



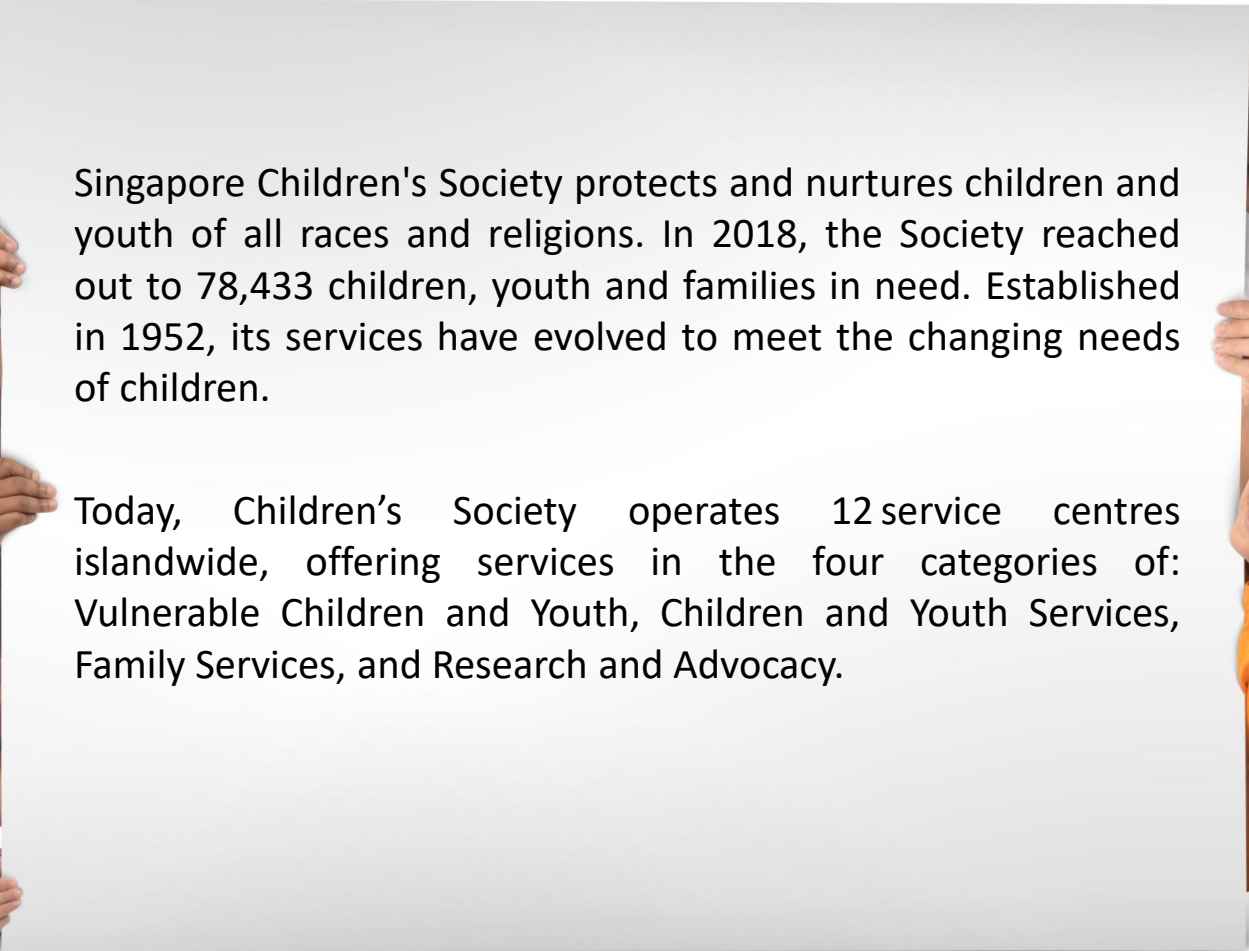
## **Tee Up for Our Children**

### **SPONSORSHIP PROPOSAL**

*Updated 12 March 2020*

# About Us

Singapore Children's Society



Singapore Children's Society protects and nurtures children and youth of all races and religions. In 2018, the Society reached out to 78,433 children, youth and families in need. Established in 1952, its services have evolved to meet the changing needs of children.

Today, Children's Society operates 12 service centres islandwide, offering services in the four categories of: Vulnerable Children and Youth, Children and Youth Services, Family Services, and Research and Advocacy.

# About Us

Singapore Children's Society

## Our Mission

To bring relief and happiness to children in need

## Our Vision

To be a leading edge organisation in promoting the well-being of the child

## Our Core Values

Compassion and Caring. Commitment. Professionalism. Integrity.  
Openness to Change.

