



IMPERIAL COLLEGE LONDON

SINGAPORE SOCIETY

# Sponsorships

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Imperial College Singapore Society  
Sponsorship Proposal

IMPERIAL COLLEGE  
SINGAPORE SOCIETY

## INTRODUCTION

The Imperial College Singapore Society (ICSS) is a 35-year old non-profit society which has been providing support and facilitating career opportunities for the Singaporean community at Imperial College since its founding in 1983. As one of the oldest and largest Singapore Student Societies in the UK (the Singaporean community in Imperial College comprises some 500 members), we are well-placed to provide publicity and logistical support for organisations wishing to reach out to and connect with the Singaporean community here in London.

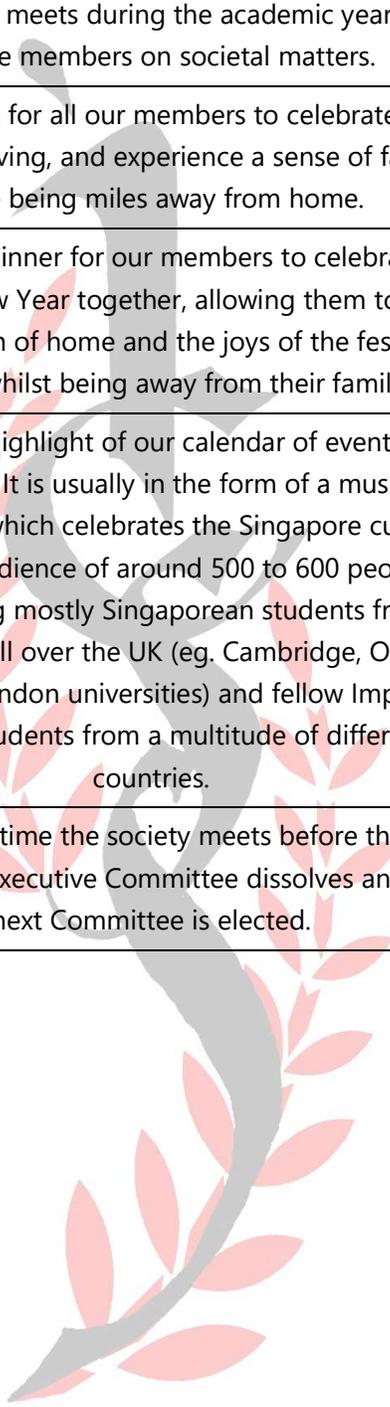
Supporting the large Singaporean community here at Imperial College is indeed no easy feat, and we depend heavily on sponsors and society partners for assistance, both financially and in kind, to uphold the services we provide for our members. To facilitate the ease of communicating our intentions to our sponsors and partners, we have drawn up this tiered-sponsorship scheme, the purpose of which is to give due recognition to our sponsors who have contributed to the ICSS in one way or another. It also enables us to tailor the services which we can provide to the specific requirements of the various organisations which we work and hold a close relationship with.

## WHAT WE OFFER

Annually, the ICSS organises a variety of activities for our members. Depending on the amount of sponsorship, we are happy to provide the relevant level of publicity at our events as detailed in the next section. The following is an overview of the events where publicity is feasible:

Term	Event	Event Description	Venue	Expected Turnout
Summer	Singsoc Farewell Party (London)	An opportunity to connect with the graduating batch of Singaporeans (finishing either undergraduate/masters), as well as the juniors who turn up to send their well-wishes to their seniors.	Imperial College London	≥100
	Pre-Departure Talk (Singapore)	A talk for the incoming freshmen (undergraduate and masters) batch to disseminate important pre-departure information and for sponsors' briefings. Incoming freshmen and their parents, as well as current students attend this event.	Venue in 2017: Furama Riverfront Hotel	≥180
	Orientation Camp (Singapore)	A 3D2N night camp where freshmen meet and bond with their batchmates and seniors, forming a strong support base before heading to London.	Sentosa & Aloha Changi	≥200
	UKBound (Singapore)	An annual event hosted by ICSS to bring together as many students bound for further studies in the UK to mingle and socialise before heading off to their various universities.	Venue in 2017: Stewards Riverboat	≥350

