



Children's  
SOCIETY  
Caring for the Future



# Walk For Our Children 2020 (The Virtual Ed)

## Sponsorship Proposal



# About Us



We help protect and nurture  
children and youth of all races  
and religions, especially children,  
youth and families in need.



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# 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 & Caring. Commitment. Professionalism.  
Integrity. Openness to Change.



Singapore 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 & Youth Services**

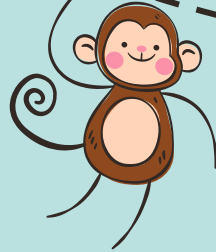
Supporting, Nurturing and Inspiring Our Children and Youth

### **Family Services**

Supporting and Strengthening Our Families in Need

### **Research & Advocacy**

A Voice for Our Children and Their Future



# Walk For Our Children 2020

## The Virtual Edition

### OBJECTIVES

- **To raise funds and promote a spirit of giving for children in need under the Society's care.**

Funds raised will go towards supporting the programmes and services provided by Children's Society. We have 12 service centres offering care and support services to children, youth and families in need.

- **To encourage family-bonding and harmony**

We invite all participants to refer their friends and family members to participate in the walk for a time of bonding.

- **To promote social integration in our community**

To encourage social integration among families, schools and companies through fundraising to support children, youth and families in need.

# Walk For Our Children 2020

## The Virtual Edition



### MECHANICS

Walk for Our Children is Singapore Children's Society's annual **signature fundraising event**. However, for this year, to adapt to the COVID-19 constraints, the event will be happening online!

You can do your part by registering and clocking a minimum of 5,000 steps each. You can do it by yourself or with your family and friends. You can walk or run anywhere in Singapore at your convenience.

Simply log on to our event website afterwards and upload your steps count. While you are there, check out our various interactive games and social media filters.



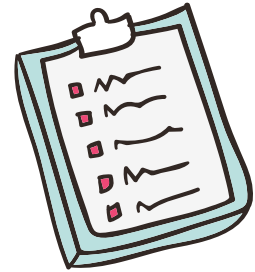
# Walk For Our Children 2020

## The Virtual Edition

### Event Details



- Registration Period : 1 October – 30 November 2020
- Event Period : 2 months (i.e. Oct – Nov)
- Venue/ Route : Anywhere – Virtual Walk
- Media Publicity : Yes
- Guest-of-Honour : TBC (2019 Walk GOH was Speaker of Parliament Tan Chuan Jin)
- Target Audience : Families & children of all ages; at least 2,000 participants



# Walk For Our Children 2020

## The Virtual Edition

Event Tracking



Target

10 million steps

2,000 Participants

A rainbow signifies hope. COVID-19 is far from over. As the country moves into a reopening phase, we are also moving into a new normal. The Society protects and nurtures children and youth of all races and religion. Hence rainbow is an inclusive sign of hope and a new era to all.

The rainbow will grow and chart the overall event target progress according to the number of steps taken by participants.

Geo-mapping feature will also show where participants were to show extensive participation across the island with coloured pin drops on map.

\*All images shown are for illustration purpose only



# Walk For Our Children 2020

## The Virtual Edition

### Event Interactive Highlights



Bowling



Shoot The Target



Throw The Can

\*Mini Game with leaderboard system. At the end of the event, we will give prizes to the top 3 winners.

\*All images shown are for illustration purpose only

# Walk For Our Children 2020

## The Virtual Edition

### Event Interactive Highlight



Photo



Boomerang



GIF

### Virtual Photobooth

A social activity for the whole group. Integrate your virtual photo booth into games, activities and contests—and get everyone to join in. It works with your phone, tablet or laptop. Pose, dance and strut for the camera, anywhere you are!

### Photos | Boomerangs | GIFs



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# Walk For Our Children 2020

## The Virtual Edition



### Event Interactive Highlight

#### Customized IG Filters

Augmented reality (AR) filters are computer-generated effects designed to be superimposed on real-life images. AR filters work with your camera, adding a layer or imagery in the foreground or background of your image.

# Walk For Our Children 2020

## The Virtual Edition

### Publicity Plan

To promote the event, Singapore Children's Society will be publicising the event via the following avenues:

- Appeal Letters via Post (to over 25,000 recipients)
- Electronic Direct Mailers (to over 23,000 recipients)
- Online & Social Media Platforms such as Facebook, IG, running websites etc
- Social Media influencers to help us market the event
- Posters to be put up in MRT stations and community spaces



# Walk For Our Children 2020

## The Virtual Edition

How Can You Support?

We appeal to corporates to support us in this meaningful event through:

1. Cash Sponsorships
2. Item Sponsorships (for Care Pack & Virtual Games)
3. Outright Donations
4. Registration and Step Booster Fundraiser Challenge



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# Walk For Our Children 2020

## The Virtual Edition

### PLATINUM SPONSOR

Cash Donation of \$30,000

- Logo acknowledgement as “Platinum Sponsor” on publicity materials and event website\*
- Ad banner on landing page and 50-word profile of sponsor on event website
- Acknowledgement on Children’s Society Sunbeam Newsletter
- Acknowledgement on Children’s Society Facebook Page
- Up to 80 participant registration accounts and care packs
- Token of Appreciation
- Eligible for 2.5 times tax deduction

\*High resolution logo to be provided by company as soon as the sponsorship is confirmed

