

SWISSÔTEL VERTICAL MARATHON RETURNS FOR ANOTHER EXHILARATING YEAR!
SUNDAY, 20 NOVEMBER 2016

Warm greetings from Swissôtel The Stamford, Singapore!

Raise your organisation's profile further and reach out to a global audience while partnering with Singapore's tallest hotel and giving back to the community we live, work and operate in.

Asia's most exhilarating vertical race – the Swissôtel Vertical Marathon returns on Sunday, 20 November 2016. Witness world-class competition at its peak as more than 2,000 participants blaze up 1,336 steps over 73 storeys in the shortest time possible. Soaring at a height of 226 metres, Swissôtel The Stamford has been the site for Asia's most gruelling Vertical Marathon since its inauguration in 1987.

The Swissôtel Vertical Marathon is also one of the races selected for Towerrunning Tour series which unites some of the world's most iconic skyscraper races in the world, including the Sydney Tower in Australia and Sky Tower in Auckland, New Zealand. In January 2015, the Swissôtel Vertical Marathon was mentioned by CNN as the most challenging race among 11 of the world's coolest themed runs.

In line with the hotel's commitment to give back to the community, the Swissôtel Vertical Marathon aims to raise S\$30,000 for the Community Chest.

We would like to invite your esteemed organisation to be an official sponsor, a supporting sponsor or a race kit/prize sponsor for this signature event. The entitlements are listed in the next few pages and a participation form is attached for your kind consideration. We would appreciate receiving your confirmation of sponsorship by Wednesday, 31 August 2016. Should you have any queries, please do not hesitate to contact Jonathan Leong, Assistant Manager, Marketing Communications at +65 6431 6204 or email jonathan.leongmunkeong@fairmont.com

With your support and generosity, we will endeavour to make this event yet again a resounding success. We look forward to your positive response.

Yours sincerely



Tom Meyer
Managing Director, Swissôtel The Stamford, Singapore and Fairmont Singapore
Regional Vice President, Asia-Pacific, FRHI Hotels & Resorts

Entitlements / Sponsor	Official Sponsor	Supporting Sponsor	Race Kit / Prize Sponsor
Contribution	Sponsorship of \$10,000 and above cash, minimum of 2,500 pieces of product or service vouchers, and winners' prizes	Sponsorship of \$5,000 - \$9,999 cash, minimum of 2,500 pieces of product or service vouchers, and winners' prizes	Sponsorship of a minimum of 2,500 pieces of product or service vouchers for the race kit and winners' prizes
Entitlements			
Pre-Event			
Logo Acknowledgement			
Print / Press Advertisements			
Newspapers (The New Paper & TODAY)	X	X	
Magazines (Shape & Men's Health)	X		
Collaterals			
Posters	X	X	
Website			
Company logo in sponsor's accreditation bar	X	X	X
Content (sponsors' write-ups)	X		
Hyperlink to sponsor website	X	X	X
EDM			
Logo acknowledgement	X	X	
Content (sponsor's write-up) within regular event e-newsletter to registered participants	X	X	
Sponsor EDM blast to registered participants	X		
Facebook			
Sharing of event-related sponsor's content	X	X	
Registration			
*Complimentary Race Entries	X	X	
Race Expo			
****Complimentary Promotional Space	X	X	

Entitlements / Sponsor	Official Sponsor	Supporting Sponsor	Race Kit / Prize Sponsor
Contribution	Sponsorship of \$10,000 and above cash or product* and minimum of 2,500 pieces of product or service vouchers	Sponsorship of \$5,000 - \$8,000 cash or product* and minimum of 2,500 pieces of product or service vouchers	Sponsorship of a minimum of 2,500 pieces of product or service vouchers for the race kit OR Prizes with a minimum total value of \$1,500.
Entitlements			
Event Day			
Participant Items			
Sponsor branded items in goodie bags	X	X	X
Branding			
Logo Acknowledgement			
Stage backdrop	X	X	X
A/I Boards	X	X	
Motivational Boards	X	X	
Flag Off by Key Executive	X		
*Complimentary Invites to Lunch Reception	X	X	
****Complimentary Promotional Space	X		
Complimentary One-Night Stay	X Executive Room	X Classic Room	
Post-Event			
Certificates	X	X	

*Subject to organizer discretion on the quantity

**Subject to official apparel only

***Additional cost

****Subject to space availability on a first come first served basis

SWISSÔTEL VERTICAL MARATHON, 20 NOVEMBER 2016
SPONSORSHIP RESPONSE SLIP

To: Jonathan Leong
Assistant Manager, Marketing Communications
Tel: +65 6431 6204

PARTICIPATION OPTIONS

There are three types of sponsorships available:

- (A) Official Sponsor
- (B) Supporting Sponsor
- (C) Race Kit/Prize Sponsor

Please select the option that you would be keen to participate in.

(A) OFFICIAL SPONSOR

Yes, we would like to be the official and exclusive sponsor for the following product category (please tick one):

- Timer
- Apparel
- Sports Nutrition
- Energy Drink
- Fitness and Lifestyle
- Health Magazine
- Others: _____

TOTAL CONTRIBUTION

Sponsorship of at least \$10,000 in cash, and a minimum of 2,500 pieces product or service vouchers.

