

# New Fam Sponsorship Opportunity

## Introduction

To drive demand for the inaugural 4x weekly Vancouver – Singapore flight beginning Apr 3, 2024, STB Americas is collaborating with Air Canada to host a media/KOL FAM trip so that the journalist and content creators can experience the newest products, experiences, and hotels in Singapore.

<b>Dates of Fam</b>	4-7 April 2024
<b>Group Size</b>	9
<b>Country of Participants</b>	Canada
<b>Profile</b>	Leisure Media and KOL
<b>Type of Sponsorship</b>	<ul style="list-style-type: none"><li>• Accommodation (Full or Co-sponsorship)</li><li>• Attractions and Experiences (Full or Co-sponsorship)<ul style="list-style-type: none"><li>• Meals (Full or Co-sponsorship)</li></ul></li></ul>
<b>Additional details/criteria for sponsorship</b>	Open to all
<b>Information about FAM Participants</b>	5 content creators / influencers 3 journalists 1 Air Canada rep
<b>Eligibility</b>	<ul style="list-style-type: none"><li>• All Singapore-based stakeholders are open to apply.</li><li>• STB will shortlist and inform stakeholders of the outcome once the EOI closes.</li><li>• STB reserves the right to decline/accept at their discretion</li></ul>
<b>Expression of Interest Opens</b>	4 March 2024
<b>Expression of Interest Closes</b>	18 March 2024
<b>Point of Contact</b>	For more details and expression of interest, please contact: Jayne Yeo, Marketing & Leisure Trade, STB Americas <a href="mailto:Jayne_yeo@stb.gov.sg">Jayne_yeo@stb.gov.sg</a>