

# New Fam Sponsorship Opportunity- Template

## Introduction

STB Vietnam is calling for sponsorship from Singapore tourism industry stakeholders to showcase your products and services through popular celebrity couple in Vietnam - Gin and Puka - in their upcoming honeymoon trip to Singapore, in April 2024.

<b>Name of Fam Trip</b>	STB Vietnam Gin & Puka Honeymoon Trip 2024
<b>Dates of Fam</b>	6 <sup>th</sup> – 10 <sup>th</sup> April 2024
<b>Group Size</b>	7 pax, includes the couple Gin & Puka and their supporting crew (1 videographer, 1 make-up artist, 2 assistants and 1 content manager)
<b>Country of Participants</b>	Vietnam
<b>Profile</b>	Celebrities
<b>Type of Sponsorship</b>	<p>Full or co-sponsorship of:</p> <ul style="list-style-type: none"><li>Accommodation:<ul style="list-style-type: none"><li>One main room for the couple Gin &amp; Puka with breakfast.</li><li>2 – 3 standard rooms for the supporting crew with breakfast.</li></ul></li><li>Attractions and Experiences: Showcase Singapore’s latest offerings as well as other leisure experiences which will appeal to Vietnam market. Unique or tailor-made experience that will enhance their honeymoon is preferred.</li><li>Meals: Showcase Singapore’s rich and diverse food offering, especially traditional food or innovative and interesting concepts.</li></ul> <p><u>Note:</u> STB VN is looking at partnership for the couple, Gin &amp; Puka (2 pax). The supporting crew only required access to the locations for filming / assisting the couple.</p>
<b>Additional details/criteria for sponsorship</b>	<ul style="list-style-type: none"><li>Experiences that can tell the Singapore story targeting early career segment with the diverse range of couple-friendly experiences.</li><li>New / innovative experiences and attractions that are news-worthy or Instagram-worthy to generate good content for Vietnamese KOLs.</li></ul>
<b>Information about FAM Participants</b>	<ul style="list-style-type: none"><li>Gin &amp; Puka is a newly-wed young celebrity couple in Vietnam. The wedding of Gin &amp; Puka has been among top keywords search &amp; top social buzz during the last 4 months of 2023 which includes their proposal, pre-wedding photos and all the wedding ceremonies.</li><li>Gin Tuan Kiet’s social presence:<ul style="list-style-type: none"><li>Facebook (<a href="https://www.facebook.com/TuanKietOfficial">https://www.facebook.com/TuanKietOfficial</a>): 2.6M followers   Average interaction: 25K</li><li>Instagram (<a href="https://www.instagram.com/gintuankiet/">https://www.instagram.com/gintuankiet/</a>): 1.1M followers   Average interaction: 30K</li></ul></li><li>Puka’s social presence:</li></ul>

	<ul style="list-style-type: none"> <li>- Facebook (<a href="https://www.facebook.com/PukaOfficial">https://www.facebook.com/PukaOfficial</a>): 1.2M followers   Average interaction: 5K</li> <li>- Instagram (<a href="https://www.instagram.com/puka_nguyen/">https://www.instagram.com/puka_nguyen/</a>): 1.2M followers   Average interaction: 15K</li> <li>- YouTube (<a href="https://www.youtube.com/channel/UC4ujYGtRRdTcmtm9UGNzCrg">https://www.youtube.com/channel/UC4ujYGtRRdTcmtm9UGNzCrg</a>): 242K subscribers   Average views: 20K</li> <li>- TikTok (<a href="https://www.tiktok.com/@pukadv">https://www.tiktok.com/@pukadv</a>): 2.4M followers   Average views: 1M</li> </ul> <ul style="list-style-type: none"> <li>• Although their pre-wedding and wedding was talk of the town in 2023, the young couple haven't yet gone to their honeymoon trip until now. While the husband (Gin) visited Singapore before, this will be the first Singapore trip for the wife (Puka). STB VN assessed this as a potential opportunity to feature diverse Singapore experiences through the lens of this couple.</li> </ul>
<p style="text-align: center;"><b>Eligibility</b></p>	<ul style="list-style-type: none"> <li>• All Singapore-based stakeholders are open to apply.</li> <li>• STB VN will shortlist and inform stakeholders of the outcome once the EOI closes.</li> <li>• The experiences / attractions / accommodations will be discussed and selected by the couple based on their personal interest.</li> <li>• STB VN reserves the right to decline/ accept at their discretion.</li> </ul>
<p style="text-align: center;"><b>Expression of Interest Opens</b></p>	<p style="text-align: center;">8<sup>th</sup> March 2024</p>
<p style="text-align: center;"><b>Expression of Interest Closes</b></p>	<p style="text-align: center;">18<sup>th</sup> March 2024, 17:00 (SGT)</p>
<p style="text-align: center;"><b>Point of Contact</b></p>	<p style="text-align: center;"><i>For more details and expression of interest, please contact:</i></p> <p style="text-align: center;"><i>Toai Nhi Quan, Manager, Vietnam</i></p> <p style="text-align: center;"><i><a href="mailto:quan_toai_nhi@stb.gov.sg">quan_toai_nhi@stb.gov.sg</a></i></p>