 65-6776 7505 / 6314 5447  
Email: [isassrd@nus.edu.sg](mailto:isassrd@nus.edu.sg)  
DID: 6516-7235

**YES We are interested to sign up for:**

**Sponsorship**

- Platinum Sponsorship SGD60,000
- Diamond Sponsorship SGD35,000
- Gold Sponsorship SGD20,000
- Convention Session Sponsorship SGD30,000
- Gala Dinner Sponsorship (deliver Opening Remarks) SGD250,000
- Gala Dinner Sponsorship (deliver Closing Remarks) SGD150,000
- Gala Dinner Table Sponsorship SGD10,000
- Cricket Game Sponsorship SGD150,000
- Convention Lunch Sponsorship SGD15,000
- Coffee Break Sponsorship SGD5,000

**Official Partners**

- Official Media Partner
- Official Airline / Accommodation / Convention Venue Partner

**Other branding opportunities**

- Convention Bag Sponsorship SGD20,000
- Convention Lanyard Sponsorship SGD35,000
- Audiovisual Equipment Sponsorship SGD100,000
- Gifts or Donations to SADC 2013
- Please have someone contact me for other forms of sponsorship

---

**CONTACT DETAILS**

Name: \_\_\_\_\_ Designation: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Country: \_\_\_\_\_ Email: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
*(Include country and area code)* *(Include country and area code)*

I have read, understood and accepted the terms and conditions of this engagement.

**Name/Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Company Stamp:**