

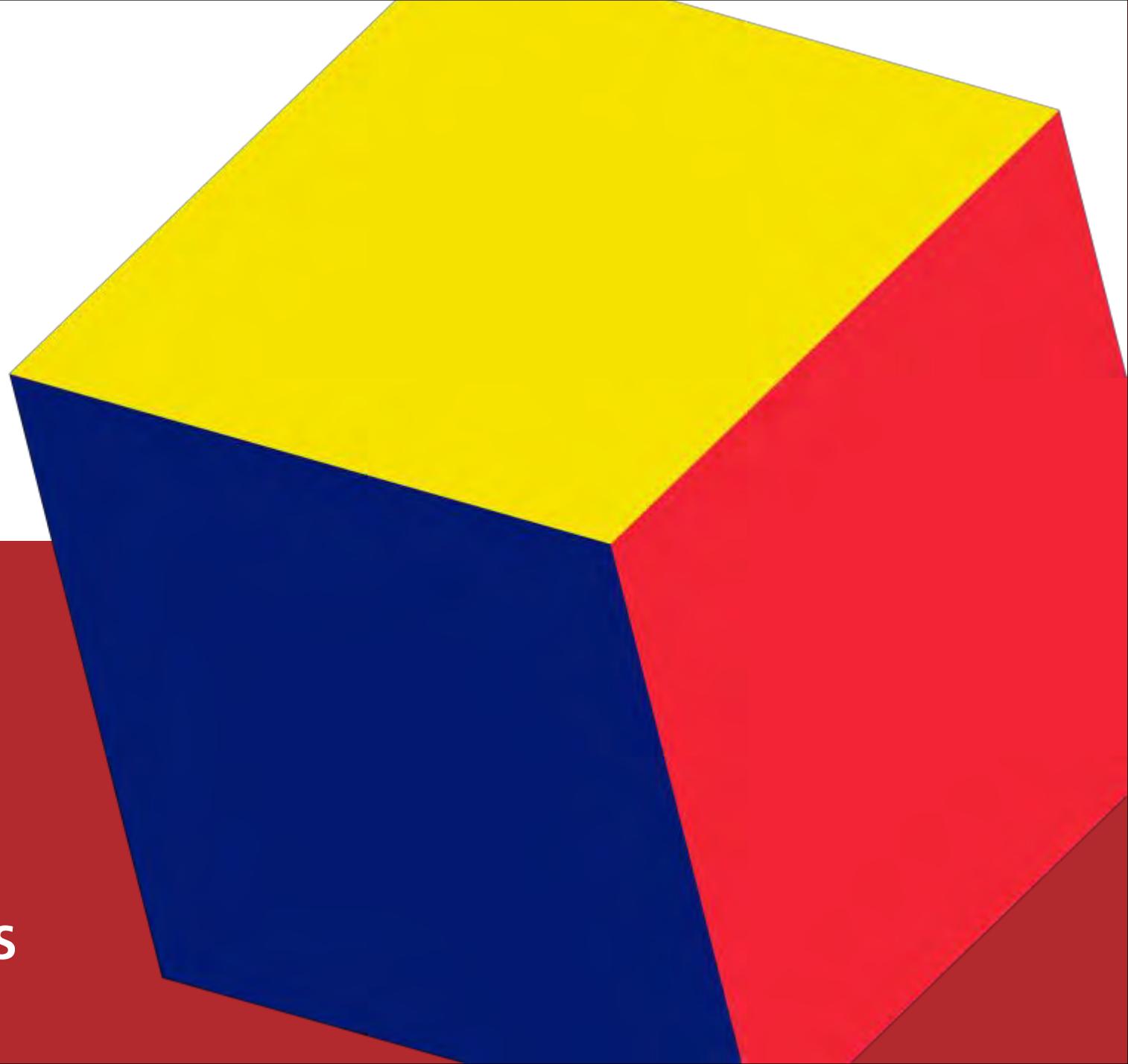


worldskills
ASEAN 
Singapore2023

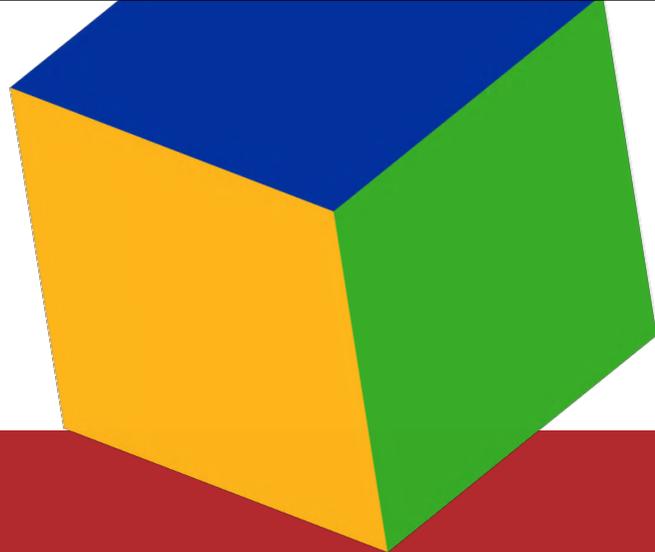
22-27 July 2023

Suntec Singapore Convention &
Exhibition Centre Levels 3, 4 & 6

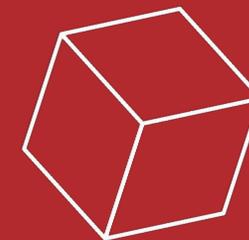
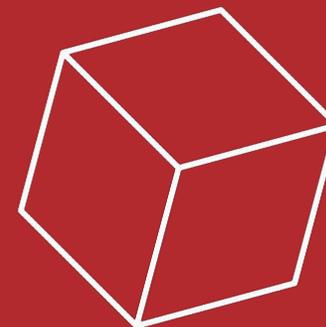
SPONSORSHIP OPPORTUNITIES



1



WORLDSKILLS ASEAN SINGAPORE 2023

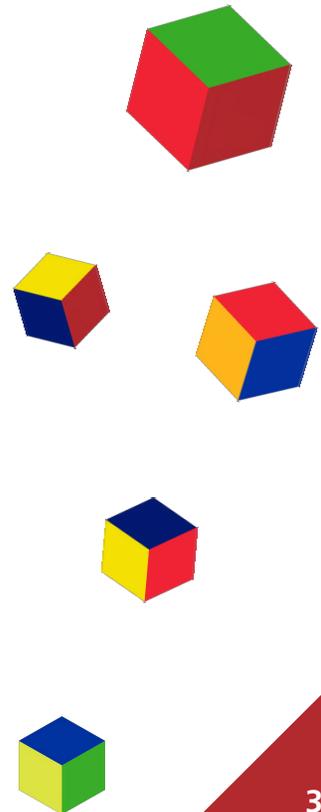


OUR SKILLS, OUR FUTURE

About WorldSkills



Founded in 1950, WorldSkills is a **global organisation** that promotes vocational, technological, and service-oriented education and training. We promote skilled careers in **78 Member countries and regions**, all working with youth, educators, governments and industries to help prepare the workforce and talent of today for the jobs of the future.



