

Background	Sponsorship opportunity for KOL visit for UK KOL Emily Blackwell during Grand Prix Season Singapore (GPSS)
Objectives	<ul style="list-style-type: none"> • Provide new and refreshed knowledge about Singapore • Profile Singapore as an exciting destination where memories are created at every turn during GPSS
Details	<ul style="list-style-type: none"> • Group size: 2 pax • Duration of stay: Arrival: 19 September 2024 Depart: 23 September 2024 • Accommodation requirements: 1 x Twin Room with breakfast and wifi for 2 pax
About the KOL	<ul style="list-style-type: none"> • Emily Blackwell rose to fame on the hit UK TV show 'Made in Chelsea'. • Back when she first joined the Chelsea gang, Emily was working as a model. Since then, worked as an influencer, creating content on YouTube and Instagram! • Emily is also the director of her own lingerie company, UYC London, as well as the co-host of her podcast Mother Half, with her Mother Rachel, whom she will be travelling with. • Emily's social media stats are listed below: <ul style="list-style-type: none"> • Instagram: @Emily.blackwell <ul style="list-style-type: none"> ○ Followers: 358K ○ Engagement rate: 1.4% (hidden likes) • TikTok: @emily_blackwell <ul style="list-style-type: none"> ○ Followers: 58.7K ○ Engagement rate: 1.74%
Types of sponsorship	<p>In line with STB's objective to showcase Singapore as a vibrant, unique and exciting destination where memories with loved ones are made, we are looking for the below types of sponsorships (include but not limited to):</p> <ul style="list-style-type: none"> • Accommodation with a strong biophilic and sustainable ethos • F&B experiences that showcase local flavour
For more information on the opportunity, please contact	<ul style="list-style-type: none"> • Melanie Jones, Principal Manager, Northern & Southwestern Europe. Melanie_jones@stb.gov.sg • Ernie Rosli, Market Operations. ernie_rosli_from.scientec@stb.gov.sg