

New Fam Sponsorship Opportunity

Introduction

STB Brussels is calling for sponsorship from Singapore tourism industry stakeholders to showcase your products and services through print and online media coverage in the high-end Belgium Weekend Knack Magazine as part of an upcoming individual media fam opportunity of lifestyle journalist in May 2024.

Name of Fam Trip	Weekend Knack Fam Media Trip
Dates of Fam	12 – 15 May 2024
Group Size	1 pax
Country of Participants	Belgium
Profile (Glenaki to edit)	<p>Media publications help to drive advocacy to shape perception of Singapore as an exciting and vibrant destination.</p> <p>STB Brussels is supporting an individual media fam to host a journalist of Weekend Knack Magazine in May 2024 in Singapore.</p> <p>Weekend Knack is a weekly/monthly quality lifestyle magazine that covers a range of topics such as travel, fashion, architecture, interior decoration, gastronomy, beauty and well-being. It has 87,712 print circulation in the Dutch-speaking version, and often times the same article is published also in the French-speaking version.</p> <p>The estimated publication value is of 14,400€/page. The article dedicated to Singapore will be a 4-pager.</p>
Type of Sponsorship	<ul style="list-style-type: none">• Accommodation (Full or discounted)• F&B related experiences• Meals (Full or Co-sponsorship)
Additional details/criteria for sponsorship	The focus area of the fam will be lifestyle. Looking for accommodation, experiences or restaurants that have some of the following characteristics: unique, surprising, lifestyle and local.
Information about FAM Participants (Glenaki to edit)	The journalist coming to Singapore is a regular writer for Weekend Knack. He is particularly interested in the foodie side of Singapore, and looks to stay at a hotel that he has a great design, style and atmosphere, so that it would be particularly fitting for the Weekend Knack readers.
Eligibility	<ul style="list-style-type: none">• All Singapore-based stakeholders are welcome to apply.• STB will shortlist and inform stakeholders of the outcome once the EOI closes.• STB reserves the right to decline/accept at their discretion
Expression of Interest Opens	15 April 2024
Expression of Interest Closes	19 April 2024

Point of Contact

For more details and expression of interest, please contact:

Siti Aminah, Northern & Southwestern Europe (London) and Western Europe (Brussels) - Siti_Aminah@stb.gov.sg

Francesco Corte Colo, Assistant Manager, Western Europe (Brussels) - Francesco_corte_colo@stb.gov.sg