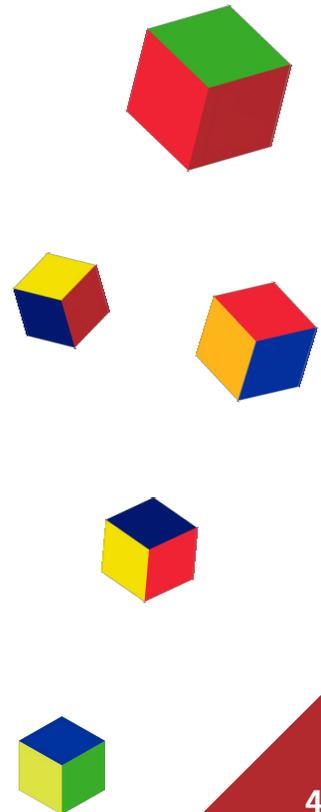
About WorldSkills



Improving our world with the power of skills



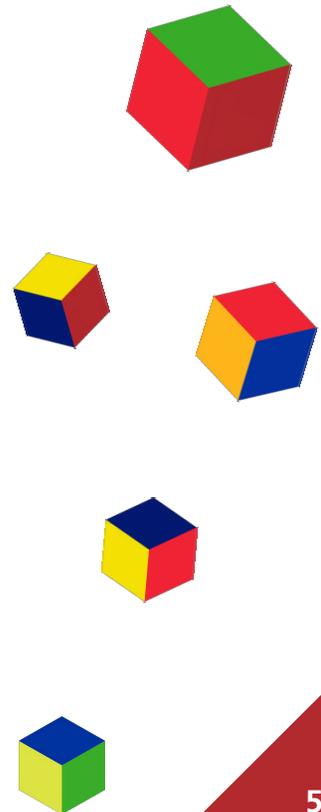
To raise the profile and recognition of skilled people, and show how important skills are in achieving economic growth and personal success



About WorldSkills Singapore

WorldSkills Singapore is a member of WorldSkills International and is led by SkillsFuture Singapore (SSG). Biennial WorldSkills Singapore Competitions are jointly organised by the Institute of Technical Education, Nanyang Polytechnic, Ngee Ann Polytechnic, Republic Polytechnic, Singapore Polytechnic, Temasek Polytechnic, SkillsFuture Singapore and the Ministry of Education.

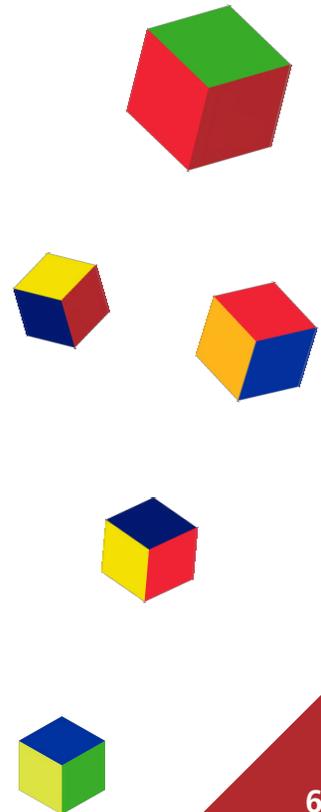
WorldSkills Singapore supports the national SkillsFuture movement and offers a platform for competitors to showcase their capabilities in the pursuit of skills mastery. It is but one of many milestones in the lifelong journey of Singaporeans to deepen skills and to discover their passions.



About WorldSkills ASEAN



- ◆ WorldSkills ASEAN is the largest showcase of professional and technical skills in the ASEAN (The Association of Southeast Asian Nations) region and brings the objectives of the WorldSkills movement to Southeast Asia.
- ◆ The skills competition was initiated by an agreement among ASEAN member countries in 1993 and aims to promote and raise skills standards in the ASEAN region to an international level, as well as to motivate youths to develop their skills and knowledge.
- ◆ ASEAN member countries take turns to host the biennial WorldSkills ASEAN Competition.
- ◆ The competitors represent the best skilled talents and are selected from national skills competitions in ASEAN member countries. They demonstrate highly skilled technical abilities both individually and collectively in their respective industries.

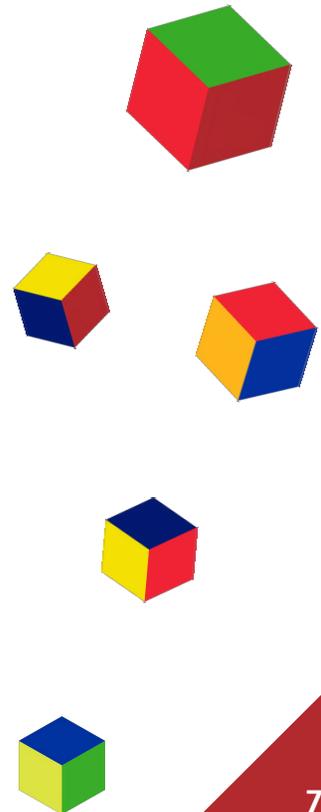


About WorldSkills ASEAN



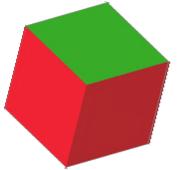
The objectives of the WorldSkills ASEAN are:

- ◆ To promote the development of quality vocational, technical and work values among youths and skilled professionals;
- ◆ To foster cooperation in vocational and technical education and training between member countries;
- ◆ To encourage close cooperation between governments, industry, unions and vocational training institutions; and
- ◆ To provide a recognition for technical excellence and develop a new generation of highly skilled professionals.



About WorldSkills ASEAN Singapore 2023

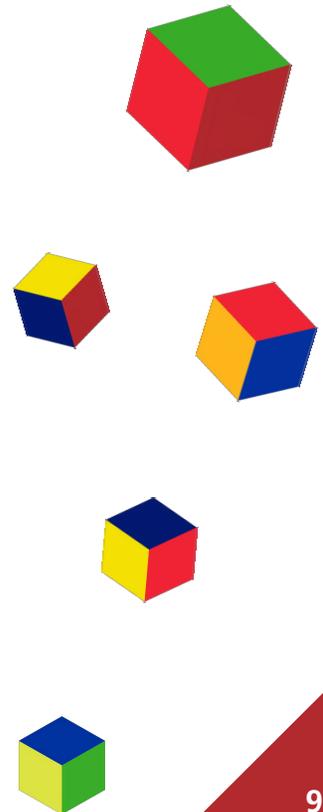
For the first time, Singapore will be hosting the 13th WorldSkills ASEAN Competition in July 2023 at the Suntec Singapore Convention & Exhibition Centre physically and virtually. The competition will see close to 300 top youth talents from the 10 ASEAN member countries competing in 22 skills areas. Apart from the skills competition, WorldSkills ASEAN Singapore 2023 will also feature interactive activities to promote skills and a skilled career.