<b>Autumn</b>	Ordinary General Meeting (London)	The first time the society (including all our new members) meets during the academic year to update members on societal matters.	Imperial College London	≥100
	Christmas Party (London)	A gathering for all our members to celebrate the season of giving, and experience a sense of family while being miles away from home.	Imperial College London	≥100
<b>Spring</b>	Chinese New Year Dinner (London)	A casual dinner for our members to celebrate Chinese New Year together, allowing them to feel the warmth of home and the joys of the festive season whilst being away from their family.	Venue in 2018: Dragon Castle	≥100
	Major Event (London)	This is the highlight of our calendar of events for each year. It is usually in the form of a musical production which celebrates the Singapore culture, with an audience of around 500 to 600 people comprising mostly Singaporean students from universities all over the UK (eg. Cambridge, Oxford, Warwick, London universities) and fellow Imperial College students from a multitude of different countries.	Imperial College London Great Hall	≥500
	Annual General Meeting (London)	The last time the society meets before the incumbent Executive Committee dissolves and the next Committee is elected.	Imperial College London	≥150



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SINGAPORE SOCIETY

Running Outreach Platforms		
Initiative/Event	Description	Expected Outreach
The Kaya and Toast Times	A biweekly newsletter sent via email to all our current members and alumni that contains information about upcoming events and initiatives. Snapshots of this newsletter are provided on the next page.	≥1600 (all subscribers including alumni and current students)
Instagram Account <a href="https://www.instagram.com/icsingsoc/">https://www.instagram.com/icsingsoc/</a>	An Instagram account regularly maintained and curated by our Liaisons Officer, featuring posts, updates and publicity materials accessible to all followers. This mode of outreach is expected to grow in the coming year.	≥300
Facebook Page <a href="http://www.facebook.com/imperial.singsoc">http://www.facebook.com/imperial.singsoc</a>	A Facebook page regularly maintained and curated by our Liaisons Officer. It is used to reach out to all subscribers of the page via videos, photos, etc.	≥1100
Website <a href="http://www.union.ic.ac.uk/osc/singapore/">http://www.union.ic.ac.uk/osc/singapore/</a>	A website regularly maintained and curated by our Liaisons Officer. This website features blogs and descriptions about our events, as well as pertinent information for incoming freshers.	≥100
Retrospect*	A triennial yearbook that looks back on the events organised and showcases members over the past 3 years. This yearbook is the most concrete item produced by the society that Singaporeans will have of their time in Imperial. This book will be produced by the 36 <sup>th</sup> Committee and distributed in Summer 2019.	≥200



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SINGAPORE SOCIETY

## Snapshots of The Kaya and Toast Times:



### Digest

Hey everyone!

I hope you're enjoying the Spring break! It was great to see many of you having fun and travelling to different corners of the world in the past few weeks.

It's mugging time for now but why not Take a Break, Have a **Kit Kat!** Head down to **Hyde Park Old Football Pitches** from **1000 - 1200** on **27 April 2017 (this coming Thursday!)** to have fun and indulge in some snacks from Singapore. YUM! Click [HERE](#) to indicate your interest.

If you are interested in **graduate-entry medicine**, do attend the **information session** organised by **Duke-NUS Medical School**. This will be held from **1515 - 1700** on **26 April 2017**, at **Skempton Building Level 2, LT 207**. The Duke-NUS programme is **open to students from all disciplines and courses of study**. More information can be found below.

The academic year will soon draw to a close and it'll soon be time for us to say goodbye to our graduating seniors. Let's treasure the moments with our seniors and show our appreciation at **Singsoc Farewell Party**, which will be held from **1900 - 2200** on **26 May 2017**, at **RSM 301 D&E**. **Everyone** is invited so mark these details in your calendars! If you are **interested in performing**, do **sign up [HERE](#)**.