# About Us

Singapore Children's Society

Children's Society operates 12 service centres islandwide, offering services in the four categories:

## Vulnerable Children and Youth

Protecting and Guiding Vulnerable Children and Youth

## Children and Youth Services

Nurturing and Inspiring Our Children and Youth

## Family Services

Supporting and Strengthening Our Families in Need

## Research and Advocacy

A Voice for Our Children and Their Future



# Tee Up for Our Children 2020

## Event Details



Singapore Children's Society Charity Golf aims to engage the Society's donors and garner golf enthusiasts to support our Society through golfing for a good cause.

### Proposed Theme:

#### OBJECTIVES

- Raise funds to sustain our programmes at **JYC@Children's Society**, our children and youth drop-in centre based in Jurong for the positive development of children and youths, as well as reduce and prevent our youths from engaging in risky behaviours.
- Encourage the business community to come together to make a difference in empowering the lives of children and youths in need
- Raise awareness of the Society's programmes among existing donors and create a sense of fraternity amongst fellow business leaders

# JYC @ Children's Society

## DEN@JYC (since 2016)

Drop-in centre for children 9-12 years old



## GIG@JYC (since 2004)

Drop-in centre for youths 13-18 years old



Reached over 800 children and youths in 2019

### **ENGAGE children and youths**

- Befriend and mentor; interest group activities focusing on performing arts, sports, cooking; bonding activities like camps, outings

### **DEVELOP children and youths**

- Socio-emotional learning sessions; annual community give-back; casework & counselling

# Tee Up for Our Children 2020

## Event Details

Date	:	15 September 2020
Time	:	11:00am – 9:30pm
Venue / Route	:	Singapore Island Country Club (Island Course)
Media Publicity	:	Yes
Guest-of-Honour	:	TBC
Target Audience	:	C-level Executives



# Tee Up for Our Children 2020

## Publicity Plans

To promote the event, Singapore Children's Society will publicise the event through the following avenues:

- Appeal Letters via Post
- Electronic Direct Mailers
- Online and Social Media Platforms such as the Society's website, Facebook Page, LinkedIn
- Word of mouth
- Leverage on our partners' Social Media Platforms and Database



# Tee Up for Our Children 2020

How can you support ?

We sincerely appeal for corporates and individuals to support us in this meaningful event through:

1. **Cash Sponsorships**
2. **Flight Purchase (Corporate/Individual)**
3. **Sponsorships (Others)**
  - Prizes / Awards Sponsorship
  - Auction Items Sponsorship
  - Goodie Bag Sponsorship
  - Outright Donations

# Tee Up for Our Children 2020

## 1. Cash Sponsorship

### Sponsorship Tiers

#### Happiness Sponsor

Cash Donation of \$30,000

- 2 Flights (8 golfers) in golf tournament\*
- Lunch and Dinner for 8 persons
- Logo Acknowledgment in all marketing collateral and main event signages
- 2 x Signage at exclusive teebox
- Placement of banner (sponsor's own) at pre-dinner cocktail area
- Presentation of Token of Appreciation at the Dinner
- Verbal acknowledgement as Happiness Sponsor at the Dinner
- Recognition as a "Principle Enterprise" for the 1000E programme OR "Patron Philanthropist" for the 1000P programme
- **For sponsorships confirmed before 1 June:** Two invites to the 1000E/1000P Appreciation Dinner on 1 July. Receive 1000E/1000P certificate from GOH SM Teo Chee Hean on stage.

#### Joy Sponsor

Cash Donation of \$20,000

- 1 Flight (4 golfers) in golf tournament\*
- Lunch and Dinner for 4 persons
- Logo Acknowledgment in all marketing collateral and main event signages
- 1 x Signage at exclusive teebox
- Presentation of Token of Appreciation at the Dinner
- Verbal acknowledgement as Joy Sponsor at the Dinner
- Recognition as a "Leading Enterprise" for the 1000E programme OR "Leading Philanthropist" for the 1000P programme
- **For sponsorships confirmed before 1 June:** One invite to the 1000E/1000P Appreciation Dinner on 1 July. Receive 1000E/1000P certificate from GOH SM Teo Chee Hean on stage.

**Singapore Children's Society is an approved Institution of a Public Character (IPC). All cash donations are eligible for 2.5 times tax deduction.**

#### ***\*Conditions of entry***

- Open to all male and female golfers aged 16 and above as at date of event with a recognised U.S.G.A / S.G.A. Golf Handicap;
- Entry includes the 18-holes Green Fees, Buggy (Twin Share), Lunch & Dinner

# Tee Up for Our Children 2020

## 2. Flight Purchase

### Cheers Sponsors

Cash Donation of \$5,000

- Purchase of 1 Flight (4 golfers) in golf tournament\*
- Lunch and Dinner for 4 persons
- Recognition as a “Participating Enterprise” for the 1000E programme OR “Participating Philanthropist” for the 1000P programme
  - **For sponsorships confirmed before 1 June:** One invite to the 1000E/1000P Appreciation Dinner on 1 July graced by SM Teo Chee Hean
- Singapore Children’s Society is an approved Institution of a Public Character (IPC). All cash donations are eligible for 2.5 times tax deduction.

