

25TH MARCH 2020

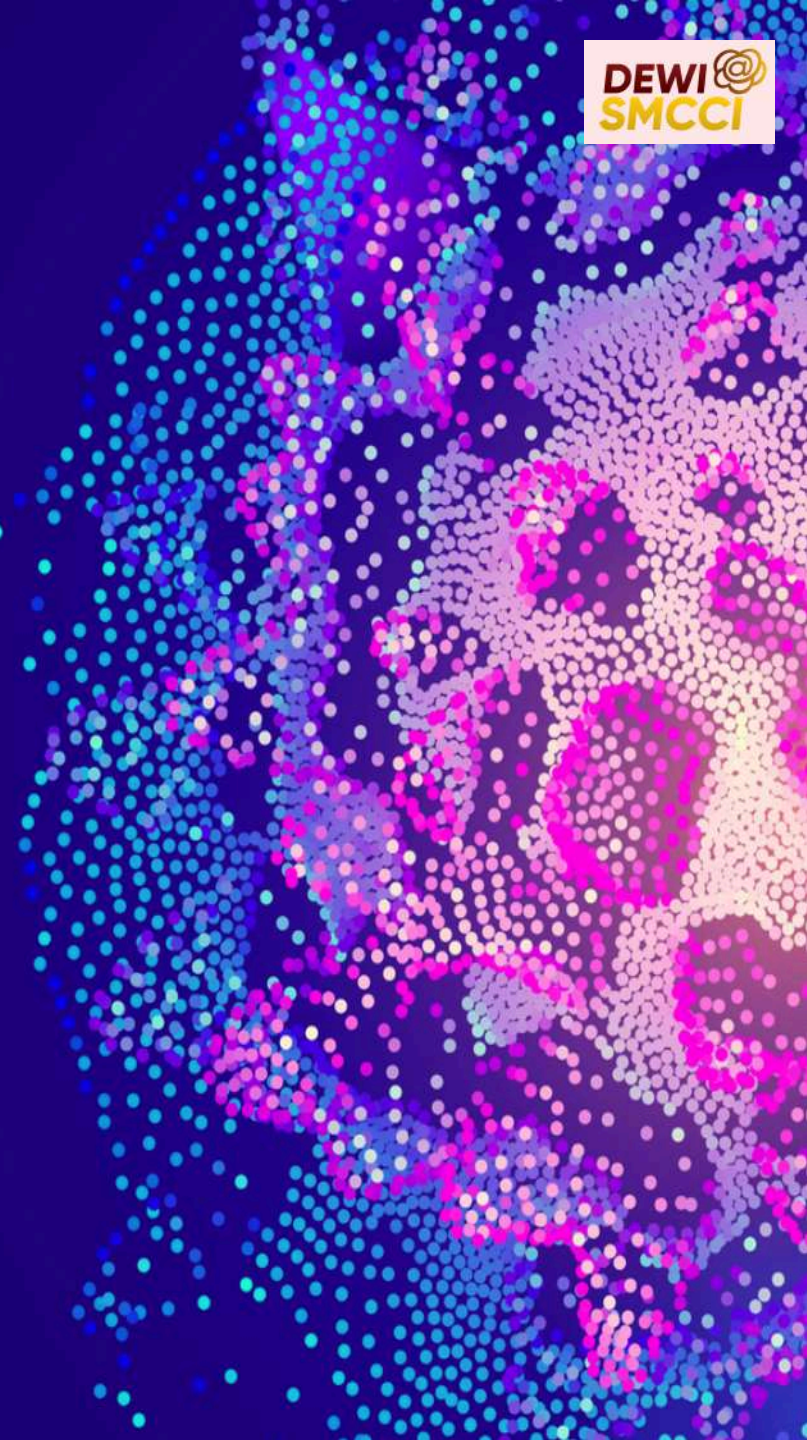


DEWI DIGI 2020

WOMEN ENTREPRENEURS
GOING DIGITAL

9AM – 5PM
