

# New Fam Sponsorship Opportunity – Irish Times

## Introduction

*Singapore Tourism Board (STB) London has been contacted by journalist Arlene Harris, who contributes to the Irish Times and You Magazine. Arlene is calling for Singapore partners for support and sponsorship of her forthcoming visit to Singapore.*

<b>Name of Fam Trip</b>	<i>STB London Media Fam September 2025</i>
<b>Dates of Fam</b>	<i>8 – 19 September 2025</i>
<b>Group Size</b>	<i>2 pax (journalist + husband)</i>
<b>Country of Participants</b>	<i>Ireland</i>
<b>Profile</b>	<i>Leisure Media</i>
<b>Type of Sponsorship</b>	<ul style="list-style-type: none"><li>• <i>Accommodation (Full or Co-sponsorship)</i></li><li>• <i>Attractions and Experiences (Full or Co-sponsorship)</i></li><li>• <i>Meals (Full or Co-sponsorship)</i></li></ul>
<b>Additional details/criteria for sponsorship</b>	<i>The Irish Times will feature a general destination review of Singapore in The Irish Times (largest newspaper within Ireland) and a destination review on You Magazine (published by the Daily Mail)</i>
<b>Information about FAM Participants</b>	<i>Arlene Harris is a regular contributor to the Irish Times and You magazine and will be travelling with her husband to visit their son who is studying at NUS.</i>
<b>Eligibility</b>	<ul style="list-style-type: none"><li>• <i>All Singapore-based stakeholders are open to apply.</i></li><li>• <i>STB will pass on all requests directly to Arlene for direct liaison.</i></li></ul>
<b>Expression of Interest Opens</b>	<i>11 August 2025</i>
<b>Expression of Interest Closes</b>	<i>31 August 2025, 17:00 (SGT)</i>
<b>Point of Contact</b>	<p><i>For more details and expression of interest, please contact:</i></p> <p><i>Melanie Jones, Principal Manager, Northern &amp; Southwestern Europe.</i></p> <p><i>Melanie_jones@stb.gov.sg</i></p>