

New Fam Sponsorship Opportunity

Introduction

Singapore Tourism Board (STB) Americas will be hosting a US Media Fam for journalists with a focus on Singapore's sustainability, unique experiences and fine dining to support the new Made in Singapore Campaign. STB Americas is calling for Singapore trade partners for support and sponsorship.

Name of Fam Trip	STB Americas Media FAM with Azure Road / Forbes
Dates of Fam	29 April - 3 May 2024
Group Size	2
Country of Participants	USA
Profile	Journalists
Type of Sponsorship	<ul style="list-style-type: none">• Accommodation (Full or Co-sponsorship)• Attractions and Experiences (Full or Co-sponsorship)• Meals (Full or Co-sponsorship)
Additional details/criteria for sponsorship	Hidden Gems/Unique Experiences, Adventure Travel, Foodie
Information about FAM Participants	<p>STB Americas (STBA) is collaborating with journalists Lauren Mowery and Paul Caputo on a fam trip to Singapore where they will be covering Singapore for their soon to be launched media outlet, Azure Road. Singapore will be featured as one of the first and core guides featured on the site. Azure Road will focus on sustainable destinations.</p> <p>In addition to her Azure Road venture, Lauren is the Contributing Travel Editor at Wine Enthusiast and regular columnist for Forbes. Lauren spent four years writing the wine and coffee columns for New York City paper Village Voice. A former Manhattan lawyer, she converted to the startup wine industry through Gilt Taste before launching a career as a freelancer. She has traveled through dozens of countries. Her words and photos are published in myriad outlets including USA Today, The Independent, The Points Guy, AAA Magazine, Eating Well, Saveur, SevenFifty Daily, Punch, Wine & Spirits, TimeOut, Eater, Tasting Panel, Somm Journal, Fodor's.com, Voyeur (Virgin Australia's inflight), Alquimie, Men's Journal, Palate Press, Lonely Planet, The Wine Merchant, Sommelier, Private Clubs, and Nomacorc's industry blog. She writes the quarterly spirits column for Incisal Edge, a luxury lifestyle magazine for dental professionals.</p> <p>Paul Caputo an award winning wine writer, critic and media entrepreneur based in the UK with 20 years of experience in the wine business. Starting his career as a specialist importer of boutique Italian wines for a high-net-worth private client list, he continued to develop his business online and ultimately into a city centre wine bar and retail unit. Paul write for specialised wine and lifestyle publications, producing regular columns for print and digital around the world.</p>

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>9/4/2024</i>
Expression of Interest Closes	<i>28/4/2024</i>
Point of Contact	<p><i>For more details and expression of interest, please contact:</i></p> <p><i>Cory McBryan, PR Manager Americas</i></p> <p><i>Corinne_McBryan@stb.gov.sg</i></p>