



SINGAPORE 2019

WORLD PARA SWIMMING WORLD SERIES

Corporate Sponsorship and Information Deck

1. EVENT FACTSHEET

The World Para Swimming World Series is a top-level international swimming competition for elite para swimmers. The 2019 World Series will take place in 6 countries across 4 continents from February to June.

Come May 2019, **Singapore will be playing host as the first Asian country in history** for this prestigious series. The event is expected to welcome over 200 para swimmers and officials from around the globe, including some of the world's best, to our world-class facility – OCBC Aquatic Centre.

The 3-day event will see elite swimmers compete for the World Series titles, and lock results for their qualification towards the World Para Swimming Championships 2019 and Tokyo 2020 Paralympics. With the event setting foot in Asia, hosts Singapore Disability Sports Council (SDSC) and International Paralympic Committee (IPC) expect the event to establish a milestone in raising the profile of para swimming in Asia, through impactful education and technical workshops/clinics held in conjunction with this international meet.

In addition, the SDSC will be holding its annual SPH Foundation National Inclusive Swimming Championships 2019 to launch this eventful week.

Event Period

Opening Event (SPH Foundation National Inclusive Swimming Championships 2019):	5 May
Training days (Singapore 2019 World Para Swimming World Series):	7, 8, 9 May
Competition days (Singapore 2019 World Para Swimming World Series):	10, 11 12 May

Expected Community Outcomes of the Event and Your Contribution

1. Singapore's para swimmers benefit from home ground advantage.
 - a) More developmental swimmers gain rare international high-level exposure.
 - b) Elite swimmers achieve good results for qualification to World Championships 2019 and Tokyo 2020 Paralympic Games with home support.
 - c) Singaporean officials and volunteers learn to deliver performance environments.
2. More Singaporeans understand, support and champion disability sports.
 - a) Singaporeans better understand disability sports.
 - b) Singaporeans come together to cheer for Team Singapore.
3. Singapore achieves a world-class reputation and leads as an Asian hub.
 - a) International guests are wowed by their experience in Singapore.
4. More Persons with Disabilities (PwDs) are active.
 - a) PwDs are attracted to start their own active lifestyles after knowing peer stories.

Target Impact

Athletes and Officials: 250 pax from 15 countries Event Officials and Volunteers: 200 pax
Spectatorship: 10,000 pax
Audience Reach: At least 250,000 pax (include overseas reach through digital platforms)

2. SPONSORSHIP PACKAGES AND ENTITLEMENTS

Our packages are designed to give our sponsors a **significant impact beyond their investment value**.

Because of the breaking angles of this event and growing attention on para athletes and their strengths, sponsors can look forward to a **high public profile boosted by media coverage, multi-agency promotion and public engagement**. Interest would be expected on prime and local news, as well as community and sports coverage.

Internationally, our sponsors would also be **associated to the prestigious brand of the World Series**, and gather overseas attention by our foreign partners, teams and audiences.

The Series also provide meaningful opportunities for our sponsors to **engage their clients, employees and prospective talents**, through onsite and offsite engagement activities.

PRESENTING SPONSOR (1 SLOT)

(i.e. Singapore 2019 World Para Swimming World Series, presented by <Your Company>)

Sponsorship amount: S\$100,000

Fund utilization: Critical areas of competition management, public engagement and other operations

Diamond Sponsors

Sponsorship amount: S\$50,000

Fund utilization: Key areas in competition management, public engagement and other operations

Official Sponsors

Sponsorship: Full sponsorship of In-Kind Products and Services that offset costs of the event

Please kindly refer to the next page for a breakdown of sponsor entitlements, and to the annex for the breakdown of our event budget for your reference.

Sponsor Entitlements

Entitlement (page 1 of 2)	PRESENTING SPONSOR	Diamond Sponsor	Official Sponsor
Titleship			
a) Title of Meet (presented by)	✓		
b) Public fringe activity (subject to discussion)	✓	✓	
Press Engagement			
a) Press conference / interview	✓		
b) Press photo opportunity	✓		
c) Customised media releases	✓	✓	
d) General media releases	✓	✓	✓
e) Product sharing with press members	✓	✓	✓
f) Mentions in local athlete interviews	✓		
Branding Exposure			
a) Event Backdrop (Victory Ceremonies)	✓	✓	✓
b) Souvenir Magazine (Print, Digital)			
- Company message	✓	✓	
- Company advertisement	✓	✓	✓
c) Advertisement Boards (Onsite)	✓	✓	Subject to availability
d) Advertisement Boards (Lamp-post, Pillars in vicinity)	✓	✓	
e) Posters and Flyers (corporate, public, youth outreach)	✓	✓	✓
f) Social Media contests and stories	✓	✓	✓
g) Product / Engagement Booth (onsite)	✓	✓	✓
h) Tee-shirts and lanyards (crew, officials, volunteers)	✓		Apparel Sponsor only
i) Medals	✓		
j) Tags / mentions in athlete posts	✓	✓	
k) Airing of company clips onsite	✓	✓	✓