## 2. Duke-NUS Outreach

Thinking about graduate-entry medicine? Here's a post from Duke-NUS:

**Graduate-Entry Medicine in Singapore**  
Info Session at Imperial College London

**DukeNUS**  
Medical School

26 April 2017 • Wednesday • 3.30pm

### SYNOPSIS

Clinicians of the future will not only need to practice medicine, but also play a role in improving the practice of medicine.

Those who were trained in non-medical disciplines such as engineering and social sciences can offer fresh perspectives on overcoming challenges in healthcare. Learn about graduate-entry medicine at Duke-NUS during this on-campus talk at Imperial College London.

### PROGRAMME

**3.15pm**  
Registration

**3.30pm**  
Overview of Doctor of Medicine (MD) Programme  
by Prof London Lucien Ooi, Associate Dean, Admissions, Duke-NUS Medical School

**4.30pm**  
Q&A Session  
Refreshments

### EVENT DETAILS

Wednesday, 26 April 2017  
3.30 - 5.00pm  
Skempton Building, Level 2, LT207  
Imperial College London

**CLICK HERE  
TO REGISTER**

### About Duke-NUS Medical School

**Duke-NUS** is Singapore's first and only US-style graduate medical school; a partnership between **Duke University School of Medicine** and the **National University of Singapore (NUS)**. Duke-NUS resides on the main campus of the largest healthcare group in the country, **Singapore Health Services (SingHealth)**. This group collectively delivers multi-disciplinary care among 42 clinical specialties across a large network of hospitals, national specialty centres and polyclinics. Duke-NUS and SingHealth have embarked on an ambitious Academic Medicine partnership, which strives to embody the tripartite of patient care, education and research.

Duke-NUS prepares doctors, scientists and clinician-scientists to practice and improve the practice of medicine through the **MD Programme, PhD Programmes and MD-PhD track**.

## THE SCHEME

The requirements as well as benefits of the different tiers are listed below. These terms serve as guidelines to facilitate the ease of communicating our intentions to our sponsors and partners. In lieu of retrospect, sponsorship criteria has increased compared to the previous year.

Yearly Sponsors			
Yearly sponsors are entitled to <b>unlimited use</b> of their benefits corresponding to their sponsorship tier for the <b>entire duration</b> of their sponsorship.			
Tier	Description	Criteria	Benefits
<b>Society Partner</b>	A society partner is one who maintains a significant and long-lasting relationship with ICSS	<p>Significant contribution:  <math>\geq</math>£1800/year  <math>\geq</math>\$3600/year</p> <p>Long-term: Commitment of at least three consecutive years of sponsorship</p>	<p><u>Events</u></p> <ul style="list-style-type: none"> <li>Company logo featured at all events</li> <li>Invitation to publicise and reach out to members at selected ICSS events</li> </ul> <p><u>The Kaya and Toast Times</u></p> <ul style="list-style-type: none"> <li>Logo featured throughout the year</li> <li>Publicity throughout the year</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>Write up under 'Partners, Sponsors &amp; Affiliates' tab</li> <li>Display company logo under 'Partners, Sponsors &amp; Affiliates' tab</li> </ul> <p><u>Retrospect</u></p> <ul style="list-style-type: none"> <li>Entitled to gold tier Retrospect benefits (pg 9)</li> </ul> <p><u>Facebook</u></p> <ul style="list-style-type: none"> <li>Publicity on Facebook page when required</li> </ul> <p><u>Instagram</u></p> <ul style="list-style-type: none"> <li>Publicity on Instagram account when required</li> </ul>
<b>Gold Sponsor</b>	A Gold Sponsor is one who makes a significant contribution to ICSS but is not qualified to be a society partner	<p><math>\geq</math>£1800/year  <math>\geq</math>\$3600/year</p>	<p><u>Events</u></p> <ul style="list-style-type: none"> <li>Company logo featured at some events</li> <li>Invitation to publicise and reach out to members at selected ICSS events</li> </ul> <p><u>The Kaya and Toast Times</u></p> <ul style="list-style-type: none"> <li>Publicity upon request</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>Write up under 'Partners, Sponsors &amp; Affiliates' tab</li> <li>Display company logo on website under 'Partners, Sponsors &amp; Affiliates' tab</li> </ul> <p><u>Retrospect</u></p> <ul style="list-style-type: none"> <li>Entitled to gold tier Retrospect benefits (pg 9)</li> </ul> <p><u>Facebook</u></p> <ul style="list-style-type: none"> <li>Publicity upon request</li> </ul> <p><u>Instagram</u></p> <ul style="list-style-type: none"> <li>Publicity upon request</li> </ul>