LIFELONG LEARNING INSTITUTE

PARTNERSHIP DECK



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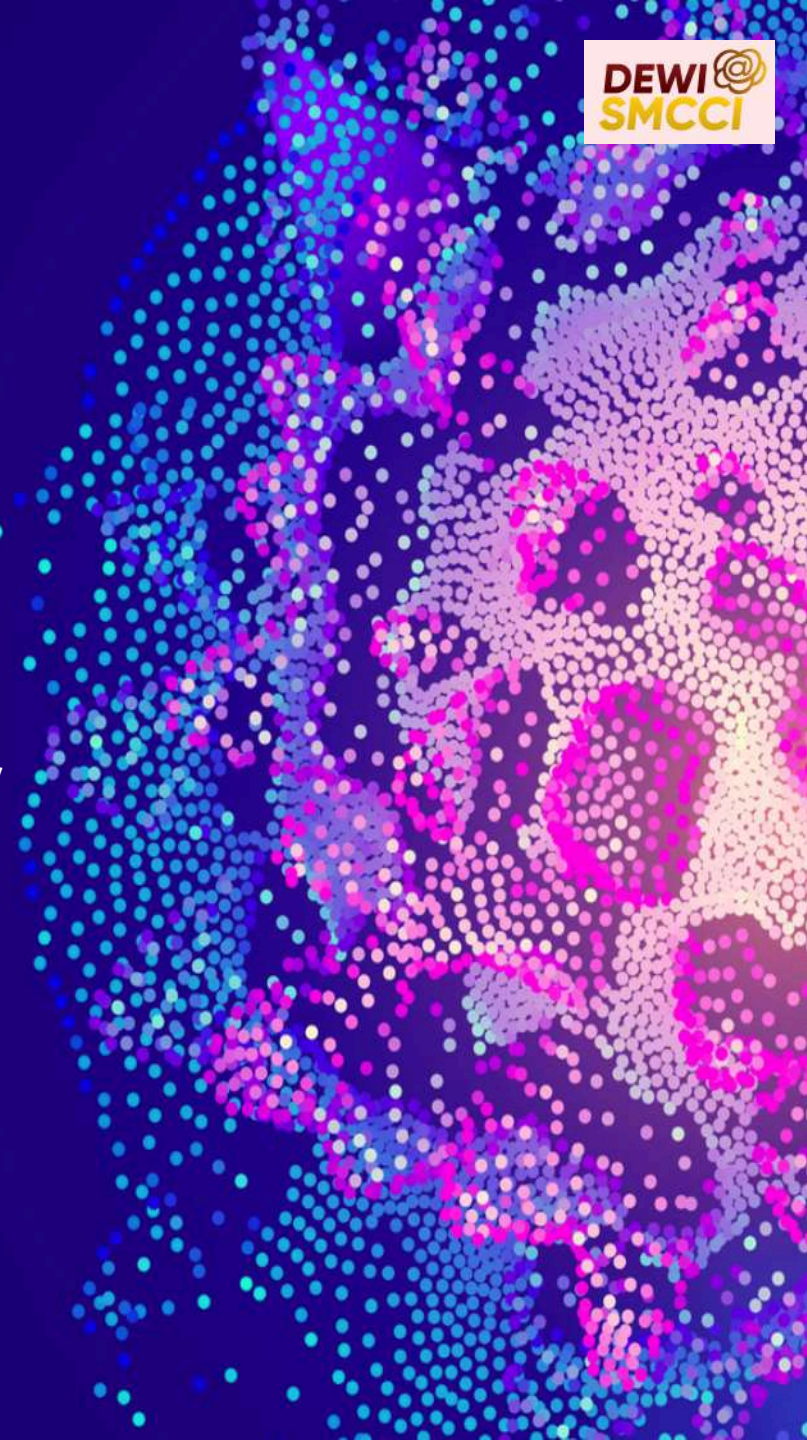
