



1000 Enterprises for Children-in-Need Charity Golf 2016

SPONSORSHIP PROPOSAL

Updated on 22 Mar 2016

About Us

Singapore Children's Society

Singapore Children's Society was founded in 1952 by a group of concerned citizens who strives to help poor children. Back in the 1950s, our pioneers reached out to children who are left out on the streets, facing malnutrition. A convalescent home was set up for them.

As the society changes, we reach out to children facing social problems and issues currently, hoping to build a sense of well-being in them.

Today, we have 11 service centres across Singapore, including one residential home. These centres are all located in the older residential estates and lower income residential districts across Singapore. They are mainly comprised of one to two room apartments / flats. The children we help are generally those that are 16 years old and younger.



About Us

Singapore Children's Society

At Singapore Children's Society, we help protect and nurture children and youth of all races and religions, especially those who are abused, neglected, and/or from dysfunctional families via four service categories. In 2014, we reach out to 68,292 children, youth and families in need.

The 4 service categories are provided as follows:

**Vulnerable Children
Services**

**Children and Youth
Services**

Family Services

**Research and
Advocacy**

About Us

Singapore Children's Society

OUR MISSION

To bring relief and happiness to children in need.

OUR VISION

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



1000 Enterprises for Children-in-Need

Singapore Children's Society

MAKE IT YOUR BUSINESS TO CARE



Launched in 2009, our fund-raising programme aims to recruit 1,000 business enterprises to adopt Singapore Children's Society as their official supported charity and achieve an annual net contribution of \$1 million.

We hope that with each enterprise coming on board this programme, we will light up the future of another child in need in Singapore.



1 enterprise donates
\$1,000



1,000 enterprises donate
\$1,000,000

Charity Golf 2016

Event Details



The annual Singapore Children's Society Charity Golf is organized to engage the Society's 1000 Enterprises for Children-in-Need (1000E) donors and golf enthusiasts to come together and support our Society through golfing for a good cause. A full day event, the charity golf will start with the tee-off and end with a charity dinner cum auction.

OBJECTIVES

- Raise funds for the expansion of our services to benefit increased number of children, youth and families in need. Our 11 centres and 72 programmes provide family help and support services, outreach, early intervention as well as a children's home
- Encourage the business community to come together in making a difference in empowering the lives of underprivileged children
- To raise awareness of the 1000E programme among existing donors and create a sense of fraternity amongst fellow business leaders
- To position the 1000E initiative as one that is centered on mutual engagement for businesses in providing marketing mileage and networking opportunities

Charity Golf 2016

Event Details



Date:	13 May 2016, Friday
Time:	11:00am – 9:30pm (Golf & Dinner)
Venue / Route:	Singapore Island Country Club (Island Course)
Media Publicity:	Yes
Guest-of-Honour:	TBC
Target Audience:	C-level Executives
Dress Code:	Smart Casual



Charity Golf 2016

Publicity Plans



To promote the event, Singapore Children's Society (SCS) will be publicizing the event via the following avenues:

- Appeal Letters via Post (To over 100,000 databases)
- Electronic Direct Mailers (To over 4,000 databases)
- Online & Social Media Platforms such as SCS's Webpage, Facebook Page, Forums, etc.
- Flyers and Posters to be put up in schools, clubs and retail outlets
- Word of mouth, viral marketing via eDMs

Charity Golf 2016

How Can You Support?



We sincerely appeal for corporate companies to support us in this meaningful event through the various fund raising mechanism:

1. **Cash Sponsorships**
2. **Flight Purchase** (Corporate/Individual)
3. **Sponsorships (Others)**
 - **Prizes / Awards Sponsorship**
 - **Auction Items Sponsorship**
 - **Goodie Bag Sponsorship**
 - **Outright Donations**
4. **Purchase of advertisement space in programme booklet**

Charity Golf 2016

1. Sponsorships (Cash)



Platinum Supporter Cash Donation of \$25,000

- 2 Complimentary Flights* (8 golfers inc. Buggies) with dinner
- Logo and Name Acknowledgment in marketing collaterals
- 2 x A-frame singled sided signs 3m x 1m at exclusive teebox
- Presentation of Token of Appreciation at the Dinner
- Recognition as a "Leading Enterprise" in 1000 Enterprises for Children-in-need programme
- Full 2.5 times tax-exemption

