

◦ FREQUENTLY ASKED QUESTIONS ◦

MARKETING PARTNERSHIP PROGRAM (MPP) – ATTRACTIONS

APPLICATION

1) I am a company that owns several attractions. May I combine all the attractions into one application and how much will I be entitled to?

Yes, you may combine all the attractions into one application. The total funding is the combined qualified funding of each attraction covered in the plan submitted.

2) I would like to implement a joint marketing campaign with several attractions in the same precinct. Can we submit a joint application?

Yes, you are welcome to do so. However, you would need to identify a lead company to submit the application. This same company must then incur the costs of all the marketing campaigns as STB will only reimburse the company that had been awarded.

KEY DATES

3) What does 'Campaign Qualifying Period' mean?

The Campaign Qualifying Period refers to the duration by which we qualify a marketing activity for support under the MPP. The Campaign Qualifying Period for MPP starts from the date of STB's Letter of Award (LOA) to 31 December 2021. Only marketing activities taking place within this period will qualify for STB's support.

4) If my invoice is dated after the end of the Campaign Qualifying Period, can I still be reimbursed?

Yes, as long as the cost is incurred for the marketing plans approved under MPP.

5) Is there a deadline for submission of claims?

Yes, all audited invoices and supporting documents must reach STB by 31 March 2022.

As invoices need to be audited for reimbursement, please allow sufficient time for the audit process so that you can still meet our submission deadline for claims, which is 31 March 2022.

FUNDING PARAMETERS

6) What does it mean when STB says that the support level is at 70% of qualified third-party marketing costs?

It means that STB will defray 70% of the cost of the approved marketing plans and their corresponding qualifying costs, subject to the funding quantum cap. The applicant will bear the remaining costs.

7) How does the funding quantum cap work?

Each attraction is eligible to claim 70% of the qualified marketing costs up to a maximum of S\$40,000. For example, if an attraction submits a marketing plan that costs \$100,000, the maximum funding this attraction will receive is capped at \$40,000.

8) How does STB define domestic marketing?

Domestic marketing is defined as marketing activities that are targeted at Singapore residents and/or post-arrival visitors. This includes creating assets for local audience, domestic media buys and engaging local KOLs.

9) Can I submit a proposal targeting domestic markets only?

Yes, you may.

ADDITIONAL FUNDING BOOSTER

10) How much additional funding booster will I receive for each cross-sector collaboration?

Up to an additional 10% of the qualified cost for each cross-sector collaboration will be awarded.

11) What constitutes as a cross-sector collaboration initiative?

A cross-sector collaboration initiative refers to a marketing initiative jointly executed by 2 or more parties (from different sectors). Some examples could be a bundled promotion between a hotel and an attraction; a hotel and a tour operator offering local tours for staycations; or a MICE venue pairing up with shopping malls.

12) If I am doing a cross-sector collaboration with another party, do I have to pay for the cost, or can my partner pay for it first?

The company applying for MPP will have to bear the cost of the collaboration.

QUALIFYING COSTS

13) Can MPP support campaigns that are currently ongoing?

No, because STB needs to approve the marketing plans and funding quantum before the applicant can execute the marketing plans. Therefore, only costs that are incurred after the issuance of STB's Letter of Award for approved marketing plans will be eligible for reimbursement.

GST

14) Is GST a qualifying cost item?

No, GST Does not qualify for reimbursement.

AIRFARE FOR OVERSEAS TRAVEL

15) If my company have existing policies for staff to fly by premium economy class/business class for business trips, can I still seek reimbursement for the airfare up to the price of an economy class airfare?

Yes. You must provide screenshots of the price of the economy-class airfare for the same flight, same date and same timing as supporting documents to qualify for reimbursement.

AUDIT FEES

16) Are audit fees calculated as part of the overall funding quantum or is this over and above the funding quantum companies will be receiving?

The audit fees are not calculated as part of the overall funding quantum. STB will reimburse each applicant for the cost of the audits over and above the total funding quantum it will receive.

For companies that submit an application covering a few attractions, the maximum support for audit is still \$2,000 per audit.

17) Do I need to include audit fees in the application form?

No, applicants are not required to input audit fees as one of the qualifying costs in Section D of the application form.

CHANGES TO MARKETING PLANS

18) Can I make edits to my marketing plan after it has been submitted and approved by STB?

Yes. However, all changes must be communicated to STB in writing and be approved by us before you can proceed with the new plan. If the changes result in revision to the grant amount and deliverables, STB would need to issue a letter of variation before you can proceed.

TRACKING INDICATORS

19) Can I choose not to submit the tracking indicators as these are confidential data?

No, companies will need to submit tracking indicators as part of the application. The information will help STB to assess the effectiveness of your marketing campaign and the MPP as a whole. Please be assured that information shared will be kept strictly confidential and for internal use only.

DELIVERABLES

20) What happens if I am unable to execute one of the deliverables?

STB will pro-rate the final funding amount by not reimbursing you for cost of the initiative that was not executed.

DISBURSEMENT

21) When can I start claiming for my funds?

To assist companies with their cashflow, successful applicants will be entitled to two disbursements. The first is when the company is mid-way through the duration of its marketing campaign (interim disbursement), the second is when the company has completed the entire marketing campaign (final disbursement).

Companies should take note that all claims must be audited to qualify for each disbursement. STB will pay for 100% of the audit fees up to \$2,000 per audit, subject to a maximum of two audits per applicant. Due to this audit requirement, companies should consolidate your claims in two tranches so that your audit can be complete for each disbursement.

Companies can start claiming for their interim disbursement when they have reached the mid-way milestone by filling in the disbursement memo that will be attached in the Letter of Award and submitting them to MPP@stb.gov.sg with all the supporting documents attached.

22) How long will STB take to disburse the funds once I send in my claims?

If the audited claims are complete with supporting documents and there are no further clarifications to be made, STB will endeavour to disburse the funds within 1 month.

23) If I do not fully utilise my total awarded funds, will I be penalised?

No, applicants will not be penalised for unutilised funds.

COMPLIANCE TO ALL APPLICABLE COVID-19 HEALTH PRECAUTIONARY MEASURES, LEGISLATIONS, DIRECTIONS, CONDITIONS AND ADVISORIES

24) Where can I find all the applicable COVID-19 measures, legislations, directions, conditions and advisories that my establishment must adhere to?

You may find them on the websites of MOH and STB respectively at www.moh.gov.sg and www.stb.gov.sg

25) What happens if I do not comply with the precautionary measures?

Applicants will be disqualified and if funding has been disbursed, STB will claw back our funding.

ADMIN

26) Is there a limit to the number of entries that each business/organization can submit to the MPP?

Yes. Each group or property can only submit one application for the MPP.

27) Can I submit more than one application for my business/organisation?

Each applicant may make no more than 2 applications, provided the first approved award quantum has not exceeded its total eligible funding quantum.

28) Can I get an extension to the application deadline or campaign period?

In view of the prolonged pandemic, we have extended the deadline for application to 31 December 2020 to enable companies to plan better. All applications must be received by 31 December 2020 to qualify for the MPP.

29) How long will STB take to process my application?

STB aims to inform all applicants on the status of their application within 5-10 working days.

30) Is there a format to submit my marketing plans?

Interested applicants are simply required to fill up the online application form at <https://go.gov.sg/ApplyForMPP>. No further supporting documents are required. Therefore, please ensure that all qualifying marketing activities are detailed in the application form upon submission.