Where the Excitement Is



Suntec Singapore Convention & Exhibition Centre Levels 3, 4 & 6



What to Expect



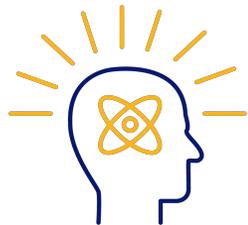
Skills Competition

Watch close to 300 of the most talented ASEAN youths compete in 22 skills areas, with more than 1,000 delegates from ASEAN involved in the 3-day competition.



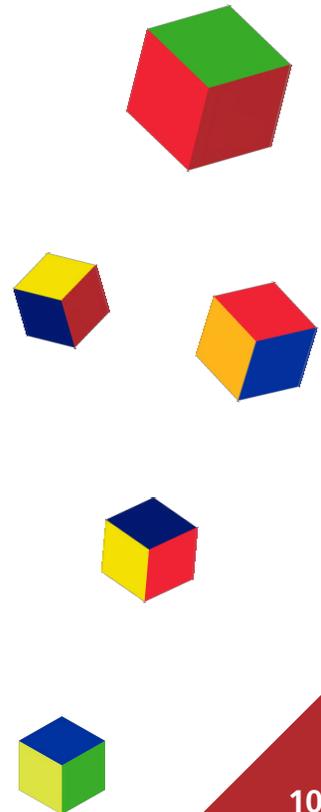
Hybrid-Event

The event will be held physically and virtually to extend reach to a wider audience.



Activities and Workshops

Pick up a new skill or learn more about different industries through the interactive activities, workshops by industry and educators.



22 Areas of Competition

Engineering

- ◆ CNC Maintenance
- ◆ Electrical Installations
- ◆ Electronics
- ◆ Industrial Automation
- ◆ Industrial Control
- ◆ Mechanical Engineering CAD
- ◆ Mechatronics
- ◆ Mobile Robotics
- ◆ Refrigeration and Air-Conditioning

Info-comm Technology

- ◆ Information Network Cabling
- ◆ Internet-of-Things
- ◆ IT Network Systems Administration
- ◆ IT Software Solutions for Business
- ◆ Web Technologies

Transport & Logistics

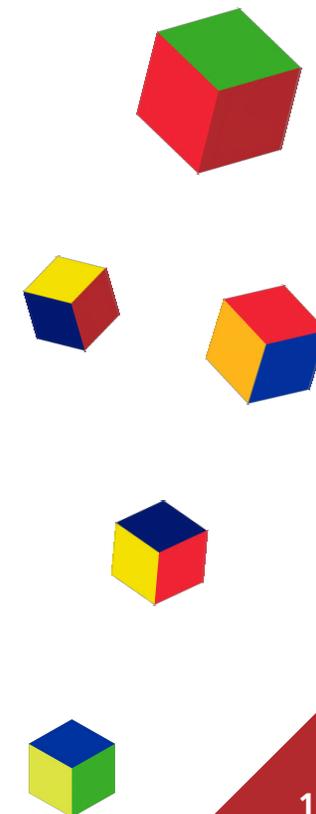
- ◆ Automobile Technology
- ◆ Rapid Transit Systems

Social & Personal Services

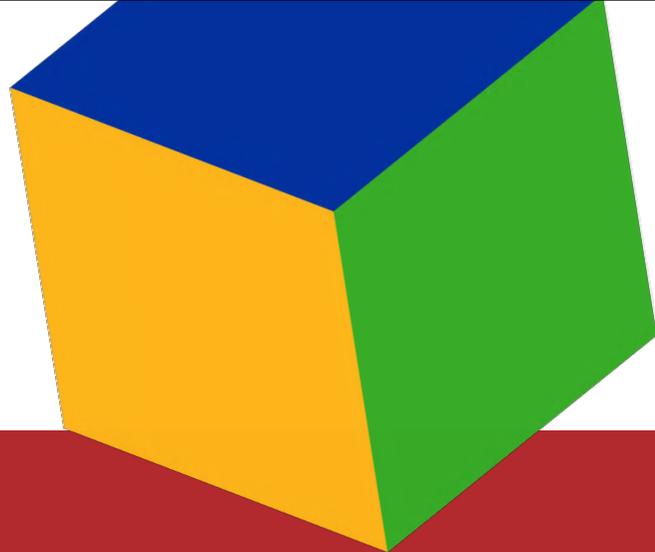
- ◆ Beauty Therapy
- ◆ Cooking
- ◆ Hairdressing
- ◆ Restaurant Service

Creative Arts & Fashion

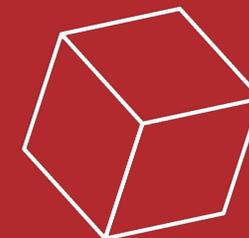
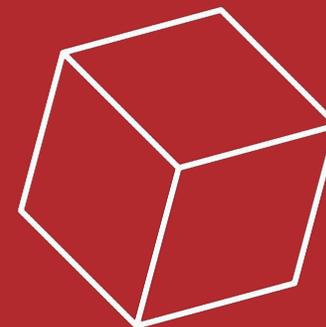
- ◆ Fashion Technology
- ◆ Graphic Design Technology



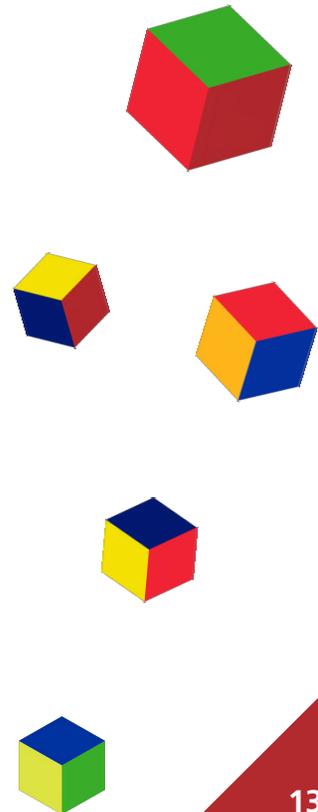
2



Highlights of ASEAN Skills 2018 Bangkok



ASEAN Skills 2018 Bangkok



ASEAN Skills 2018 Bangkok



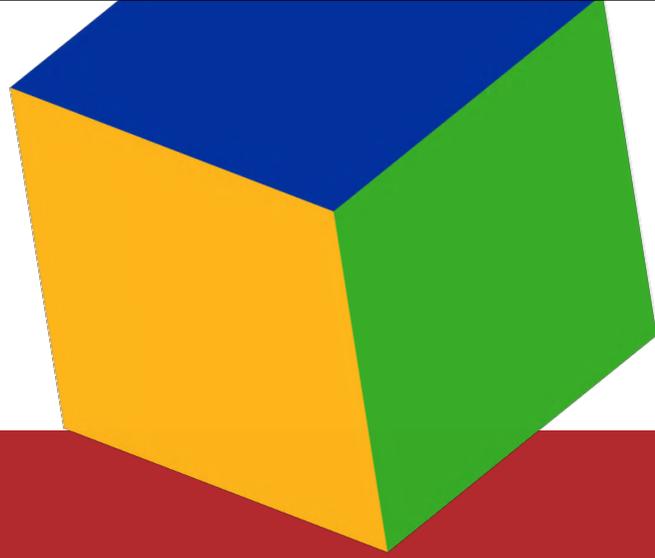
WorldSkills Singapore 2018



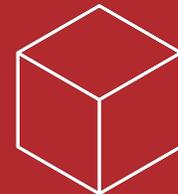
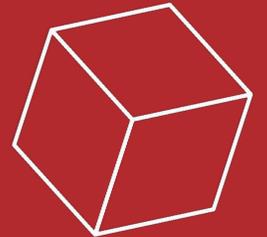
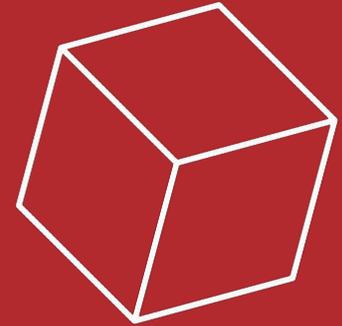
WorldSkills Singapore 2018



3



Become a Sponsor



Why Sponsor?



