





Tee Up for Our Children

SPONSORSHIP PROPOSAL

Updated 14 July 2020

About Us

Singapore Children's Society



Singapore Children's Society protects and nurtures children and youth of all races and religions. In 2019, the Society reached out to 66,966 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 Children and Youth who are Abused and/or Severely Neglected

Children and Youth Services

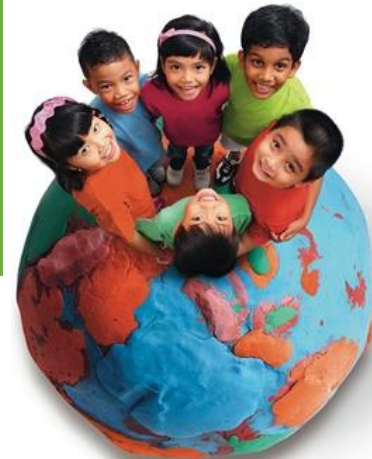
Supporting, Nurturing and Inspiring our Children and Youth

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 2020/21

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





Children's
SOCIETY
Caring for the Future

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



In 2020, JYC hopes to reach out to 500 children and youth.

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 2020/21

Event Details

Date	:	Friday, 15 January 2021
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 2020/21

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 2020/21

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 2020/21

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
- Two invites to the 1000E/1000P Appreciation Dinner to be held on 19 March 2021 (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
- One invite to the 1000E/1000P Appreciation Dinner to be held on 19 March 2021 (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 2020/21

2. Flight Purchase

Cheers Sponsor

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
- One invite to the 1000E/1000P Appreciation Dinner to be held on 19 March 2021 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 2020/21

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 2020/21

3. Sponsorships (Others)

- **Goodie Bag Sponsorship**

Your organisation can support us by sponsoring goodie bag items for the event.
(Quantity required: 160 units)

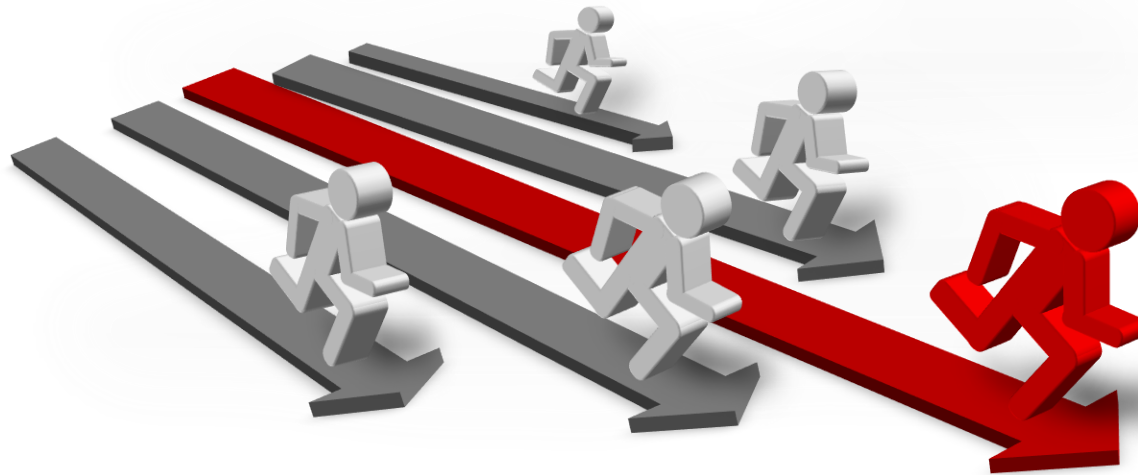
- **Outright Donations**

Your organisation and/or staff members can make an outright donation in support of the event. A donation of \$500 will fund engagement sessions for 1 beneficiary for a year. 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 2020/21” at the back of cheque.

Tee Up for Our Children 2020/21

Benefits for Your Organisation



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





Tee Up for Our Children 2020/21

Contact Persons

Ms. Low Jia Li – Assistant Manager and Team Lead, Community Partnerships

E-mail: jllow@childrensociety.org.sg

Mr. Ng Chin Chye – Manager and Team Lead, Community Engagement

E-mail: ccng@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



Thank You!