

New Fam Sponsorship Opportunity

Minimum information that should be displayed on corporate website:

Page Title	<i>STB London/ UK Media Fam focusing on Singapore as a City in Nature from 3 – 6 July 2027</i>
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Introduction

STB London will host a group of 5 UK media (+ 2 PR escorts from STB) to Singapore from 3 – 6 July, with a focus on City in Nature that also includes a visit to the Singapore Garden Festival. The coverage generated from this trip will be published to coincide with the UK key booking period of September/ October and will support in-market marketing activities to drive travel consideration from the UK to Singapore.

Name of Fam Trip	STB London City in Nature. July 2026
Dates of Fam	3 – 6 July 2026
Group Size	7 pax (5 media + 2 PR escorts)
Country of Participants	UK
Profile	Please see media profiles below.
Type of Sponsorship	Full or co-sponsorship of: <ul style="list-style-type: none">• Accommodation, Attractions and Experiences catering with a City in Nature focus• Meals – Lunches and/or Dinners. Showcase Singapore’s rich and diverse food offering, especially traditional food or innovative and interesting concepts aligned with Singapore’s City in Nature vision.
Additional details/criteria for sponsorship	Key focus areas: <ul style="list-style-type: none">• Experiences that can tell Singapore’s City in Nature story• New / innovative experiences that are news-worthy and relevant to the titles listed
Information about FAM Participants	Details of the invited profiles are attached
Eligibility	<ul style="list-style-type: none">• All Singapore-based stakeholders are welcome to apply.• STB will shortlist and inform stakeholders of the outcome once the EOI closes.• STB reserves the right to decline/accept offers based on suitability and overall trip planning.
Expression of Interest Opens	15 June 2026
Expression of Interest Closes	22 June 2026, 15:00 (SGT)

Point of Contact

For more details and expressions of interest, please contact:

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