The WorldSkills ASEAN 2023* is held for the first time in Singapore in July 2023.

This is an opportunity for sponsors to reach out to ASEAN delegates.



More than
20,000
visitors expected

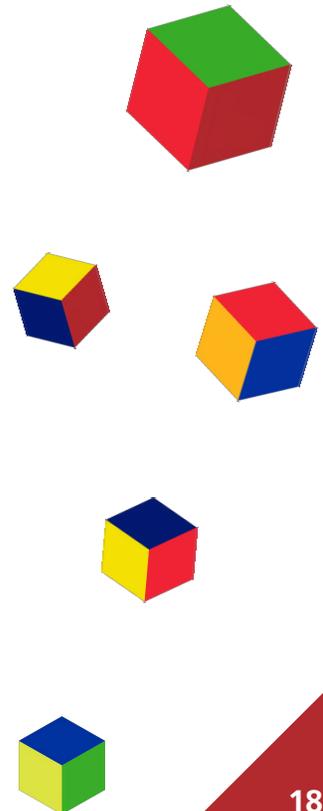


More than
50
Industry Partners



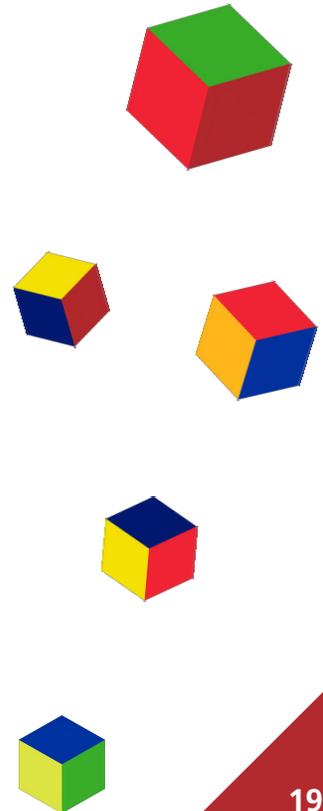
Over
1,000
Competitors & Delegates

**hybrid event with physical and virtual activities and visitors*



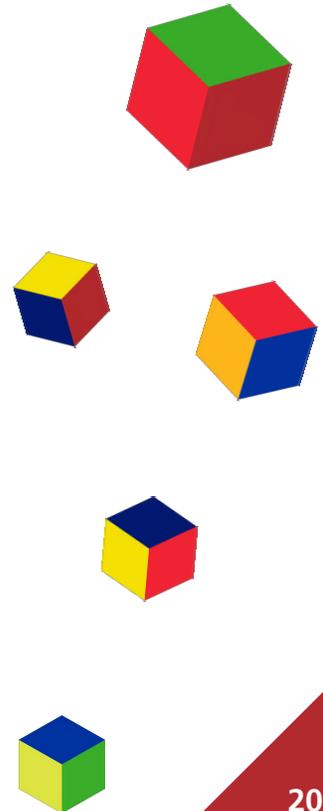
Past sponsors @ ASC 2018

Premium Sponsors



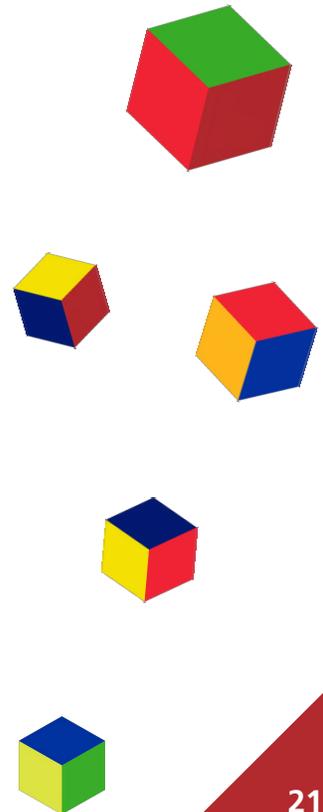
Past sponsors @ ASC 2018

Gold Sponsors



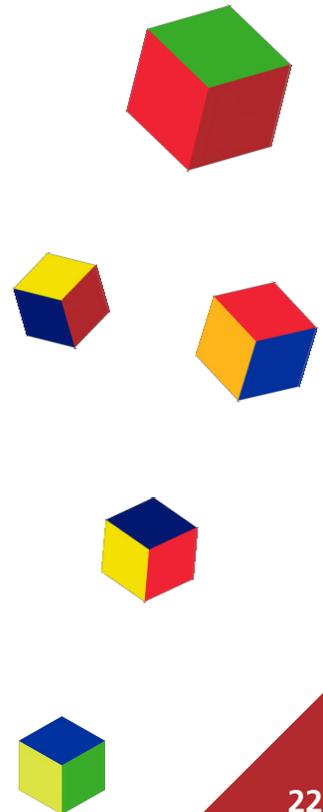
Past sponsors @ ASC 2018

Silver Sponsors

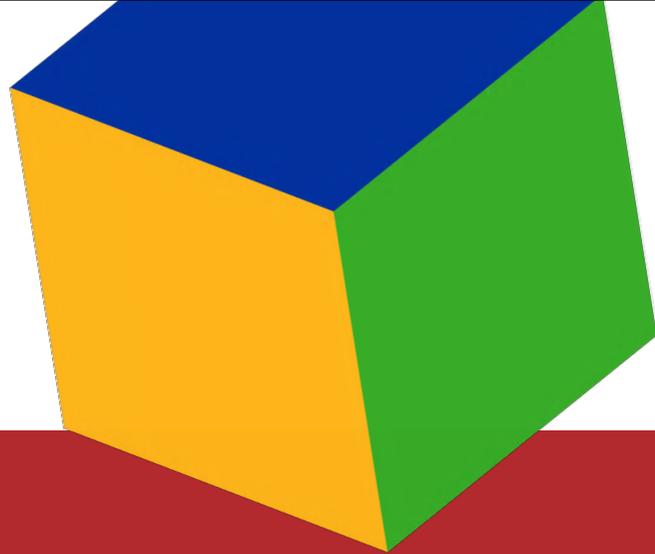


Past sponsors @ ASC 2018

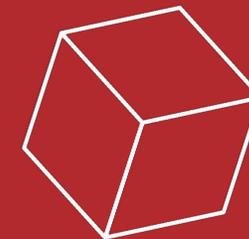
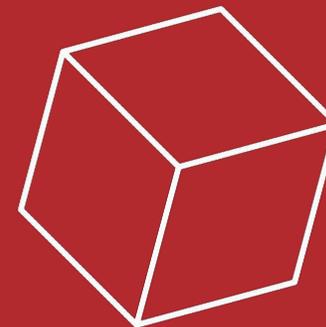
Bronze Sponsors



