

New Fam Sponsorship Opportunity

Page Title	STB Americas Bucket List 30 th Birthday FAM Oct 2025 with American Podcast Hosts
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Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam with the hosts of the popular podcast Chicks in the Office to celebrate their producers 30th birthday and check off “travel to a new country” off his bucket list. The content creators will be showing everything that Singapore has to offer including, food/beverages, events, experiences, and attractions. STB Americas is calling for Singapore partners for support and sponsorship.

Name of Fam Trip	STB Americas 30 th Birthday Influencer FAM with Chicks in the Office Podcast Hosts						
Dates of Fam	6-11 October 2025						
Group Size	3						
Country of Participants	USA						
Profile	KOL						
Type of Sponsorship	<ul style="list-style-type: none">Accommodation (Full or Co-sponsorship)Attractions and Experiences (Full or Co-sponsorship)Meals (Full or Co-sponsorship)						
Additional details/criteria for sponsorship	Hidden Gems/Unique Experiences, Adventure Travel, Foodie, Luxury Experiences						
Information about FAM Participants	<p>STB Americas is collaborating with the hosts and producer of the popular podcast Chicks in the Office (CITO), Maria Ciuffo (@mariaciuffo), Francesca Mariano (@francescamariano) and Noah Ives (@noahives) to celebrate Noah’s 30th birthday and to check off the item “travel to a new country” on his 30 before 30 bucket list.</p> <p>In honor of SG60, STB Americas is focusing on influencer FAM trips that are big moments of celebration and a milestone birthday like a 30th birthday is a special time in one’s life.</p> <p>The podcast Chicks in the Office is a very popular and well-established podcast produced by the major media company Barstool Sports. It is a top 50 U.S. charts podcast on Apple Podcasts and top 150 U.S. charts podcast on Spotify with an estimated 100k monthly listeners. The subject matter for the podcast ranges from pop culture to recaps of the hosts daily lives. The podcast streams on all major streaming platforms such as Apple and Spotify and posts the podcast videos to YouTube to 229k subscribers.</p> <table><tr><td>Chicks in the Office</td><td><ul style="list-style-type: none">TikTok Followers: 706.6KTikTok Engagement: 8.5%Instagram Followers: 877.4KInstagram Engagement: 9.6%YouTube Subscribers: 229kAvg YouTube Video Views: 12.1K</td></tr><tr><td>Noah Ives</td><td><ul style="list-style-type: none">Instagram Followers: 23.1KInstagram Engagement: 6.1%</td></tr><tr><td>Maria Ciuffo</td><td><ul style="list-style-type: none">TikTok Followers: 119.7K</td></tr></table>	Chicks in the Office	<ul style="list-style-type: none">TikTok Followers: 706.6KTikTok Engagement: 8.5%Instagram Followers: 877.4KInstagram Engagement: 9.6%YouTube Subscribers: 229kAvg YouTube Video Views: 12.1K	Noah Ives	<ul style="list-style-type: none">Instagram Followers: 23.1KInstagram Engagement: 6.1%	Maria Ciuffo	<ul style="list-style-type: none">TikTok Followers: 119.7K
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Eligibility	<ul style="list-style-type: none"> All Singapore-based stakeholders are open to apply. STB will shortlist and inform stakeholders of the outcome once the EOI closes. STB reserves the right to decline/accept at their discretion 				
Expression of Interest Opens	26 August 2025				
Expression of Interest Closes	22 September 2025				
Point of Contact	<p>For more details and expression of interest, please contact:</p> <p>Marissa Castro, STB Americas Digital Marketing Manager</p> <p>Marissa_castro@stb.gov.sg</p>				