

# STB Americas Influencer FAM October 2024 with lifestyle influencer and podcast host

## Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam with a social media content creator and podcast host to showcase the Singapore's as a perfect girls trip. This content creators will be showing everything that Singapore has to offer from hotels, spas, unique experiences, and the food/beverage landscape. STB Americas is calling for Singapore trade partners for support and sponsorship.

<b>Name of Fam Trip</b>	STB Americas Lifestyle Influencer FAM trip with Work Party Pod Hosts Jaclyn Johnson and Marina Middleton
<b>Dates of Fam</b>	1-7 November 2024
<b>Group Size</b>	3
<b>Country of Participants</b>	USA
<b>Profile</b>	KOL
<b>Type of Sponsorship</b>	<ul style="list-style-type: none"> <li>• Accommodation (Full or Co-sponsorship)</li> <li>• Attractions and Experiences (Full or Co-sponsorship)</li> <li>• Meals (Full or Co-sponsorship)</li> </ul>
<b>Additional details/criteria for sponsorship</b>	Hidden Gems/Unique Experiences, Adventure Travel, Foodie, Luxury Experiences
<b>Information about FAM Participants</b>	<p>Founded by <a href="#">Jaclyn Johnson</a> and <a href="#">Marina Middleton</a>, <a href="#">@workparty</a> has become an inspirational platform for ambitious women, celebrating female entrepreneurs and professionals. It offers insightful discussions on career growth, business strategies, and work-life balance, empowering women everywhere. A girls' trip to Singapore would be a perfect way to celebrate Jaclyn and Marina's accomplishments, providing an opportunity to explore the city's vibrant culture and unique attractions. Their trip will not only celebrate their hard work and achievements but also inspire their community to see Singapore as an ideal destination for recognizing their own successes.</p> <p><b>Jaclyn Johnson Social Media Stats:</b></p> <p>Instagram Followers: 120.5K</p> <p>Instagram Engagement: 8.3%</p> <p><b>Marina Middleton Social Media Stats:</b></p> <p>Instagram Followers: 28.6K</p> <p>Instagram Engagement: 15.5%</p>

<b>Eligibility</b>	<ul style="list-style-type: none"><li>• <i>All Singapore-based stakeholders are open to apply.</i></li><li>• <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i></li><li>• <i>STB reserves the right to decline/accept at their discretion</i></li></ul>
<b>Expression of Interest Opens</b>	<i>3 October 2024</i>
<b>Expression of Interest Closes</b>	<i>28 October 2024</i>
<b>Point of Contact</b>	<p><i>For more details and expression of interest, please contact:</i></p> <p><i>Marissa Castro, STB Americas Digital Marketing Manager</i></p> <p><i>Marissa_castro@stb.gov.sg</i></p>