4



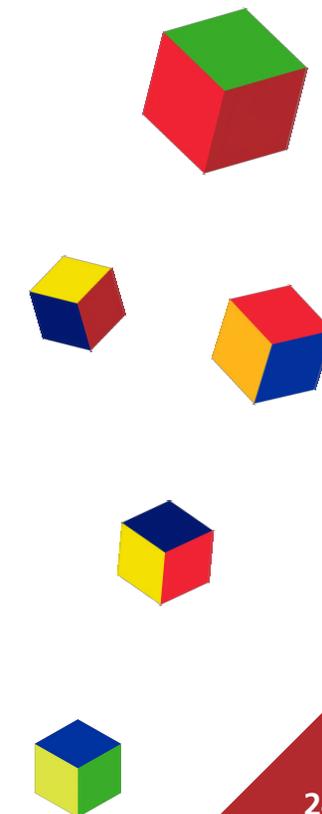
Sponsorship Package Overview



Sponsorship Categories & Benefits

BENEFITS FOR SPONSORS		PRINCIPAL (\$100k) 100% cash	PLATINUM (\$40k)*	GOLD (\$25k)*	SILVER (\$5k)*
COMPETITION SITE	Sponsor's Booth <i>*subject to availability</i>	✓	✓ (\$20k cash)		
	Full-height panel decal display (New)			✓ (\$12.5k cash)	
	Company Logo on Suntec Big Picture Top Banner (New)	✓	✓		
	Company Logo on Event T-Shirt	✓			
	Company Logo on Main Gateways	✓	✓	✓	
	Company Logo on Specific Skill Gateways	✓	✓	✓ (Sponsored skills area only)	✓ (Sponsored skills area only)
	Company Logo on Sponsor Acknowledgement Board located at 3 levels	✓	✓	✓	✓
	Overhead Hanging Triangle Banner at Skill Areas	✓			
	Perimeter Boards	✓	✓	✓	✓

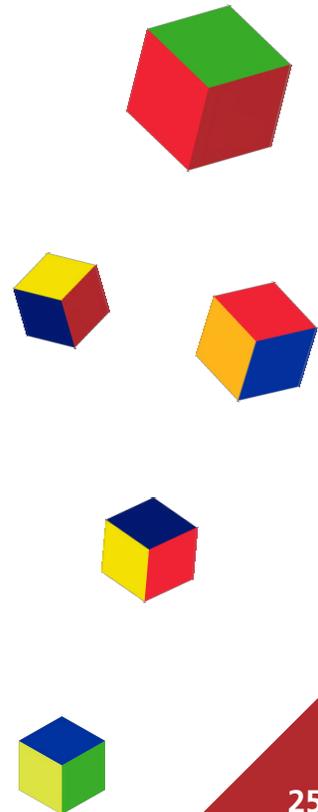
*Sponsorship in this category can be fully in cash, in-kind or a combination of both.



Sponsorship Categories & Benefits

BENEFITS FOR SPONSORS		PRINCIPAL (\$100k) 100% cash	PLATINUM (\$40k)*	GOLD (\$25k)*	SILVER (\$5k)*
OPENING & CLOSING CEREMONIES+	Invitation to Attend	✓ (2 reps)	✓ (2 reps)	✓ (1 rep)	
	Invitation to VIP Reception (New)	✓	✓		
	Special Mention (Emcee Script)	✓			
	Company Logo on Stage Backdrop	✓	✓	✓	
AWARD CEREMONY+	Presentation of Memento & Certification of Appreciation	✓	✓	✓	

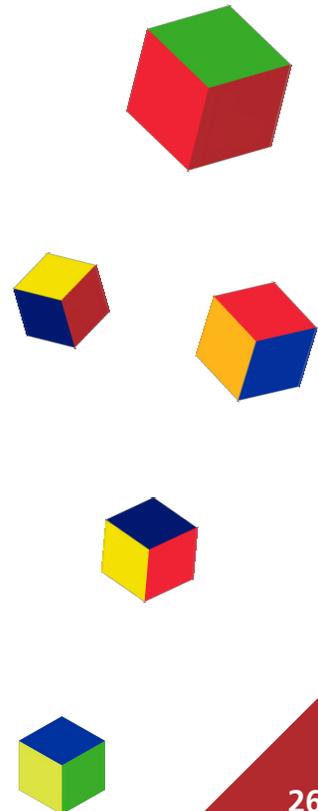
*Sponsorship in this category can be fully in cash, in-kind or a combination of both.
+Invitation to Ceremonies are further subject to prevailing COVID-19 SMMs in Jul 2023.



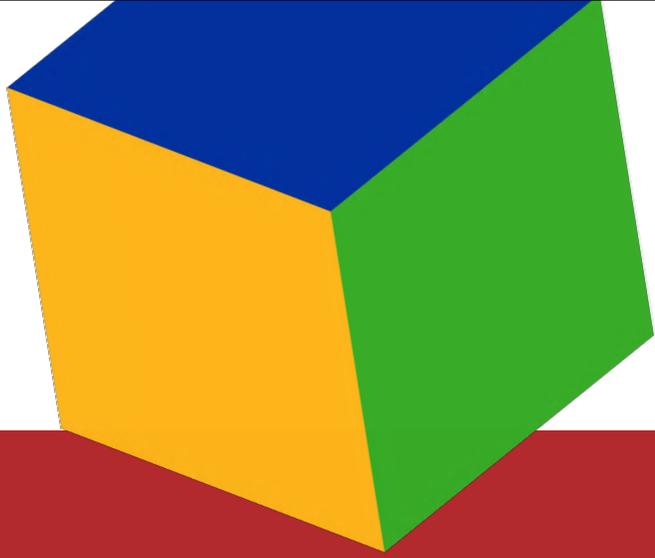
Sponsorship Categories & Benefits

BENEFITS FOR SPONSORS		PRINCIPAL (\$100k) 100% cash	PLATINUM (\$40k)*	GOLD (\$25k)*	SILVER (\$5k)*
WEBSITE	Company Profile and Link to Company Website	✓ (up to 100 words)	✓ (up to 100 words)	✓ (up to 100 words)	
	Company Logo on Sponsor Acknowledgement Page	✓	✓	✓	✓
MEDIA	Company Logo on Newspaper Advertisement	✓ (approx 25mmH)	✓ (approx 15mmH)	✓ (approx 13mmH)	✓ (approx 10mmH)
HANDBOOK	Company Logo on the Opening & Closing Program Booklet, Competition Handbook, Rules & Procedures, Health & Safety Handbook (New)	✓	✓	✓	✓
	Advertorial Privilege in Competition Handbook (New)	✓ (1 page)	✓ (1 page)		
POST-EVENT	Framed Photograph	✓	✓	✓	