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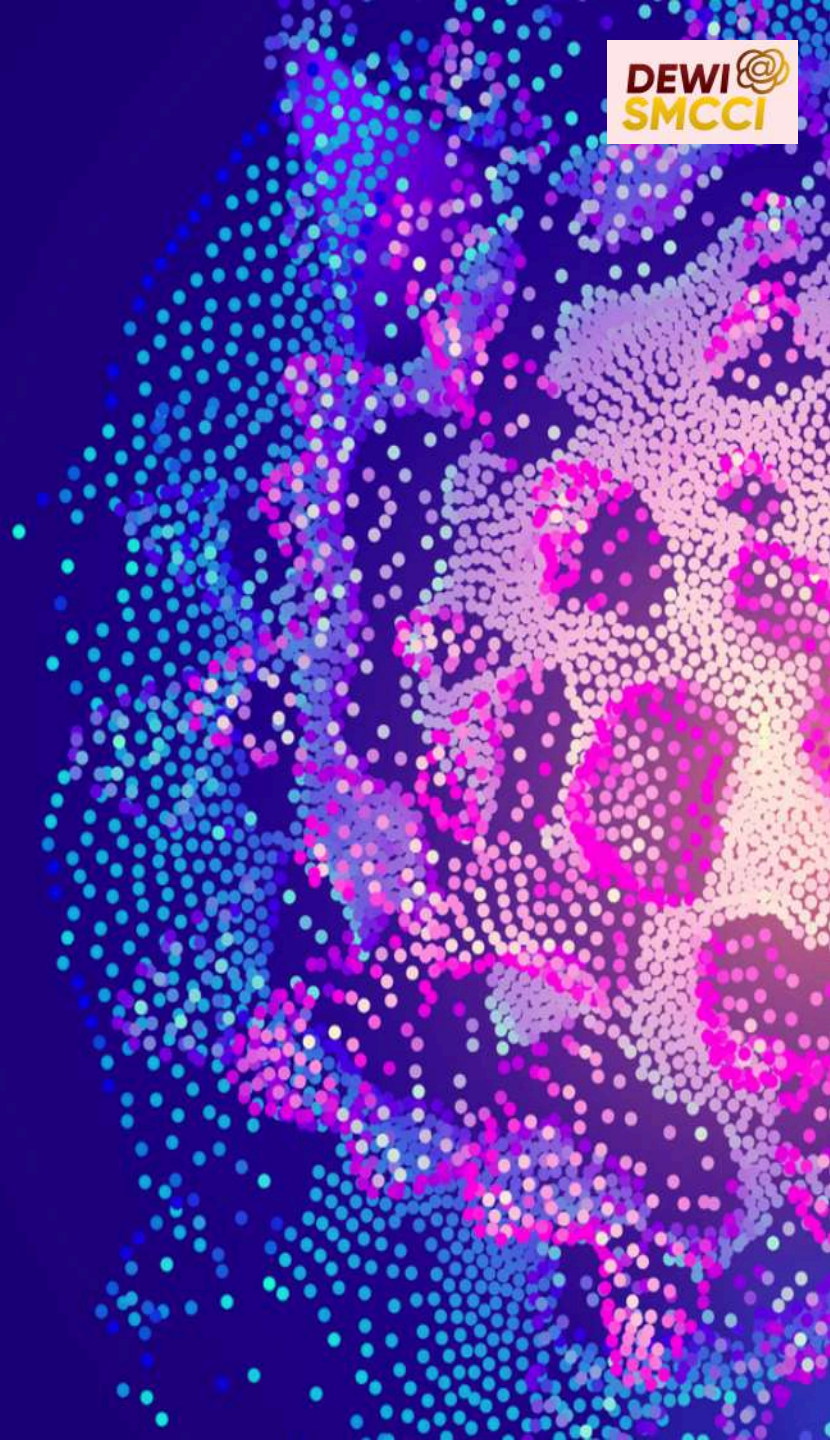
DEWIDigi 2020 at a Glance

