**APPLICATION FORM**

**To be submitted with hard copy materials.**

Mailing address:Box No. 16, Singapore Tourism Board, Tourism Court, 1 Orchard Spring Lane, Singapore 247729

1. **APPLICANT INFORMATION**

|  |  |
| --- | --- |
| Organisation (“Applicant”) Details | |
| Organisation name |  |
|  |  |
| Company/Business Registration No. |  |
|  |  |
| Organisation address |  |
|  |  |
| Organisation website  (if applicable) |  |
|  |  |
| Organisation registered as  (e.g. private limited, association etc.) |  |
|  |  |
| Brief description of organisation |  |
|  |  |
| Contact Person Details |  |
| Name |  |
|  |  |
| Designation |  |
|  |  |
| DID |  |
|  |  |
| Email |  |

1. **INTENT OF COLLABORATION (If Applicable)**

Please state here if your organisations intends to collaborate with other entities/organisations for this campaign.

|  |  |
| --- | --- |
| Names of entities  (please list): |  |

1. **DECLARATION**

C.1 Is the applicant a Singapore registered company?

|  |  |  |  |
| --- | --- | --- | --- |
|  | No |  | Yes |

C.2 Has the applicant been or is currently –

* investigated for or charged with or convicted of any criminal offence or subject to any criminal proceedings; or
* subject to disciplinary proceedings or regulatory action by any regulatory or licensing authority,

in any jurisdiction in the last 5 years?

|  |  |  |  |
| --- | --- | --- | --- |
|  | No |  | Yes (please disclose details below): |

|  |
| --- |
|  |

C.3 Has the applicant been or is currently engaged in any civil suit or proceedings in any jurisdiction in the last 5 years?

|  |  |  |  |
| --- | --- | --- | --- |
|  | No |  | Yes (please disclose details below): |

|  |
| --- |
|  |

C.4 Has the applicant been or is currently –

* bankrupt, wound-up or under judicial management;
* subject to any bankruptcy or winding up or judicial management proceedings; or
* has a receiver or manager appointed for the applicant?

|  |  |  |  |
| --- | --- | --- | --- |
|  | No |  | Yes (please disclose details and status): |

|  |  |
| --- | --- |
| **Details:** | **Status:**  (Concluded/Pending) |
|  |  |

C.5 Is the applicant intending to apply, applied for or obtained any grants or tax or financial incentives for this project?

|  |  |  |  |
| --- | --- | --- | --- |
|  | No |  | Yes |

If yes, please disclose details:

|  |  |  |  |
| --- | --- | --- | --- |
| **Agency** | **Name of Scheme** | **Amount (S$) and details of award** | **Application status:** (Granted/Submitted/Intending to apply) |
|  |  |  |  |

C.6 On behalf of myself and the Applicant:

1. I declare that I am duly authorised by the Applicant to make this application on behalf of the Applicant.
2. I declare that the information provided in this application and in support of this application is true and accurate to the best of my knowledge and I have not wilfully suppressed any material facts.
3. I undertake to inform Singapore Tourism Board (STB) promptly in writing of any changes to the information provided in this application and any changes to circumstances that may affect this application.
4. I acknowledge that the submission of this application does not, of itself, automatically entitle the Applicant to funding.
5. I acknowledge and agree that the Applicant shall be undertaking the application and project at its own cost and risk. I agree that the STB, its members, officers, employees or any other persons acting under its direction shall not be liable for any loss, injury or damage, including loss of income, profit or savings or indirect, incidental, special, consequential or punitive damages arising from or in connection with this Application or any perceived recommendation or advice therefor.
6. The Applicant agrees to indemnify STB against any claims, demands, suits, judgments, penalties, expenses, and liability or obligations of any kind arising directly or indirectly out of this application.
7. The Applicant hereby acknowledges and consents to the above.

|  |  |
| --- | --- |
| Name |  |
|  |  |
| Designation |  |
|  |  |
| Telephone |  |
|  |  |
| Email |  |
|  |  |
| Date |  |
|  |  |
| Signature |  |
|  |  |
| Company stamp (optional): |  |
|  |  |

1. **PROPOSAL CHECKLIST**

Please check that your proposal includes the items in the table below. You are encouraged to be innovative with your proposal (e.g. video, physical mock-up submissions are welcome).

|  |  |  |
| --- | --- | --- |
| **S/N** | **Items** | **Check if included** |
| 1 | **Project team details**  Please submit details of the project team members who will be working on this campaign, together with their past marketing experience (where applicable). |  |
| 2 | **Executive Summary**  Please include an executive summary on your campaign proposal objective, target audience, concept and distribution in less than a page. |  |
| 3 | **Campaign Proposal**  Please provide details of your proposed marketing campaign concept and execution.  Do include: | |
| 1. The intended target audience |  |
| 1. The intended launch date and end date |  |
| 1. Key project milestones you intend to meet across the campaign duration |  |
| 1. The distribution plan |  |
| 1. How STB’s matching award funds will be used to amplify your campaign should you be an awarded recipient of the Marketing Innovation Programme (e.g. additional video production, additional media buys, activation in another market, extension of activation period etc.) |  |
| 1. How your campaign is relevant in telling a great Singapore story |  |
| 1. Why and how you think your campaign is innovative |  |
| 1. How your campaign has the potential to achieve tourism outcomes at any point in the consumer journey (e.g. increase destination appeal, driving consideration to visit, driving post-arrival spend, etc.) |  |
| 4 | **Project budget**  Please outline your campaign budget and proposed breakdown on the **Project Budget Schedule** document. The listed items are some examples of production and distribution costs; the list is not exhaustive therefore please adjust accordingly to what are relevant to your campaign.    In addition to innovativeness and potential impact, STB will also be evaluating your application based on feasibility, so proposed investments in development and distribution for the marketing campaign should be adequate. |  |
| 5 | **Expected Outcomes**  Please include the business and marketing targets for the campaign e.g. reach, engagement levels, return on investment, attendance, etc. |  |

1. **SUBMISSION CHECKLIST**

Please check that your submission includes the following soft copy and hard copy materials. STB should receive all submissions by **15 October 2018, 2359.**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **Item** | **Instructions** | **Check if submitted** |
| 1 | **Soft copy submission:**   1. Proposal in any format. 2. Submission documents, comprising of this Application Form and Project Budget Schedule. | Please email to:  [STB\_MarketingInnovation@stb.gov.sg](mailto:STB_MarketingInnovation@stb.gov.sg) with the subject title "Marketing Innovation Programme - (your organisation name)”.  Please ensure that materials can be viewed on standard Windows PC with software versions 2007 and above. |  |
| 2 | **Hard copy submission:**   1. 2 copies of the proposal. 2. Submission documents, with original signatures where required. | Please submit to:  Box No.16, Singapore Tourism Board, Tourism Court, 1 Orchard Spring Lane, Singapore 247729 |  |

Submissions with missing information or documents will be disqualified. Late submissions will not be accepted unless STB’s pre-approval has been granted.

1. **Please let us know how you heard about the Marketing Innovation Programme:**