

New Fam Sponsorship Opportunity

Minimum information that should be displayed on corporate website:

Page Title	STB Europe GPSS KOL fam 2026
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Introduction

STB Europe is organising a fam trip to bring a total of 7 KOLs (and 1 STB Europe Representative) from 4 markets to Singapore during Grand Prix Season Singapore (GPSS), to promote Singapore’s non-stop excitement as the city transforms into an electrifying playground filled with diverse lifestyle experiences on and off the track. For a total of 5 days / 4 nights from Thursday 8th to Monday 12th October included.

The trip aims to:

- Leverage GPSS to position Singapore as a premier lifestyle destination
- Showcase that Singapore during F1 extends beyond the race itself, through the city's year-round offerings and the wide range of GPSS activities
- Highlight how GPSS and the city combined create an experience worthy of a longer stay in Singapore
- Continue reinforcing Singapore's identity as a lifestyle City in Nature, defined by its distinctive blend of urban living, greenery, and nature.

Name of Fam Trip	STB Europe GPSS KOL fam				
Dates of Fam	8-12 October 2026				
Group Size	7 KOLs (+ 1 STB Europe Representative)				
Country of Participants	UK, Germany, Spain, France				
Profile	STB Europe will bring KOLs/creators from the UK, Germany, France and Spain. We are looking at lifestyle profiles whose reach extends beyond F1 fans.				
Type of Sponsorship	• Accommodation • Attractions and Experiences • Meals				
Additional details/criteria for sponsorship	Looking for accommodation, experiences or restaurants that have some of the following characteristics: lifestyle, innovative, authentic, F1-related, foodie, local, green, biophilic design.				
Information about FAM Participants	STB Europe is still confirming participants from some markets. To provide an example of the profiles we are considering, STB Europe is in advanced talks with KOLs that have the following profiles:				
	#	Country	Creator type / topics	IG followers	TikTok followers
	1	UK	Travel, lifestyle	~300k	~240k
	2	UK	Lifestyle, travel	~120k	~170k
	3	Germany	Lifestyle, TV personality	~615k	Nil

	4	Germany	Lifestyle, TV personality	~590k	Nil
Eligibility	- 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 at their discretion				
Expression of Interest Opens	29/06/2026				
Expression of Interest Closes	13/07/2026, 23:59 (SGT)				
Point of Contact	For more details and expression of interest, please contact: Francesco Corte Colò, Manager, Western Europe Francesco_corte_colo@stb.gov.sg				