# Walk For Our Children 2020

## The Virtual Edition

### GOLD SPONSOR

Cash Donation of \$15,000

- Logo acknowledgement as “Gold Sponsor” on publicity materials and event website\*
- Ad banner and 30-word profile of sponsor on event website
- Acknowledgement on Children’s Society Sunbeam Newsletter
- Acknowledgement on Children’s Society Facebook Page
- Up to 40 participant registration accounts and care packs
- Token of Appreciation
- Eligible for 2.5 times tax deduction

\*High resolution logo to be provided by company as soon as the sponsorship is confirmed

# Walk For Our Children 2020

## The Virtual Edition

### SILVER SPONSOR

Cash Donation of \$10,000

- Logo acknowledgement as “Silver Sponsor” on publicity materials and event website \*
- 30-word profile of sponsor on event website
- Acknowledgement on Children’s Society Facebook Page
- Up to 20 participant registration accounts and care packs
- Token of Appreciation
- Eligible for 2.5 times tax deduction

\*High resolution logo to be provided by company as soon as the sponsorship is confirmed



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# Walk For Our Children 2020

## The Virtual Edition

### BRONZE SPONSOR

Cash Donation of \$5,000

- Logo acknowledgement as “Bronze Sponsor” on publicity materials and event website\*
- Acknowledgement on Children’s Society Facebook Page
- Up to 10 participant registration accounts and care packs
- Token of Appreciation
- Eligible for 2.5 times tax deduction

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# Walk For Our Children 2020

## The Virtual Edition

### Sponsorship of Items:

1. Care Pack items (Quantity required: at least 2,000 units)
2. Games Prizes

Organisation will be given logo acknowledgement on our event website.

### Outright Donations:

You or your organisation staff can make an outright donation in support of the event. Cash sponsorships and outright donations qualify for 2.5 times tax deduction.

Cheques are to be made payable to “**Singapore Children’s Society**”, please indicate name, NRIC, address, contact number and “**WOC2020**” on the back of the cheque.



# Walk For Our Children 2020

## The Virtual Edition

### Steps Booster Challenge:

You can do more to help us fund raise or encourage your staff to do so!

Participants can set higher step goals for themselves (e.g. 20,000 steps daily for 2 weeks) or rally their friends and family to support their fitness goals.

They can use crowdfunding platforms such as [Giving.Sg](#) and [G2C](#) and direct funds raised to us.



# Walk For Our Children 2020

## The Virtual Edition

Benefits for your organisation



- 01. High brand visibility with a major Singapore Charity
- 02. Awareness to public / target market
- 03. Corporate Social Responsibility (CSR) opportunity for staff
- 04. Staff bonding and engagement with the community



# Walk For Our Children 2020

## The Virtual Edition

### Registration Fees (not eligible for tax deduction)

Category	Price	Entitlements
Adult	\$25	1 x Care Pack Unlimited access to interactive website
Child (12 years old and below - based on birth year)	\$10	1 x Care Pack Unlimited access to interactive website

Care pack includes:

- Token of Appreciation;
- Sponsored items;
- Limited Edition Porsche Lego style car model.

Care packs are available while stocks last. Actual collection period TBA

# Walk For Our Children 2020

## The Virtual Edition

### Registration Fees (not eligible for tax deduction)

Category	Price	Entitlements
Family Combo (2 Adults + 2 Children)	\$60	4 x Care Packs Unlimited access to interactive website
Friends Combo (4 Adults)	\$85	4 x Care Packs Unlimited access to interactive website

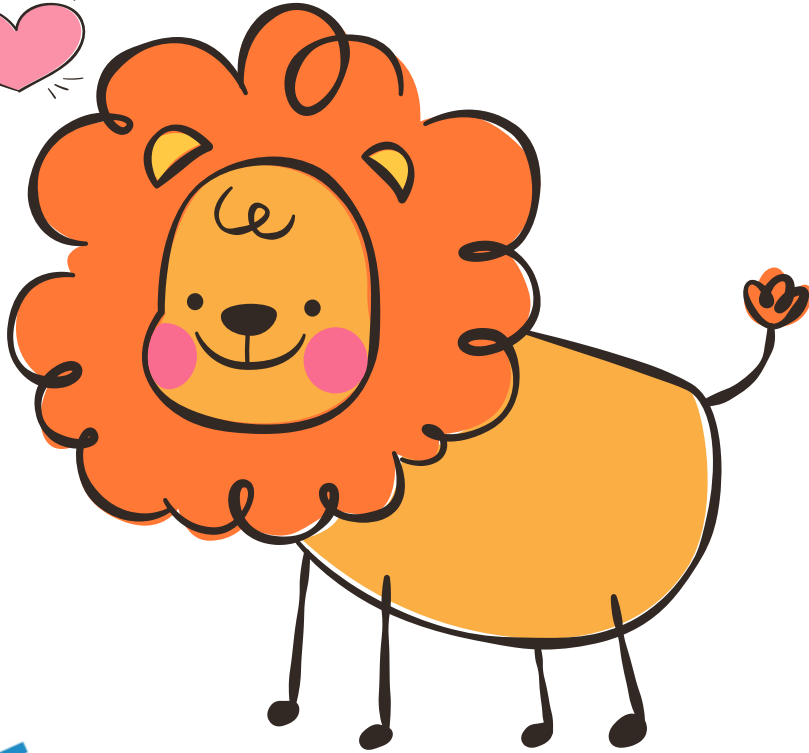
Your organisation can take one of these combo packages for your staff and their family



**THANK YOU**



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# Thanks!

Mr. John Tay – Executive, Community Engagement

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

Ms. Keh Jun Yee- Executive, Community Partnerships

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



## Singapore Children's Society

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)



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