

New Fam Sponsorship Opportunity

Page Title	<i>STB Americas Influencer FAM April 2024 with @nikkiitomlin</i>
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Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam for travel content creators/influencers with a focus on Singapore’s hidden gems and unique experience and Singapore travel content to support the new Made in Singapore Campaign. STB Americas is calling for Singapore trade partners for support and sponsorship.

Name of Fam Trip	<i>STB Americas Influencer FAM with @nikkiitomlin</i>
Dates of Fam	<i>14-19 April 2024</i>
Group Size	<i>2</i>
Country of Participants	<i>USA</i>
Profile	<i>KOL</i>
Type of Sponsorship	<ul style="list-style-type: none"> • <i>Accommodation (Full or Co-sponsorship)</i> • <i>Attractions and Experiences (Full or Co-sponsorship)</i> • <i>Meals (Full or Co-sponsorship)</i>
Additional details/criteria for sponsorship	<i>Hidden Gems/Unique Experiences, Adventure Travel, Foodie</i>

Information about FAM Participants

Nikki Tomlin (@nikkiitomlin) is a content creator focusing on creative travel, adventure, lifestyle, and photography. With a passion for travel and culture, she brings a wide view of creative concepts and open mindedness to the table. Her content showcases a lot of nature in her travels as well as being very active. She loves to embrace the natural side of the destinations she visits, which is perfect for to showcase and create content for Singapore.

Nikki Social Media Stats:

Instagram Followers: 111K

Instagram Engagement: 10%

TikTok Followers: 24.1k

TikTok Engagement: 1%

STB Americas is contracting her as a part of their Made in Singapore digital campaign to bring content to Singapore and show them the best that Singapore has to offer and why SG is an extraordinary destination. The KOLs will be sharing their trip via social media especially Instagram and Tiktok.

Eligibility	<ul style="list-style-type: none">• <i>All Singapore-based stakeholders are open to apply.</i>• <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i>• <i>STB reserves the right to decline/accept at their discretion</i>
Expression of Interest Opens	<i>15/3/2024</i>
Expression of Interest Closes	<i>8/4/2024</i>
Point of Contact	<p><i>For more details and expression of interest, please contact: Marissa Castro, STB Americas Digital Marketing Manager Marissa_castro@stb.gov.sg</i></p>