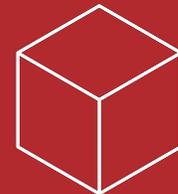
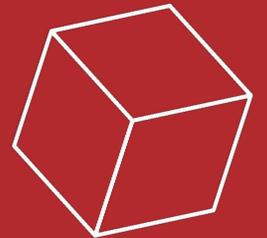
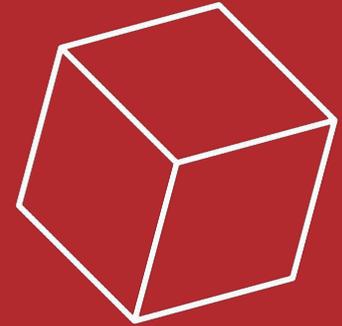
*Sponsorship in this category can be fully in cash, in-kind or a combination of both.



5



Package Details



Principal Sponsor

\$100,000 and above

Principal Sponsor (\$100,000 and above)

Invitation to VIP Reception (NEW)

- Networking Over Reception

Competition Site Mileage

- Booth at Competition Hall (New)
- Company Logo on Suntec Big Picture Top Banner (New)
- Company Logo on Event T-Shirt
- Company Logo on Main Gateways
- Company Logo on Specific Skill Gateways
- Company Logo on Sponsor Acknowledgement Board located at 3 levels
- Overhanging Triangle Banner at Skill Areas
- Perimeter Boards

Opening & Closing Ceremonies

- Invitation to Attend (2 reps)
- Special Mention (Emcee Script)
- Company Logo on Stage Backdrop
- Subject to prevailing SMM in Jul 2023

Award Ceremony

- Presentation of Memento & Certificate of Appreciation
- Subject to prevailing SMM in Jul 2023

Website Anchorage

- Company Profile and Link to Company Website (up to 100 words)
- Company Logo on Sponsor Acknowledgement Page

Media

- Company Logo (approx 25mmH) on Newspaper Advertisement

Handbook

- Company Logo on the
 - Opening & Closing Program Booklet (New)
 - Competition Handbook (New)
 - Rules & Procedures, Health & Safety Handbook (New)

POST-EVENT - Framed Photograph

Education & Career Guidance Activities

- Optionals
 - ECG Exhibition Booth
 - ECG Workshop

- Advertorial Privilege in Competition Handbook - 1 page (New)

Platinum Sponsor

\$40,000 and above

Platinum Sponsor (\$40,000 and above)

Invitation to VIP Reception (NEW)

- Networking Over Reception

Competition Site Mileage

- Booth at Competition Hall (New) - Min. \$20k cash sponsorship
- Company Logo on Suntec Big Picture Top Banner (New)
- Company Logo on Main Gateways
- Company Logo on Specific Skill Gateways
- Company Logo on Sponsor Acknowledgement Board located at 3 levels
- Perimeter Boards

Opening & Closing Ceremonies

- Invitation to Attend (2 reps)
- Company Logo on Stage Backdrop
- Subject to prevailing SMM in Jul 2023

Award Ceremony

- Presentation of Memento & Certificate of Appreciation
- Subject to prevailing SMM in Jul 2023

Website Anchorage

- Company Profile and Link to Company Website (up to 100 words)
- Company Logo on Sponsor Acknowledgement Page

Media

- Company Logo (approx 15mmH) on Newspaper Advertisement

Handbook

- Company Logo on the
 - Opening & Closing Program Booklet (New)
 - Competition Handbook (New)
 - Rules & Procedures, Health & Safety Handbook (New)

POST-EVENT - Framed Photograph

Education & Career Guidance Activities

- Optionals
 - ECG Exhibition Booth
 - ECG Workshop

- Advertorial Privilege in Competition Handbook - 1 page (New)

Gold Sponsor

\$25,000 and above

Gold Sponsor (\$25,000 and above)

Website Anchorage

- Company Profile and Link to Company Website (up to 100 words)
- Company Logo on Sponsor Acknowledgement Page

Competition Site Mileage

- **Full Height Panel Display at specific skill area meeting room (Unique) (>\$12.5k cash sponsorship)**
- Company Logo on Main Gateways
- Company Logo on Specific Skill Gateways (**Sponsored skills only**)
- Company Logo on Sponsor Acknowledgement Board located at 3 levels
- Perimeter Boards

Opening & Closing Ceremonies

- Invitation to Attend (1 rep)
- Company Logo on Stage Backdrop
- Subject to prevailing SMM in Jul 2023

Award Ceremony

- Presentation of Memento & Certificate of Appreciation

POST-EVENT - Framed Photograph

Education & Career Guidance Activities

- Optionals
 - ECG Exhibition Booth
 - ECG Workshop

Media

- Company Logo (approx 13mmH) on Newspaper Advertisement

Handbook

- Company Logo on the
 - Opening & Closing Program Booklet (New)
 - Competition Handbook (New)
 - Rules & Procedures, Health & Safety Handbook (New)

Silver Sponsor

\$5,000 and above

Silver Sponsor (\$5,000)

Website Anchorage

- Company Logo on Sponsor Acknowledgement Page

Competition Site Mileage

- Company Logo on Specific Skill Gateways
- Company Logo on Sponsor Acknowledgement Board located at 3 levels
- Perimeter Boards

Media

- Company Logo (approx 10mmH) on Newspaper Advertisement

Handbook

- Company Logo on the
 - Opening & Closing Program Booklet (New)
 - Competition Handbook (New)
 - Rules & Procedures, Health & Safety Handbook (New)

Education & Career Guidance Activities

- Optionals
 - ECG Exhibition Booth
 - ECG Workshop

Education & Career Guidance Activities

Optional Takeup

Education & Career Guidance Activities Option

◆ ECG Exhibition Booth (3 days) - 40 booths*

Partner to offer interactive and engaging activities to facilitate students' exploration of different industries & careers

E.g. of previous booth activities offered by partners:

- ST Engineering Land System: Students could test out welding simulation machine
- L'Oreal: Students were given hands-on experience using hairdressing tools
- SingHealth: Students were given hands-on experience of drawing blood from a mannequin

Standard booth with the following specifications (tentative) would be provided for the 3 days:

- Booth size: 4 x 2m (8sqm)
- 1 Lot x Pifex System Structure Booth
- 1 Unit x Round Bistro Table
- 2 Units x System Lockable Cabinet
- 2 Units x White Folding Chairs
- 1 Unit x Wastebin
- 2 Units x 13amp Powerpoint
- 2 Units x Spotlights
- 1 Unit x Company Fascia Board



Education & Career Guidance Activities Option

◆ Try-a-Skill (3 days) - 22 booths*

Partner to offer interactive activities to expose students and public to industry technology and/or machines, and increase appreciation for skills

