

STB Americas Formula 1 Influencer FAM September 2024 with Major Content Creator

Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam with a major social media content creator to showcase the Singapore Grand Prix to an American audience. This content creator will be showing everything that Singapore has to offer during this eventful time including, food/beverages, events, experiences, and attractions. STB Americas is calling for Singapore trade partners for support and sponsorship.

Name of Fam Trip	STB Americas Formula 1 Influencer FAM with Mei Mei Deuanxayasane (@meimonstaa)
Dates of Fam	19-24 September 2024
Group Size	2
Country of Participants	USA
Profile	KOL
Type of Sponsorship	<ul style="list-style-type: none">• Accommodation (Full or Co-sponsorship)• Attractions and Experiences (Full or Co-sponsorship)<ul style="list-style-type: none">• Meals (Full or Co-sponsorship)
Additional details/criteria for sponsorship	Hidden Gems/Unique Experiences, Adventure Travel, Foodie, Luxury Experiences, Romantic Experiences
Information about FAM Participants	<p>Mei Mei is a lifestyle content creator who recently attended the Miami F1 Grand Prix with her fiancé, Jacob, showing their avid support for McLaren. Her firsthand experience at the F1 Miami event, coupled with genuine enthusiasm for the sport, resonated deeply with her audience. Mei Mei's coverage was praised for its authenticity and excitement. She has the ability to create compelling and relatable content that showcases unique Singaporean experiences during the eventful weekend, aligning perfectly with the campaign's Made in Singapore campaign.</p> <p>Additionally, the couple will be getting married in August, so this trip to Singapore will be one of their first as a newly married couple. STB Americas aims to make this trip extra special for them.</p> <p>Mei Mei Social Media Stats:</p> <p>TikTok Followers: 3.4M</p> <p>TikTok Engagement: 11%</p> <p>Instagram Followers: 300.7K</p> <p>Instagram Engagement: 30%</p>

Eligibility	<ul style="list-style-type: none">• <i>All Singapore-based stakeholders are open to apply.</i>• <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i>• <i>STB reserves the right to decline/accept at their discretion</i>
Expression of Interest Opens	<i>27 June 2024</i>
Expression of Interest Closes	<i>9 September 2024</i>
Point of Contact	<p><i>For more details and expression of interest, please contact: Marissa Castro, STB Americas Digital Marketing Manager Marissa_castro@stb.gov.sg</i></p>