<p><b>Silver Sponsor</b></p>	<p>A silver sponsor is one who contributes to ICSS but has not met the criteria for higher tiers</p>	<p>≥£1200/year ≥\$2400/year</p>	<p><u>The Kaya and Toast Times</u></p> <ul style="list-style-type: none"> <li>• Publicity upon request</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>• Display logo on website under 'Partners, Sponsors &amp; Affiliates' tab</li> </ul> <p><u>Retrospect</u></p> <ul style="list-style-type: none"> <li>• Entitled to silver tier Retrospect benefits (pg 9)</li> </ul> <p><u>Facebook</u></p> <ul style="list-style-type: none"> <li>• Publicity upon request</li> </ul>
<p><b>Bronze Sponsor</b></p>	<p>A bronze sponsor is one who contributes to ICSS</p>	<p>≥£600/year ≥\$1200/year</p>	<p><u>Website</u></p> <ul style="list-style-type: none"> <li>• Display logo on website under 'Partners, Sponsors &amp; Affiliates' tab</li> </ul> <p><u>Retrospect</u></p> <ul style="list-style-type: none"> <li>• Entitled to bronze tier Retrospect benefits (pg 9)</li> </ul> <p><u>Facebook</u></p> <ul style="list-style-type: none"> <li>• Publicity upon request</li> </ul>

<p><b>Event Sponsors</b></p>			
<p><i>Event sponsorships are smaller contributions towards specific events in our calendar. Sponsors may choose which event to contribute towards, and will be entitled to a <b>one-time</b> use of all the corresponding benefits <b>together</b>, one month before or after the chosen event.</i></p>			
<p><b>Tier</b></p>	<p><b>Description</b></p>	<p><b>Criteria</b></p>	<p><b>Benefits</b></p>
<p><b>Gold Event Sponsor</b></p>	<p>A Gold Events Sponsor is one who makes a significant contribution to an event organised by ICSS</p>	<p>A contribution of ≥£400 or ≥\$800 for any single event in the ICSS calendar</p>	<p><u>Events</u></p> <ul style="list-style-type: none"> <li>• Logo featured at the chosen event</li> <li>• Invitation to publicise and reach out to members at the chosen event</li> </ul> <p><u>The Kaya and Toast Times</u></p> <ul style="list-style-type: none"> <li>• Invitation to publicise in one issue of the fortnightly newsletter</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>• Display of company logo on ICSS website post following the conclusion of the chosen event</li> </ul> <p><u>Facebook</u></p> <ul style="list-style-type: none"> <li>• One post on the ICSS Facebook page</li> </ul> <p><u>Instagram</u></p> <ul style="list-style-type: none"> <li>• One post on the ICSS Instagram page</li> </ul>