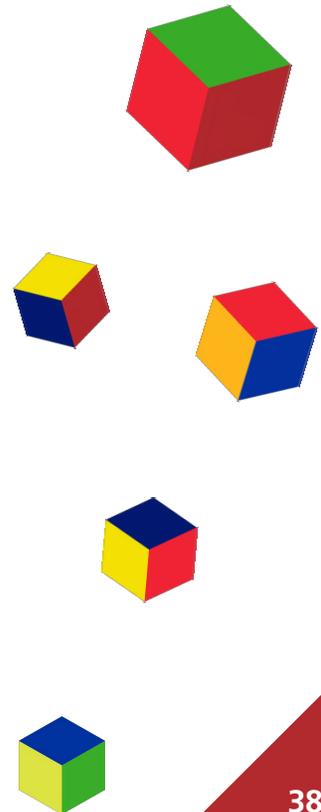
The booth activities should enhance the understanding and appreciation of the skills competition

Standard booth with the following specifications (tentative) would be provided for the 3 days:

- Booth size: 4 x 2m (8sqm)
- 1 Lot x Pifex System Structure Booth
- 1 Unit x Round Bistro Table
- 2 Units x System Lockable Cabinet
- 2 Units x White Folding Chairs
- 1 Unit x Wastebin
- 2 Units x 13amp Powerpoint
- 2 Units x Spotlights
- 1 Unit x Company Fascia Board



*subject to prevailing SMM guidelines



Education & Career Guidance Activities Option



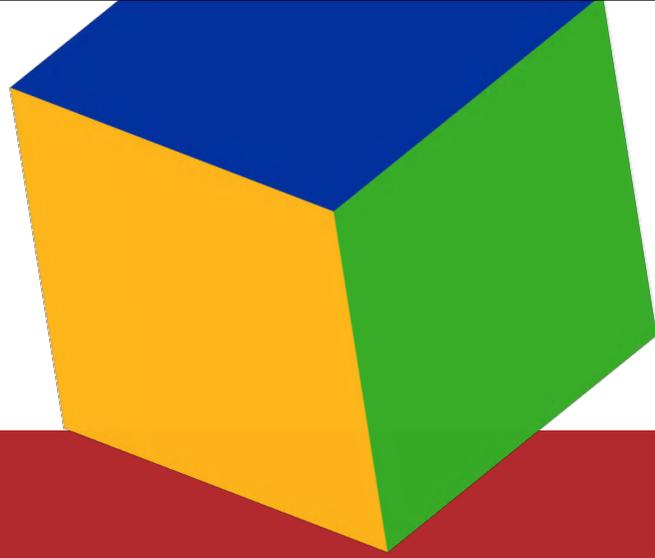
◆ ECG Workshop (est. 45min) - est. 192 Sessions*

Partner can conduct a physical or virtual workshop to **spark student's interest in the skill or industry**, or to **raise awareness on the importance of skills mastery and lifelong learning**

E.g. of previous workshops conducted by partners:

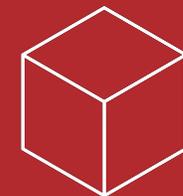
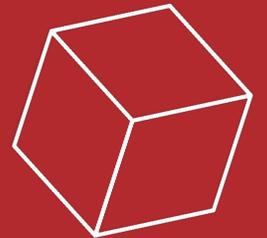
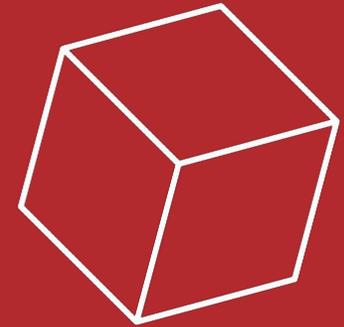
- ◆ SingHealth: Introduced CPR & AED skills and students tested their skills on mannequins
- ◆ Building and Construction Authority Academy: Introduced students to engineering concepts in the built environment sector and students built their own free-standing structure using straws
- ◆ Info-comm Media Development Authority of Singapore (IMDA): Participants were taught the different types of in-built sensors of the micro:bit controller

6



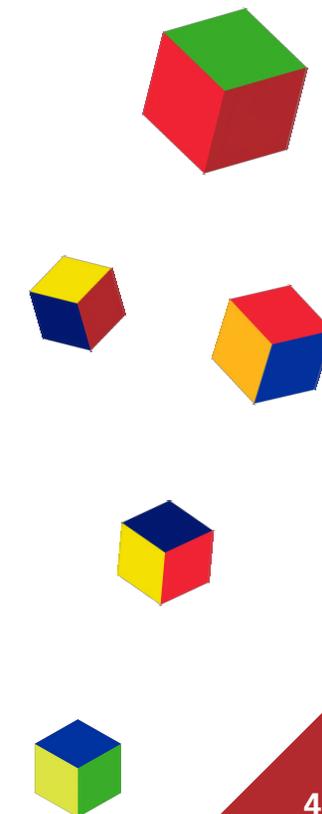
Benefits on Site / Media

Increase Your Visibility
and Branding



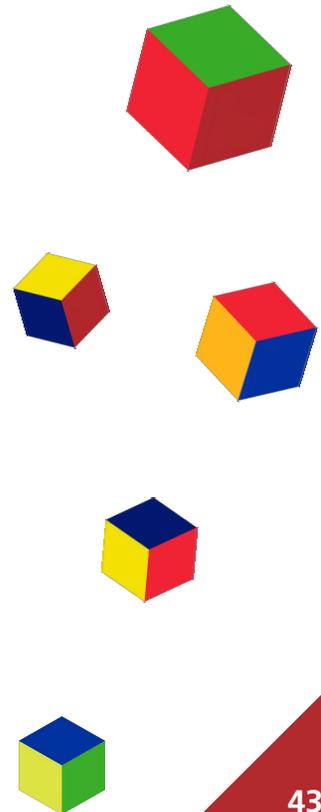
Onsite Publicity (Inside Competition Hall)

- ◆ Individual specific gateways to skills areas
- ◆ Perimeter boards at individual skills areas
- ◆ Hanging Triangle Banners (Principal only)
- ◆ Full Height Display Panel in specific sponsored skills area (Gold only)



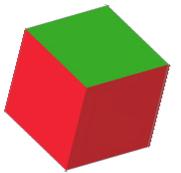
Sponsors' Booth Details

- Subject to Availability
- Located at Level 4 or Level 6 (to be confirmed Q1 2023)
- Standard booth with the following specifications (tentative) would be provided for the 3 days:
 - Booth size: 4 x 2m (8sqm)
 - 1 Lot x Pifex System Structure Booth
 - 1 Unit x Round Bistro Table
 - 2 Units x System Lockable Cabinet
 - 2 Units x White Folding Chairs
 - 1 Unit x Wastebin
 - 2 Units x 13amp Powerpoint
 - 2 Units x Spotlights
 - 1 Unit x Company Fascia Board
- Alternative arrangements for Sponsors to design their own booth space can be arranged.