- In conjunction with International Women's Day, DEWIDigi 2020 is our full day signature event for women entrepreneurs in Singapore
- Aims to provide a platform to
 - Showcase successful women technopreneurs
 - Share their entrepreneurial journey and expertise in adopting and adapting technology in their businesses for growth
 - Education and training of attendees in digitalization of business
 - Networking opportunities for generating new ideas and partnerships
- Features inspiring keynote speakers, engaging discussions with panellists and hands-on breakout sessions



DEWIDigi 2020 Attendee Profile

- Will be expected to attract over 250 attendees
- Targeted to be attended by
 - Existing members of DEWI@SMCCI (Women's wing of SMCCI)
 - All women entrepreneurs and business owners in Singapore, including
 - Home-based businesses

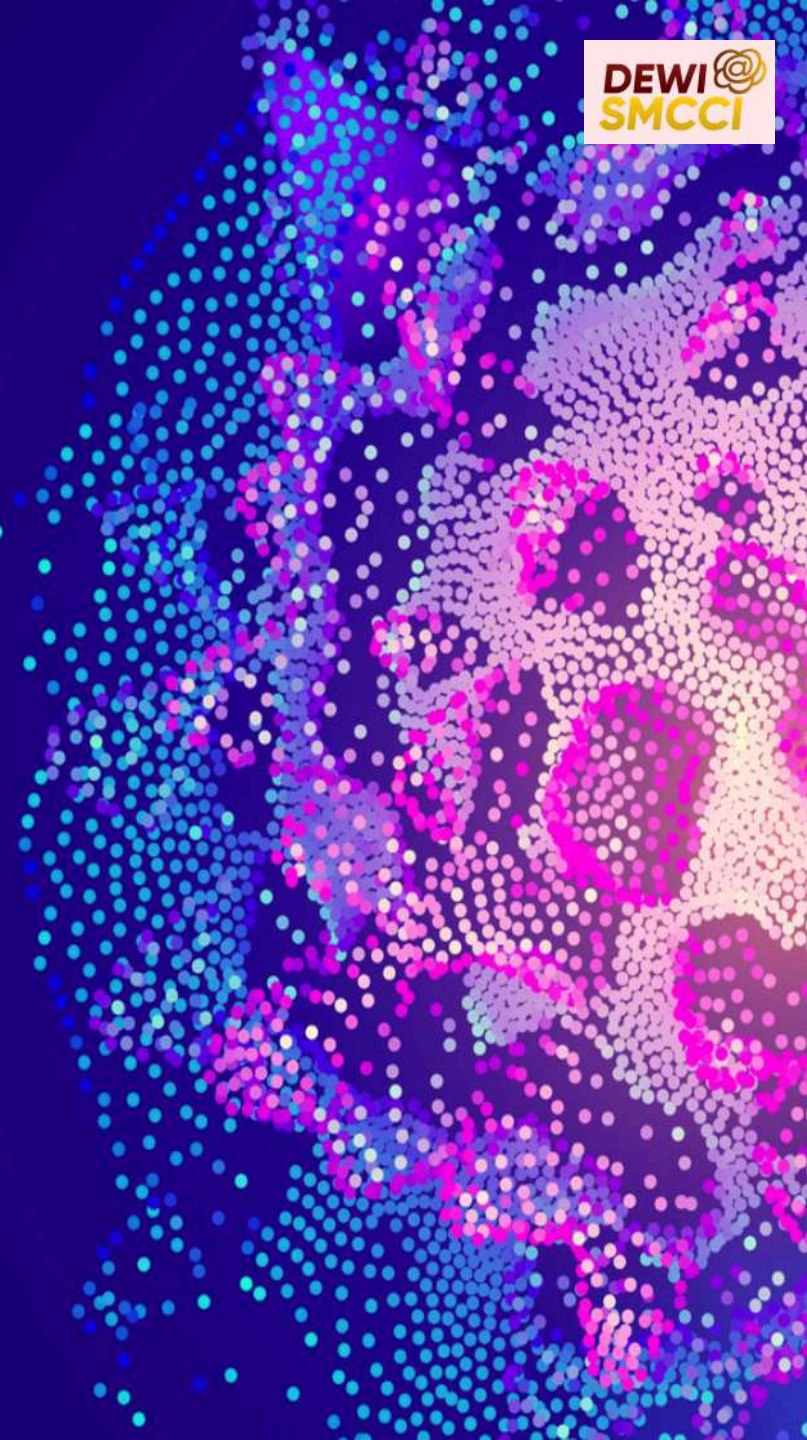


Partners at Our Previous Events



Current Partners for DEWIDigi 2020

- Sgwomenintech
(under IMDA's wing)
- SMEC



Benefits of Partnership

Branding

- Invest in your brand equity by supporting a community of entrepreneurs and business owners

