

# U.S. Television Opportunity

## Introduction

*Singapore Tourism Board (STB) Americas is seeking sponsors for a popular U.S. television production that will likely be filming in Singapore in June. The show focuses on the lifestyle and lives of high-net-worth women based in New York City and the episode will aim to feature hallmark locations across Singapore, and luxury offerings of interest to the American audience.*

<b>Name of Opportunity</b>	U.S. Television Production Opportunity
<b>Dates of Fam</b>	11 June - 22 June 2024
<b>Group Size</b>	57
<b>Country of Participants</b>	USA
<b>Profile</b>	Eight high-net worth leading cast members 49 crew members
<b>Type of Sponsorship</b>	<ul style="list-style-type: none"><li>• Accommodation (Full or Co-sponsorship)</li><li>• Attractions and Experiences (Full or Co-sponsorship)</li><li>• Meals (Full or Co-sponsorship)</li></ul>
<b>Additional details/criteria for sponsorship</b>	<p><i>Cast Accommodations - Eight (8) VIP Suites with possible multi-room accommodations for five (5) nights - scout and film.</i></p> <p><i>Crew Accommodations - Forty-eight (48) run of house hotel rooms for up to eleven (11) nights, staggered crew arrival. Rooming grid attached - will send updated depending on preferred dates</i></p> <p><i>Production - One (1) hospitality suite or ballroom for up to ten (10) days for office and gear space. At least 90 meters (1000 sq ft)</i></p> <p><i>Food/Beverage on-and-off-camera for cast</i></p> <p><i>Food/Beverage off-camera for crew</i></p> <p><i>Activities on-camera for cast</i></p> <p><i>Waived amenity fees, wifi, parking included, etc.</i></p>
<b>Information about FAM Participants</b>	<p><i>STB Americas is seeking sponsorship for the cast and crew of a leading American reality show featuring eight affluent female cast members. The cast members hold various multi-hyphenate titles from social media content creators to businesswomen, entrepreneurs, and mothers.</i></p> <p><i>The show is aiming to feature Singapore as a luxury destination with top tier luxury amenities and accommodations. If selected, the chosen property would be prominently featured throughout the episodes. The show's strongest audience demographic is females 25-54, reaching 10.3 million women within that demographic in their 2022/2023 season.</i></p>

<b>Eligibility</b>	<ul style="list-style-type: none"><li>• <i>All Singapore-based stakeholders are open to apply.</i></li><li>• <i>STB will shortlist and inform stakeholders of the outcome once the EOI closes.</i></li><li>• <i>STB reserves the right to decline/accept at their discretion</i></li></ul>
<b>Expression of Interest Opens</b>	<i>8/5/2024</i>
<b>Expression of Interest Closes</b>	<i>22/5/2024</i>
<b>Point of Contact</b>	<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>