Cash Contribution	_____
Item Description	_____
Retail Unit Price	_____
Quantity	_____

SPONSORSHIP ENTITLEMENTS

- **Print Advertisements**
Inclusion of company's logo in the sponsor's accreditation bar in The New Paper, TODAY, Men's Health and Shape.
- **Press Materials**
Company will be credited as official sponsor in pre and post-event press releases.
- **Official Swissôtel Vertical Marathon Website**
Inclusion of company's logo in the sponsor's accreditation bar with a link to your company's website, as well as the opportunity to include lifestyle write-ups on event-related products/services.
- **Event Email Broadcast, pre and post-event**
 - Database: Approximately 60,000 members
 - Inclusion of company's logo in the sponsor's accreditation bar, sent to the hotel's database
 - Event-related sponsor's lifestyle write-up within regular event e-newsletter to over 2,300 registered participants
 - EDM featuring sponsor's lifestyle write-up to over 2,300 registered participants
- **Facebook**
Sharing of event-related sponsor's lifestyle content.
- **Race Day Collaterals**
Inclusion of your company's logo in the sponsor's accreditation bar for the following:
 - Event backdrop
 - Media photo wall at the Helipad
 - Sponsor's posters at stairwell leading to the Helipad
 - Motivational boards
 - Stage backdrop
- **Event Posters**
Inclusion of your company's logo in the sponsor's accreditation bar on A2 size posters, displayed in the hotel's lifts, poster stands and publicity booths leading up to the event and race day itself.
- **Emcee Promotion**
Your company will be acknowledged by the emcee throughout race day.
- **Key executive flag off rights.**
- **Complimentary promotional booth space during race expo and race day*.**
- **Logo acknowledgement on participant's e-certificates.**
- **Complimentary Participation in the Corporate Race**
Complimentary participation for one team (two participants per team) in the Corporate Race (valued at S\$1,900).
- **Complimentary One-Night Room Stay**
Complimentary one-night stay at Swissôtel The Stamford Swiss Executive Harbour View Room inclusive of breakfast for two persons (valued at S\$990++ per room per night)

(B) SUPPORTING SPONSOR

Yes, we would like to be a supporting sponsor.

TOTAL CONTRIBUTION

Sponsorship of \$5,000 - \$9,999 in cash, and a minimum of 2,500 pieces product or service vouchers.

Cash Contribution	_____
Item Description	_____
Retail Unit Price	_____
Quantity	_____

SPONSORSHIP ENTITLEMENTS

- Print Advertisements
Inclusion of company's logo in the sponsor's accreditation bar in Men's Health and Shape.
- Press Materials
Company will be credited as supporting sponsor in pre and post-event press releases.
- Official Swissôtel Vertical Marathon Website
Inclusion of company's logo in the sponsor's accreditation bar with a link to your company's website.
- Event Email Broadcast, pre and post-event
 - Database: Approximately 60,000 members
 - Inclusion of company's logo in the sponsor's accreditation bar, sent to the hotel's database
 - Event-related sponsor's lifestyle write-up within regular event e-newsletter to over 2,300 registered participants
- Race Day Collaterals
Inclusion of your company's logo in the sponsor's accreditation bar for the following:
 - Event backdrop
 - Media photo wall at the Helipad
 - Sponsor's posters at stairwell leading to the Helipad
 - Motivational boards
 - Stage backdrop
- Event Posters
Inclusion of your company's logo in the sponsor's accreditation bar on the A2 size event posters, displayed in the hotel's lifts, poster stands and publicity booths.
- Complimentary promotional booth space during race expo*.
- Logo acknowledgement on participant's e-certificates.
- Complimentary Participation in the Corporate Race
Complimentary participation for one team (two participants per team) in the Corporate Race (valued at S\$1,900).
- Complimentary One-Night Room Stay

Complimentary one-night stay at Swissôtel The Stamford Classic Room inclusive of breakfast for two persons (valued at S\$840++ per room per night)

(C) RACE KIT/PRIZE SPONSOR

Yes, we would like to contribute a minimum of 2,500 pieces of products or service vouchers for the race kit. The race kits will be issued to over 2,300 participants.

Yes, we would like to contribute to the prizes with a minimum total value of \$1,500.

TOTAL CONTRIBUTION

Sponsorship of minimum of 2,500 pieces products or service vouchers for race kits or prizes, with a minimum total value of \$1,500.

Item Description _____

Retail Unit Price _____

Quantity _____

SPONSORSHIP ENTITLEMENTS

- Press Materials
Company will be credited as race kit / prize sponsor in pre and post-event press releases.
 - Official Swissôtel Vertical Marathon Website
Inclusion of company's logo in the sponsor's accreditation bar with a link to your company's website.
 - Sampling Opportunity
Sampling opportunity to reach targeted health and wellness conscious consumers.
 - Race Day Collaterals
Inclusion of your company's logo in the sponsor's accreditation bar on the stage backdrop.
-

CONFIRMATION

To confirm the above, please complete the relevant portion, sign and email this document to Jonathan Leong at jonathan.leongmunkeong@fairmont.com by **Wednesday, 31 August 2016**.

We look forward to your participation in Swissôtel Vertical Marathon 2016.

CONTACT DETAILS

Name _____
Designation/Company _____
Telephone No. _____
Fax No. _____
Email Address _____

Signature & Company Stamp / Date