<p><b>Silver Event Sponsor</b></p>	<p>A silver sponsor is one who contributes to an event organised by ICSS but has not met the criteria for higher tiers</p>	<p>A contribution of</p> <p>≥£250 or ≥\$500</p> <p>for any single event in the ICSS calendar</p>	<p><u>Events</u></p> <ul style="list-style-type: none"> <li>• Logo featured at the chosen event</li> <li>• Publicity and outreach to members at the chosen event upon request</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>• Display of company logo on ICSS website post following the conclusion of the chosen event</li> </ul> <p><u>Facebook</u></p> <ul style="list-style-type: none"> <li>• One post on the ICSS Facebook page upon request</li> </ul> <p><u>Instagram</u></p> <ul style="list-style-type: none"> <li>• One post on the ICSS Instagram page upon request</li> </ul>
<p><b>Bronze Event Sponsor</b></p>	<p>A bronze sponsor is one who contributes to an event organised by ICSS</p>	<p>A contribution of</p> <p>≥£150 or ≥\$300</p> <p>for any single event in the ICSS calendar</p>	<p><u>Events</u></p> <ul style="list-style-type: none"> <li>• Logo featured at the chosen event</li> <li>• Special mention at event upon request</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>• Display of company logo on ICSS website post following the conclusion of the chosen event</li> </ul> <p><u>Facebook</u></p> <ul style="list-style-type: none"> <li>• One post on the ICSS Facebook page upon request</li> </ul>
<p><b>Event Sponsor</b></p>	<p>An event sponsor is one who contributes to an event organised by ICSS but does not qualify for any of the tiers*</p>	<p>Financial support or product/service sponsorship</p>	<p><u>Events</u></p> <ul style="list-style-type: none"> <li>• Logo featured at the event</li> <li>• Special mention at event upon request</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>• Display of logo in website post following the conclusion of event</li> </ul> <p><u>Instagram</u></p> <ul style="list-style-type: none"> <li>• One post on the ICSS Instagram page upon request</li> </ul>

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\* Depending on the nature and relevance of the sponsorship, event sponsors may be eligible for one of the higher tiers, as decided by ICSS.

As Retrospect is a unique production by ICSS, we have included a special category for sponsors looking to contribute to this endeavor specifically. The contributions for the different tiers are shown below.

<b>Retrospect Sponsors</b>			
<i>The benefits outlined below are linked exclusively to the production of the Retrospect scheduled to be published in Summer 2019.</i>			
<b>Tier</b>	<b>Description</b>	<b>Criteria</b>	<b>Benefits</b>
<b>Gold Retrospect Sponsor</b>	A Gold Retrospect Sponsor is one who makes a significant contribution to the official publication of ICSS	≥£400 or ≥\$800	<u>Retrospect</u> <ul style="list-style-type: none"> <li>• Full page (A4 landscape) feature in Retrospect. Design of the page is to be provided by the sponsor</li> <li>• Logo on the back of the hardcover</li> </ul> <u>Website</u> <ul style="list-style-type: none"> <li>• Display of company logo on website post following the Retrospect post</li> </ul> <u>Facebook</u> <ul style="list-style-type: none"> <li>• One post on the ICSS Facebook page upon request</li> </ul>
<b>Silver Retrospect Sponsor</b>	A silver Retrospect sponsor is one who contributes to the official publication but has not met the criteria for higher tiers	≥£300 or ≥\$600	<u>Retrospect</u> <ul style="list-style-type: none"> <li>• Half a page (A5 portrait) feature in Retrospect. Design of the page to be provided by the sponsor</li> <li>• Logo on the back of the hardcover</li> </ul> <u>Website</u> <ul style="list-style-type: none"> <li>• Display of company logo on website post following the Retrospect post</li> </ul> <u>Facebook</u> <ul style="list-style-type: none"> <li>• One post on the ICSS Facebook page upon request</li> </ul>
<b>Bronze Retrospect Sponsor</b>	A bronze sponsor is one who contributes to Retrospect	≥£150 or ≥\$300	<u>Retrospect</u> <ul style="list-style-type: none"> <li>• Logo on the back of the hardcover</li> </ul> <u>Website</u> <ul style="list-style-type: none"> <li>• Display of company logo on website post following the Retrospect post</li> </ul> <u>Facebook</u> <ul style="list-style-type: none"> <li>• One post on the ICSS Facebook page upon request</li> </ul>

## **AFTERWORD**

As mentioned, maintaining the events and services that we provide to our members requires the strong support of our sponsors and partners. We thank you for your interest in supporting us and hope that this document has been useful in communicating our intentions to you. We look forward to working with you and forging a strong partnership in the year ahead!

Sincerely,  
36<sup>th</sup> Executive Committee  
Imperial College Singapore Society



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*Terms last updated: 28 March 2018*