

CALL FOR DISNEY-RELATED EVENT PROPOSALS

The Singapore Tourism Board has entered into a three-year partnership (2017-2019) with The Walt Disney Company (Southeast Asia) to co-create and anchor unique family entertainment experiences around Disney's biggest brands in Singapore. The range of experiential themed activities starts with Star Wars in 2017, followed by Marvel and Disney Animation/Disney Pixar themes in 2018 and 2019 respectively.

Scope

STB is requesting for innovative and compelling Disney-related event proposals from event organisers. These events should possess a high level of differentiation from other events in the market in terms of content and consumer experience, thereby delivering key tourism outcomes for STB. These events should be in the area of entertainment (including music), sports, fashion and exhibitions.

Deadline to Submit Proposals

Theme	Deadline for Proposal Submission
Star Wars	31 Jul 2017
Marvel	31 Aug 2017
Disney Animation/Disney Pixar	31 Jan 2018

Application Evaluation

Proposals will be assessed based on their potential to deliver key tourism outcomes: attracting overseas visitors to Singapore, increasing tourism receipts contribution, enhancing precinct vibrancy and strengthening destination branding. STB will jointly evaluate these event concepts with Disney and the proposed content is subject to Disney's mutual agreement.

Eligibility Criteria

All legal entities (e.g. businesses, companies, associations, government bodies, etc) are eligible to submit an event proposal.

Level of Support

Successful applicants will receive funding support from STB's [Leisure Events Fund](#) scheme, which comprises support of up to 70% of qualifying third-party costs, subject to STB's evaluation on the tourism merits and scope of the project. Qualifying third-party costs include cost items related to professional service, production and marketing.

Grants will be disbursed to successful applicants on a reimbursement basis, subject to the achievement of the agreed project deliverables and milestones. Applicants are required to submit third-party audited documents on qualifying costs for the disbursement of grants, unless otherwise stated.

Submission

Please submit your proposals to STB_eventproposals@stb.gov.sg. Supporting materials should include project concept proposal, a detailed business plan, project budget, CV of key management team members and company track record.

Contact Information

For more information and any queries, you may drop an email to STB_eventproposals@stb.gov.sg.

Frequently Asked Questions

1. **Can newly incorporated companies apply for the scheme?**

Yes, both newly incorporated companies and existing ones can submit a proposal.

2. **Are multi-disciplinary or hybrid events that cut across different sectors (e.g. fashion and entertainment) eligible?**

Yes, we accept multi-disciplinary events, especially if this elevates the event concept's level of differentiation.

3. **Is the proposal limited to gated/ticketed events only?**

No, the proposed event is not limited to ticketed or gated events; free-access event concepts will also be considered.

4. **Is there a limit to the number of applications each company/entity can submit?**

No, there is no limit to the number of proposals each company/entity can submit for STB's support. However, each proposal should be unique.

5. **If I am not an event organiser, how can I participate in the STB-Disney partnership?**

For event-related professional services (e.g. ticketing, security, cleaning, research, merchandise, video production, F&B, etc.), STB will disseminate the relevant information to the appointed event organisers for their consideration.