Entitlement (page 2 of 2)	PRESENTING SPONSOR	Diamond Sponsor	Official Sponsor
VIP Engagements			
a) Medal Presenter	✓		
b) Networking session for C-suite level	✓	✓	>\$25,000
c) Co-hosting of Guests of Honour	✓		
Staff, Client, Talent Engagements			
a) Customised eDMs	✓	✓	
b) Athlete Ambassador Talk / Meet and Greet	✓	✓	
c) Onsite Client / Employee Reception at VIP Lounge	✓		
d) Tickets to Event (valued at \$2.50 each)	500 pcs	300 pcs	Up to 100 pcs
e) Corporate sharing with prospective talents of SDSC's school partners	✓		



TAX DEDUCTION FOR DONATIONS

If you choose not to request for marketing privileges or material benefits, your contribution is a donation, and not a sponsorship.

The Singapore Disability Sports Council (SDSC) is a charity and Institute of Public Character (IPC). All donations to the Council qualify for 250% tax deductions. E.g. For every S\$10,000 donated to SDSC, \$25,000 will be deducted from your taxable income.

3. SPONSORSHIP AGREEMENT OR DISCUSSION

Please kindly contact us to inform your sponsorship interest. We will work closely with you to confirm your sponsorship tier and entitlements, and draft an agreement for this partnership.

In supporting Singapore 2019 World Para Swimming World Series, your organization would be helping to champion a meaningful movement for Singapore and the global community. Your generous contribution would be deeply appreciated and SDSC is certain of a fulfilling investment.

Thank you for your kind consideration of our appeal and sponsorship proposal.

Contact:

Ms Kelly Fan, Executive Director, SDSC

DID: (65) 6342 3565 / (65) 9007 8669

EMAIL: kelly.fan@sdsc.org.sg

Ms Wee Yee Ting, Corporate Communications, SDSC

DID: (65) 6342 3509 / (65) 9852 6103

EMAIL: yee.ting@sdsc.org.sg

ANNEX A: EVENT BUDGET FOR SINGAPORE 2019 WORLD PARA SWIMMING WORLD SERIES

ESTIMATED EXPENDITURE AND PROJECTED INCOME	Details	Forecast
ESTIMATED EXPENDITURE		AMOUNT (\$)
<u>Accommodation - Athletes and Officials (Full Board-3 meals)</u>	-	
Hotel (Twin rooms)	\$250 x 110 rooms x 7 nights	192,500
Meals (Breakfast, Lunch, Dinner)	\$80 x 220 pax x 7 days	123,200
TOTAL (A)		315,700
<u>Refreshment</u>	-	
Drinks	15 countries x 6 days x \$15/carton	1350
TOTAL (B)		1350
<u>Publicity & Promotion</u>	-	
Main Event Backdrop	1 pc x \$12,000	20,000
Pillar Ads	10 pcs x \$500	5,000
Banners for School and Public Wishes	20 pcs x \$150	3,000
Souvenir Magazines	1800 pcs x \$8	1,200
Souvenir Postcards and Cheer Cards	1800 pcs x \$4	7,200
Team Singapore Mini Flags and Clappers	5000 pcs	0
Design Fees		2,500
Commemorative Car Decals	500 pcs x \$5	2,500
Commemorative Collar Pins	2000 pcs x \$5	10,000
Photography & Videography		18,000
Stickers/A-Boards/Country flags		5,000
Tee shirts (Officials)		2,000
Ticketing		12,000
Broadcast Highlights and Events		100,000
TOTAL (C)		188,400
<u>Venue & Operations</u>	-	
Venue Rental	6 days training & comp + 2 days bump in/out	128,000
Venue Variables	Cleaners, Utilities	8,000