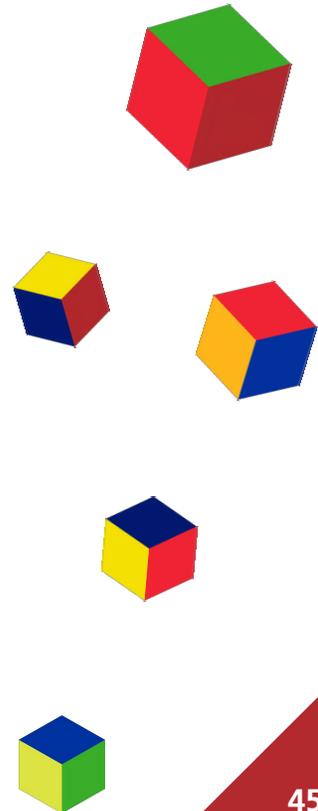
During Ceremonies

- ◆ Special mention on stage (Principal only)
- ◆ Presentation of memento and certificate of appreciation (during Award ceremony) (except Silver)



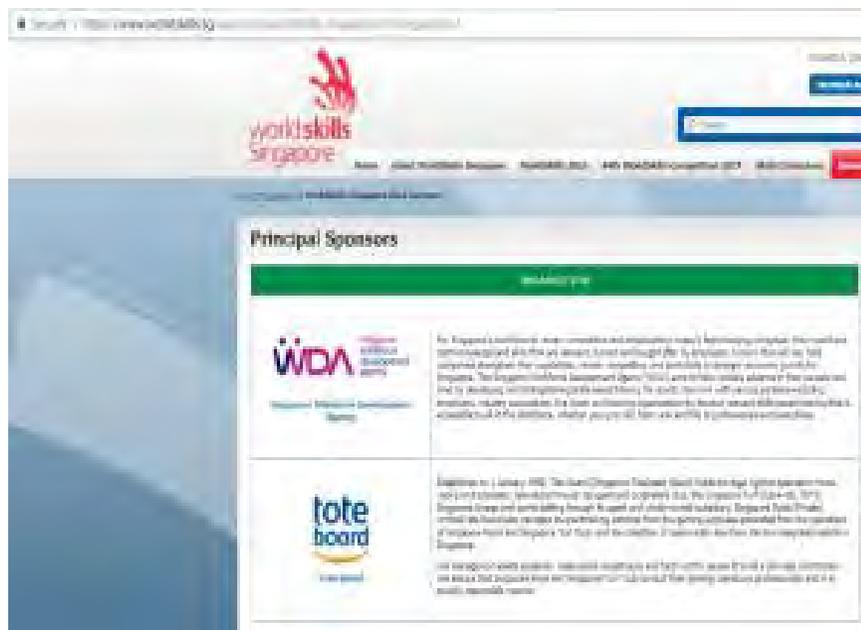
Print

- ◆ Company Logo on Event T-Shirt
- ◆ Company Logo on Newspaper Advertisement*
**The size guide may be changed depending on the number of sponsors to be finally featured.*
- ◆ Company Logo on the Opening & Closing Program Booklet, Competition Handbook, Rules & Procedures, Health & Safety Handbook
- ◆ Advertorial Privilege in Competition Handbook (except silver)
- ◆ Framed Photograph (except Silver)

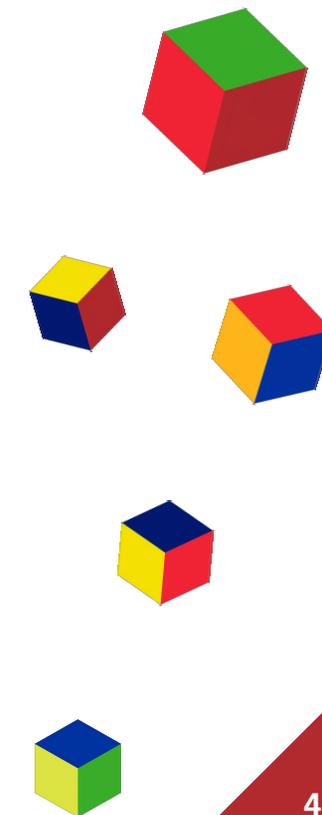


Website Anchorage

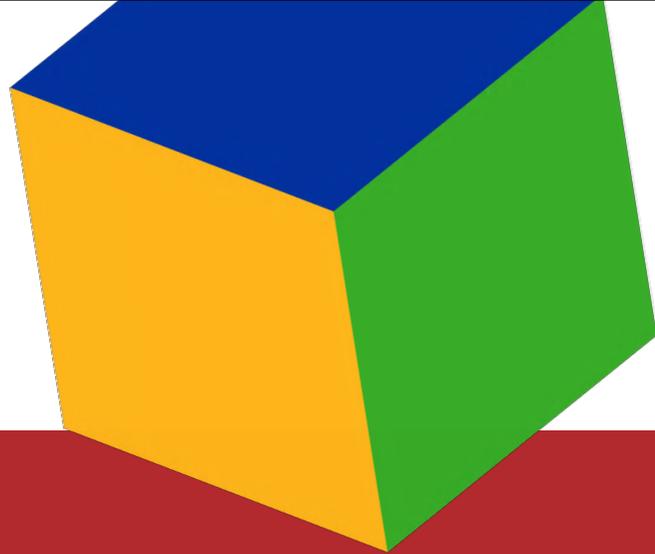
Company Profile and Link to Company Website



Company Logo on Sponsor Acknowledgement Page

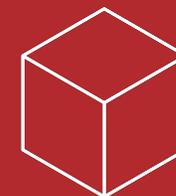
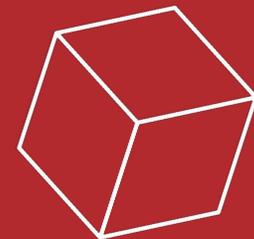
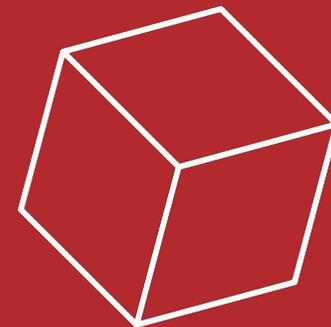


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We'd love to hear from you

Let us know

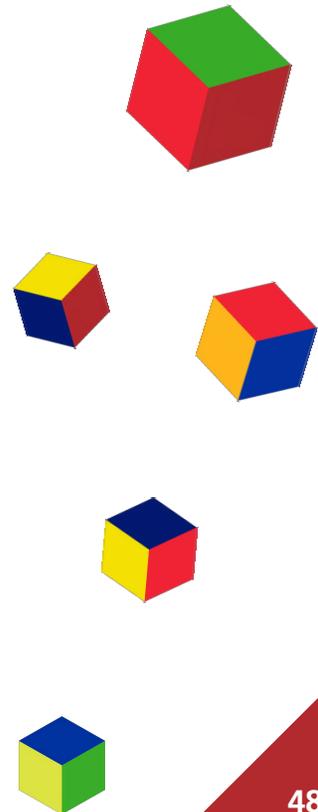


How to reach us

For more information on the sponsorship opportunities, please contact us.



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