

New Fam Sponsorship Opportunity – Love, Bonito

Minimum information that should be displayed on corporate website:

Page Title	<i>Format: STB RO / Country / Profile / MMM YYYY</i> <i>STB Thailand Influencer and Media Fam with Love, Bonito 11th – 13th March 2026</i>
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Introduction

Singapore Tourism Board (STB) Thailand will be hosting an Influencer and Media Fam for key influencers from Thailand with a focus on lifestyle and fashion. This will be done in collaboration with homegrown fashion brand Love, Bonito. Known for its thoughtfully designed, versatile pieces made for modern Asian women, Love, Bonito has grown into one of Southeast Asia's most recognizable omnichannel womenswear brands. STB Thailand is calling for Singapore trade partners for support and sponsorship.

Name of Fam Trip	<i>STB Thailand Influencer and Media Fam with Love, Bonito</i>
Dates of Fam	<i>11th – 13th March 2026</i>
Group Size	<i>5-7</i>
Country of Participants	<i>Thailand</i>
Profile	<i>KOL and Media</i>
Type of Sponsorship	<ul style="list-style-type: none"><i>2-night Accommodation (Full or Co-sponsorship)</i><i>Attractions and Experiences (Full or Co-sponsorship)</i>
Additional details/criteria for sponsorship	<i>Products and experiences that would appeal to Early Careers (aged 25-39)</i>
Information about FAM Participants	<i>Thai lifestyle influencers with strong following and engagement across key platforms like Instagram and TikTok. We will also be inviting representatives from leading Thai lifestyle media titles on the trip.</i>
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>26 January 2026</i>
Expression of Interest Closes	<i>20 February 2026</i>
Point of Contact	<i>For more details and expression of interest, please contact:</i> <i>Amirah Yusof, Senior Manager, STB Thailand</i> <i>Nurul amirah yusof@stb.gov.sg</i>