Gold Supporter Cash Donation of \$15,000

- 1 Complimentary Flight* (4 golfers inc. Buggies) with dinner
- Logo and Name Acknowledgment in marketing collaterals
- 1 x A-frame singled sided sign 3m x 1m at exclusive teebox
- Presentation of Token of Appreciation at the Dinner
- Recognition as a "Leading Enterprise" in 1000 Enterprises for Children-in-need programme
- Full 2.5 times tax-exemption

***Conditions of entry**

- Open to ALL Male and Female golfers Sixteen (16) years of age or older 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, Tournament Welcome Pack

Charity Golf 2016

2. Flight Purchase



Corporate/Individual Team Flight

Cash Donation of \$4,888

- 1 Flight (4 golfers inc. Buggies) in golf tournament*
- 4 persons invited to Dinner
- Individual Ball \$1500
- Full 2.5 times tax exemption

***Conditions of entry**

- Open to ALL Male and Female golfers Sixteen (16) years of age or older 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, Tournament Welcome Pack

Charity Golf 2016

3. Sponsorships (Others)



- **Prizes / Awards Sponsorship**

Your organization can sponsor us exciting prizes for the various contests and lucky draws that will be on-going throughout the event.

Grand prizes are the main attractions for golf enthusiasts to rise as the winner for the respective categories; Hole-In-One, Nearest The Pin and Longest Drive. Grand Prize Sponsors will be recognized on the main signage and at the respective hole.

- **Auction Items Sponsorship**

Your organization can sponsor us exquisite auction items where our guests could bid for a price. All the proceeds will go to Singapore Children's Society.

Your organization will be recognized through logo acknowledgement on the event programme booklet and verbal acknowledgement by the Emcee during the event.

Charity Golf 2016

3. Sponsorships (Others)



- **Goodie Bag Sponsorship**

Your organization can sponsor us useful items for the event goodie bags. (Quantity required: 160 units)

- **Outright Donations**

Your organization and/or staff can make an outright donation in support of the event. Outright donations are entitled to full 2.5 times tax-exemption.

Cheque to be crossed and made payable to “**Singapore Children’s Society**”, please write Name, NRIC, Address, Contact Number and “**1000E Charity Golf 2016**” at the back of cheque.

Charity Golf 2016

4. Purchase of advertisement space



- **Programme Booklet**

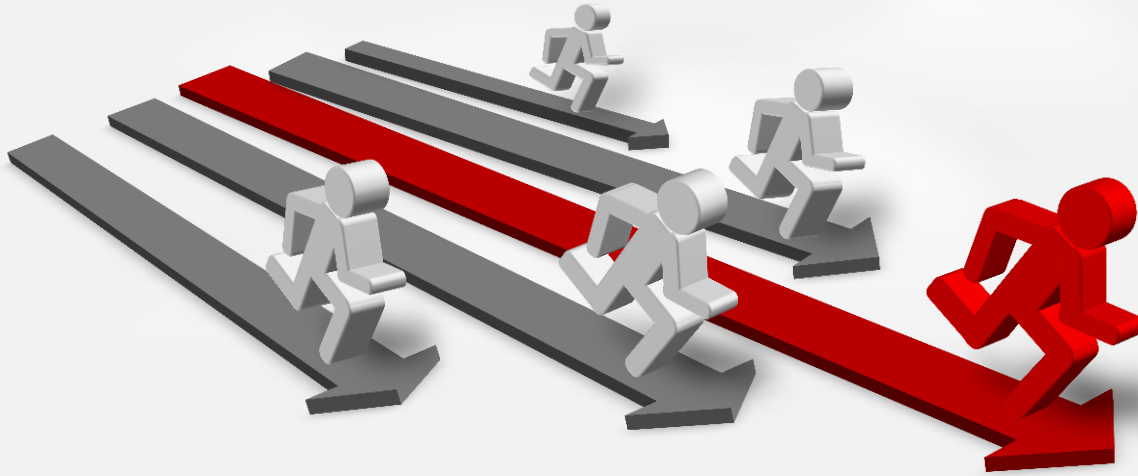
Your organization can purchase full-page advertisement space on our event programme booklet at the following rates:

- Inside Back Cover – S\$800
- Colour ROP – S\$500

In view of processing time and publicity purposes, kindly let us have your advertisement artwork and your company's logo by 30th April 2016.

Charity Golf 2016

Benefits for Your Organization



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

Thank You!

Charity Golf 2016

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