SOUTH ASIAN DIASPORA CONVENTION 2019

SPONSORSHIP OPPORTUNITIES

South Asian Diaspora Convention 2019

16 November 2019

University Cultural Centre (UCC)

NUS National University of Singapore | iSAS Institute of South Asian Studies

1. BACKGROUND

Themed 'Vibrant South Asia – Innovative Diaspora', the 4th South Asian Diaspora Convention (SADC) will bring together more than 1,000 distinguished guests and more than 30 of the region's leading policymakers and business leaders, academics and civil society leaders as speakers.

2. DELEGATES PROFILE

SADC 2019 aims to attract over 1,000 delegates from the South Asian diaspora, mainly from South Asia, Southeast Asia, the United States, United Kingdom, and Middle East/Africa. The participants will primarily be made up of C-level executives, luminaries and other high net-worth individuals of South Asian origin.

3. DETAILS OF SADC

Attendees attending SADC 2019 will benefit from the unique high impact networking and business opportunities to foster greater investments in the region. SADC 2019 will feature the sub-themes of 'Infrastructure and Smart Cities', 'Trends in Education Technology', 'Women Empowerment in South Asia', 'Technology in Financial Services', 'Business in South Asia: Opportunities and Challenges' and more.

For a detailed programme, please refer to http://southasiandiaspora.org/

Held in conjunction with SADC 2019, there will be a cricket competition featuring luminary players on 17 November 2019. This will be followed by an In-Conversation Dinner with renowned cricket players – Sourav Ganguly and Rahul Dravid – and moderated by Boria Majumdar on the evening of 17 November 2019.

SPONSORSHIP PACKAGES

SPONSORSHIP TYPE	VALUE	AVAILABLE SPOTS
Platinum	SGD100,00	3
Diamond	SGD75,000	5
Gold	SGD50,000	10
Silver	SGD10,000	Unlimited
Convention Session Sponsorship	SGD20,000	6

PLATINUM, DIAMOND & GOLD SPONSORSHIP PACKAGES

BENEFITS	DETAILS	PLATINUM	DIAMOND	GOLD
Investment	Value of sponsorship package	SGD100,000	SGD75,000	SGD50,000
Spots	Number of spots available	THREE	FIVE	TEN
Logo Visibility at the Event	Acknowledgement of the sponsor's corporate logo on SADC 2019 main backdrop (not inclusive of Gala Dinner backdrop)	√	√	√
Recognition	Acknowledgment of the sponsor in SADC 2019 opening day's welcome address	√	NA	NA
Event Marketing	Acknowledgement of the sponsor's corporate name/logo in SADC 2019 printed and marketing collaterals, including SADC 2019 programme guide, upon confirmation of the sponsorship (materials to reach the organisers before the print deadline).	√	√	√
	Inclusion of the sponsor's corporate profile or promotional material in the convention bag. The sponsor is to provide the required artwork and materials in accordance to the organiser's guidelines and specifications.	√	√	NA
Print Advertisement	Complimentary colour advertisement in the convention programme guide. The sponsor is to provide advertisement artwork in accordance to the organiser's guidelines	**One page full-colour advertisement on the inside cover page**	**One page full-colour** advertisement (the placement is at the organiser's discretion)	**One page full-colour** advertisement (the placement is at the organiser's discretion)
Copyright Entitlements	The use of SADC 2019 logo in the sponsor's own publicity materials after seeking the organiser's approval	√	√	√
Website Advertisement	Acknowledgement of the sponsor's corporate logo on SADC 2019 webpage with hyperlink	√	√	√
Registration Entitlements	Complimentary passes to attend SADC 2019 proceedings (excluding the Gala Dinner)	10	10	10
Social Event Entitlements	One complimentary table at SADC 2019 Gala Dinner	√	√	√

SILVER SPONSORSHIP PACKAGES

BENEFITS	DETAILS	SILVER
Investment	Value of sponsorship package	**SGD10,000**
Spots	Number of spots available	**Unlimited**
Logo Visibility at the Event	Acknowledgement of the sponsor's corporate logo on the respective site/s during the specific sponsorship period	√
Event Marketing	Acknowledgement of the sponsor's corporate name/logo in SADC 2019 programme guide	√
Registration Entitlements	Complimentary passes to attend SADC 2019 proceedings (excluding the Gala Dinner)	4

CONVENTION SESSION SPONSORSHIP PACKAGE (EXCLUSIVE)

BENEFITS	DETAILS	GALA DINNER
Investment	Value of sponsorship package	**SGD20,000**
Spots	Number of spots (FOUR Plenary Sessions) (TWO Interactive Sessions)	**6**
Logo visibility at the Event	Acknowledgement of the sponsor's corporate logo on the sessions' tittle names during SADC 2019 and on the respective site/s during the specific sponsorship period	**√**
Event Marketing	Acknowledgement of the sponsor in SADC 2019 programme guide	**√**
Registration Entitlements	Complimentary passes to attend SADC 2019 proceedings on both days (excluding the Gala Dinner)	**6**

OTHER BRANDING OPPORTUNITIES

We are happy to discuss other forms of sponsorships and branding opportunities, for example, conference stationeries, etc., as well.

Please contact the following ISAS officers to discuss sponsorship packages and branding opportunities for SADC 2019.

Mr Hernaikh Singh
Senior Associate Director
DID: +65 6516 8106
H/P: +65 9666 5809
Email: hernaikh@nus.edu.sg

Ms Sithara Doriasamy
General Manager (Chairman's Office); and
Head, Communications and Strategic Events
DID: +65 6516 7235
H/P: +65 9851 6164
Email: isassrd@nus.edu.sg

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South Asian Diaspora Convention 019

RESPONSE FORM

Please email the completed form to:

Mr Hernaikh Singh
Senior Associate Director
DID: +65 6516 8106
H/P: +65 9666 5809
Email: hernaikh@nus.edu.sg

Ms Sithara Doriasamy
General Manager (Chairman's Office); and
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YES, we are interested to sign up for:

Sponsorship

☐ Platinum Sponsorship – SGD100,000

☐ Diamond Sponsorship – SGD75,000

☐ Gold Sponsorship – SGD50,000

☐ Silver Sponsorship – SGD10,000

☐ Convention Session Sponsorship – SGD20,000

Note: Please tick the appropriate box

SOUTH ASIAN DIASPORA CONVENTION 2019

CONTACT DETAILS

Name: _____   Designation: _____

Company: _____

Address: _____

Country: _____   Email: _____

Tel: _____   Fax: _____

(Include country and area code)   *(Include country and area code)*

☐ I/We have read, understood and accepted the terms and conditions of this engagement.

Name/Signature: _____   **Date:** _____

Company Stamp:

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