

# STB Americas Formula 1 Influencer FAM Sept/Oct 2025 with Major American Content Creator

<b>Introduction</b>	
<i>Singapore Tourism Board (STB) Americas will be hosting a US Media Fam with a major social media content creator to showcase the Singapore Grand Prix to an American audience. This content creator will be showing everything that Singapore has to offer during this eventful time including, food/beverages, events, experiences, and attractions. STB Americas is calling for Singapore partners for support and sponsorship.</i>	
<b>Name of Fam Trip</b>	<i>STB Americas Formula 1 Influencer FAM with Madeleine White (@madeleinecwhite)</i>
<b>Dates of Fam</b>	<i>29 September – 6 October 2025</i>
<b>Group Size</b>	<i>2</i>
<b>Country of Participants</b>	<i>USA</i>
<b>Profile</b>	<i>KOL</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>Hidden Gems/Unique Experiences, Adventure Travel, Foodie, Luxury Experiences, Romantic Experiences</i>
<b>Information about FAM Participants</b>	<p><i>Madeleine White is a leading lifestyle creator and passionate F1 fan whose content blends aspirational travel with authentic storytelling. Alongside her fiancé, she’s brought fans behind the scenes of major races like Miami and Las Vegas. Their genuine love for the sport, combined with a global following and proven ability to create buzzworthy content, makes them a great duo to spotlight the excitement of the Singapore Grand Prix.</i></p> <p><b>Madeleine White Social Media Stats:</b></p> <p>TikTok Followers: 4.9M</p> <p>TikTok Engagement: 10.8%</p> <p>Instagram Followers: 1.9M</p> <p>Instagram Engagement: 25%</p>
<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 shortlist and inform stakeholders of the outcome once the EOI closes.</i></li><li><i>STB reserves the right to decline/accept at their discretion</i></li></ul>
<b>Expression of Interest Opens</b>	<i>1 July 2025</i>

Expression of Interest Closes	8 September 2025
Point of Contact	<i>For more details and expression of interest, please contact: Marissa Castro, STB Americas Digital Marketing Manager Marissa_castro@stb.gov.sg</i>