#### *\*Conditions of entry*

- Open to all male and female golfers aged 16 and above as at date of event with a recognised U.S.G.A / S.G.A. Golf Handicap;
- Entry includes the 18-holes Green Fees, Buggy (Twin Share), Lunch & Dinner

# Tee Up for Our Children 2020

## 3. Sponsorships (Others)

- **Prizes / Awards Sponsorship**

Your organisation can support us by sponsoring prizes/awards for the various contests and lucky draws.

The grand prizes for our golf enthusiasts are in the respective categories; Hole-In-One. Grand Prize Sponsors will be recognised on the main signage and at the respective holes.

- **Auction Items Sponsorship**

Your organisation can support us by sponsoring exquisite auction items for our guests to bid at a price. All proceeds will go to the Singapore Children's Society.

Your organisation will be recognised through logo acknowledgement on marketing collateral and verbal acknowledgement by the emcee during the dinner when we conduct the auction.

# Tee Up for Our Children 2020

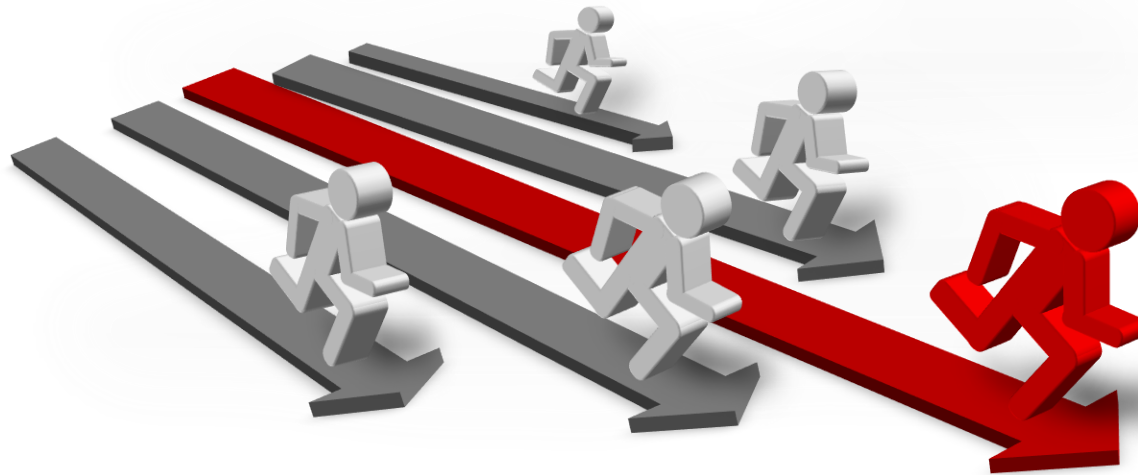
## 3. Sponsorships (Others)

- **Goodie Bag Sponsorship**  
Your organisation can support us by sponsoring goodie bag items for the event.  
(Quantity required: 160 units)
- **Outright Donations**  
Your organisation and/or staff members can make an outright donation in support of the event. Outright cash donations are eligible for 2.5 times tax deduction.

Cheque to be crossed and made payable to “Singapore Children’s Society”. Please include your Name, NRIC, Address, Contact Number and “Tee Up for Our Children 2020” at the back of cheque.

# Tee Up for Our Children 2020

Benefits for Your Organisation



- **High brand visibility from sponsorship**
- **Good networking opportunity**
- **Corporate Social Responsibility (Community Give Back)**

# Tee Up for Our Children 2020

## Contact Persons

Ms. Suganiah Balu – Executive, Corporate Partnership

E-mail : [sdevaraj@childrensociety.org.sg](mailto:sdevaraj@childrensociety.org.sg)

Ms. Cheryl Ang – Executive, Community Relations

E-mail : [cang@childrensociety.org.sg](mailto:cang@childrensociety.org.sg)

Ms. Low Jia Li – Assistant Manager, Fundraising

E-mail : [jllow@childrensociety.org.sg](mailto:jllow@childrensociety.org.sg)

Singapore Children's Society (Corporate Office)

Address : 298 Tiong Bahru Road #09-05 Central Plaza Singapore 168730

Tel : (65) 6273 2010

Fax : (65) 6273 2013

Website : [www.childrensociety.org.sg](http://www.childrensociety.org.sg)

**Thank You!**