Tentages		5,000
Lifeguard		4,000
Venue Security (4 Days Comps)		24,000
Tables/ Chairs		4,000
Ambulance /Medical Services	\$750 X 6 days	4,500
Transportation x 6 days	Commemorative Ez-link cards	15,000
Transportation (for spectators from Special Schools)		10,000
TOTAL (D)		202,500
<u>Technical Delegate</u>	-	
Accommodation	250 x 8 days x 1 pax	2,000
Meals (Breakfast, Lunch, Dinner)	80 x 8 days x 1 pax	640
Flight (2 ways)		3,000
TOTAL (E)		5,640
<u>Classification (PI & II)</u>	-	
Accommodation	300 x 8 days x 4 rooms	9,600
Meals (Breakfast, Lunch, Dinner)	80 x 8 days x 8 pax	5,120
Flight (2 ways)	8 pax x \$3000	24,000
TOTAL (F)		38,720
<u>WPS Reps</u>	-	
Accommodation	250 x 8 days x 1 pax	2,000
Meals (Breakfast, Lunch, Dinner)	80 x 8 days x 1 pax	640
Flight (2 ways)		3,000
TOTAL (G)		5,640
<u>Competition</u>	-	
PA Sounds & Systems		1,500
Sports Presenter		6,000
Timing System (with manpower costs - flights, accommodation, meals)		50,000
Medals		3,000
Accreditation passes & lanyards		4,000
Anti-Doping		10,000
Technical Meeting		500

Sanctioned/Approved Fees of Event		1,000
miscellaneous i.e. Stationery and Printing		1,500
Competition Manager Hire		6,000
TOTAL (H)		83,500
<u>Administration</u>	-	
Insurance – Personal Accident Group		4,000
Licenses		2,000
Contingency Funds		5,000
TOTAL (I)		11,000
TOTAL EXPENDITURE (A)		852,450
INCOME		
<u>Entry Fees</u>	-	
Event Registration	\$160/athlete and official	35,000
Hotels and Meals	\$250 x 7 nights x 220 pax	192,500
Pool Rental Waiver		128,000
Grants		150,000
Sale of Commemorative Collar Pins and Decals	500 x \$8 + 2000 x \$10	24,000
TOTAL INCOME (B)		529,500
OVERALL SURPLUS / DEFICIT [A-B]		(\$322,950)

ANNEX B

About Singapore Disability Sports Council

The Singapore Disability Sports Council (SDSC) is the only organisation in Singapore which reaches across all disability groups, offering a wide range of sports at both elite and non-elite levels. It is, in fact, Singapore's national disability sports organisation. SDSC firmly believes in the rehabilitative and therapeutic value of sports. Its programmes and activities underscore its guiding principle that "Disability Must Never Disqualify".

The council objectives include the following:

- to provide the disabled with opportunities to train, participate and excel in sports
- to enhance the lifestyles of the disabled and integrate them into the community
- to increase public awareness of and promote widespread support for the sporting and recreational needs of the disabled community in Singapore.

SDSC depends on the kind and generous contributions of corporate sponsors and members of the public to advance its cause.

For All Disability Groups, Over 20 Sports

The Singapore Disability Sports Council (SDSC) supports a wide range of sports from community to elite levels. Our growing sports offerings include - Athletics (Track & Field), Archery, Badminton, Boccia, Football, Chess, Equestrian, Goalball, Cycling, Lawn Bowls, Powerlifting, Sailing, Shooting, Swimming, Table Tennis, Tenpin Bowling, Wheelchair Basketball, Wheelchair Rugby and Wheelchair Tennis.

ANNEX C

About World Para Swimming World Series

The World Series was created to bring together some of the biggest competitions on the global calendar with the world's best swimmers in action. It also enables National Paralympic Committees (NPCs) and National Federations (NFs) to better plan and develops their own programmes, by having access to competitions where rules and regulations are applied consistently.

World Para Swimming announces largest World Series 01.10.2018 **Australia, Singapore and Netherlands to host events for first time**

<https://www.paralympic.org/news/world-para-swimming-announces-largest-world-series>



Host Countries from 2017 - 2019

2017	2018	2019
Copenhagen, Denmark	Copenhagen, Denmark	Melbourne, Australia
Sao Paulo, Brazil	Indianapolis, USA	Indianapolis, USA
Sheffield, Great Britain	Sao Paulo, Brazil	Sao Paulo, Brazil
Indianapolis, USA	Lignano Sabbiadoro, Italy	Glasgow, Great Britain
Berlin, Germany	Sheffield, Great Britain	Singapore
	Berlin, Germany	Lignano Sabbiadoro, Italy
		Berlin, Germany

Competition Point System

During the season, all athletes' results at each edition are calculated using a standardised Multi-Class Points System via an online virtual competition platform. A global alignment with IPC, this ensures that the overall WPS World Series winner is the best performing athlete over the duration of the series, meaning that every performance counts. Rankings are published after every competition. Events would be swum in mixed classes (S1-14) and the top 3 athletes with the highest points would be awarded with medals.