Increase Customer Acquisition

- Demonstrate your products and services to entrepreneurs and business owners



Partnership Options

There are 3 partnership options available; SMCCI Partnership, purchasing DEWIDigi 2020 booth only OR In-Kind Partnership

Option 1

SMCCI Partnership

(pg 9-10 for partnership packages available)

- Partner with SMCCI beyond DEWIDigi 2020
- Leverage on SMCCI's marketing collaterals and platforms
- Brand exposure to all SMCCI's members
- Free passes to SMCCI's signature events
- Complimentary DEWIDigi 2020 booth
- Brand exposure to all attendees of DEWIDigi 2020 via marketing collateral in goody bag

Option 2

DEWIDigi 2020 Booth Only

(\$800)

- 1 table
- 2 chairs
- 1 power plug
- Standard table signage
- Ad space in DewiDigi E-Handbook (A5)

Option 3

In-Kind Partnership

(pg 11 for more details)

- F&B
- Mocktail + Finger food
- Photo Booth
- Photography
- Video Recording
- Tote Bag
- Notebook & Pen
- Bottled Water

Partnership Packages



Your partnership is crucial to making DEWIDigi 2020 a success. These packages will allow you to leverage on SMACCI's collaterals and platforms throughout the year

	Preferred Partner	Platinum Partner	Gold Partner	Silver Partner	Bronze Partner
Total Cash Value	\$50,000 and above	\$20,000 – \$49,999	\$10,000 - \$19,999	\$5,000 - \$9,999	\$2,500 - \$4,999
Recognition as a partner on SMCCI collaterals and platforms (Facebook, Instagram, LinkedIn, Website, Hardcopy collaterals etc.)	✓	✓	✓	✓	✓
Promotion of all relevant products and services to SMCCI members via weekly newsletter	✓	✓	✓	✓	✗
Brand exposure to SMCCI Members	✓	✓	✓	✓	✓
Provision of SMCCI Database of approximately 1000 SMEs (local and international) for lead generation	✓	✓	✗	✗	✗
To be the main service provider for SMCCI the organisation, the group and its membership of 800 business owners	✓	✗	✗	✗	✗
Engagement platforms with SMCCI members	4x	2x	1x	✗	✗
Leads generation during events	✓	✓	✓	✓	✗
Passes to selected SMCCI Signature Events	✓	✓	✓	✓	✓
Complementary booth placement at selected SMCCI Signature Events	✓	✓	✗	✗	✗

Partnership Packages



In addition, below are DEWIDigi 2020 benefits

	Preferred Partner	Platinum Partner	Gold Partner	Silver Partner	Bronze Partner
Total Cash Value	\$50,000 and above	\$20,000 – \$49,999	\$10,000 - \$19,999	\$5,000 - \$9,999	\$2,500 - \$4,999
Complementary booth placement at DEWIDigi 2020	✓	✓	✓	✓	✓
Opportunity to place one piece of marketing collateral or a gift inside each DEWIDigi 2020 tote bag	✓	✓	✓	✓	✓

In-Kind Partnerships

F&B – 1 available

Breakfast, lunch and tea breaks are one of the highlights for our attendees. Take advantage of this opportunity to make our attendees gush about how good the food is

Video Recording – 1 available

Extend your presence long after the live event concludes with the video recording sponsorship

Mocktail + Finger food – 1 available

Our VIPs and attendees will be networking after the event. This is an opportunity to wow them with amazing mocktails and food that fill their senses

Tote Bag – 1 available

Exclusive branding on tote bags handed out to all attendees at registration and opportunity to place one piece of marketing collateral or a gift inside each tote bag

Photo Booth – 1 available

Attendees love taking picture in front of the interactive photo booth, which is located at a heavy foot-traffic area

Notebook & Pen – 1 available

Exclusive branding displayed on custom notebook distributed on-site to all attendees

Photography – 1 available

Capture memorable moments of the event and exhibit it long after the event with company logo

Bottled Water – 1 available

Water bottle distributed to attendees in the general area with company logo branded on each bottle distributed

Thank You and Contact Details

Thank you for your interest in partnering with SMCCI. After reviewing the enclosed information, please contact Mira Shahidah at mirashahidah@smcci.org.sg to register as a sponsor or to ask further questions.

