

BECOME A CORPORATE SPONSOR

AMERICAN ASSOCIATION OF SINGAPORE

The Heart of American Culture in Singapore

The background of the slide features a close-up of the American flag, showing the stars and stripes, draped over a dark, textured wooden surface. The lighting is dramatic, highlighting the texture of the fabric and the wood.

WHO ARE WE?

The American Association of Singapore is the heart of the American community in Singapore. Simply, our goal is to enhance, promote and celebrate American culture in the Lion City. We also strive to introduce Americans to Singaporean culture.

We do this through all sorts of fun social events, charitable activities, publications and career guidance.

Our mission? Fun and connection!

HISTORY

The American Association of Singapore is 104 years old and, over the decades, AAS has founded most of the American groups in Singapore. We still maintain strong relationships with each of these groups today.

American Women's Association (AWA)- 1935

The American Club - 1948

Singapore American School - 1956

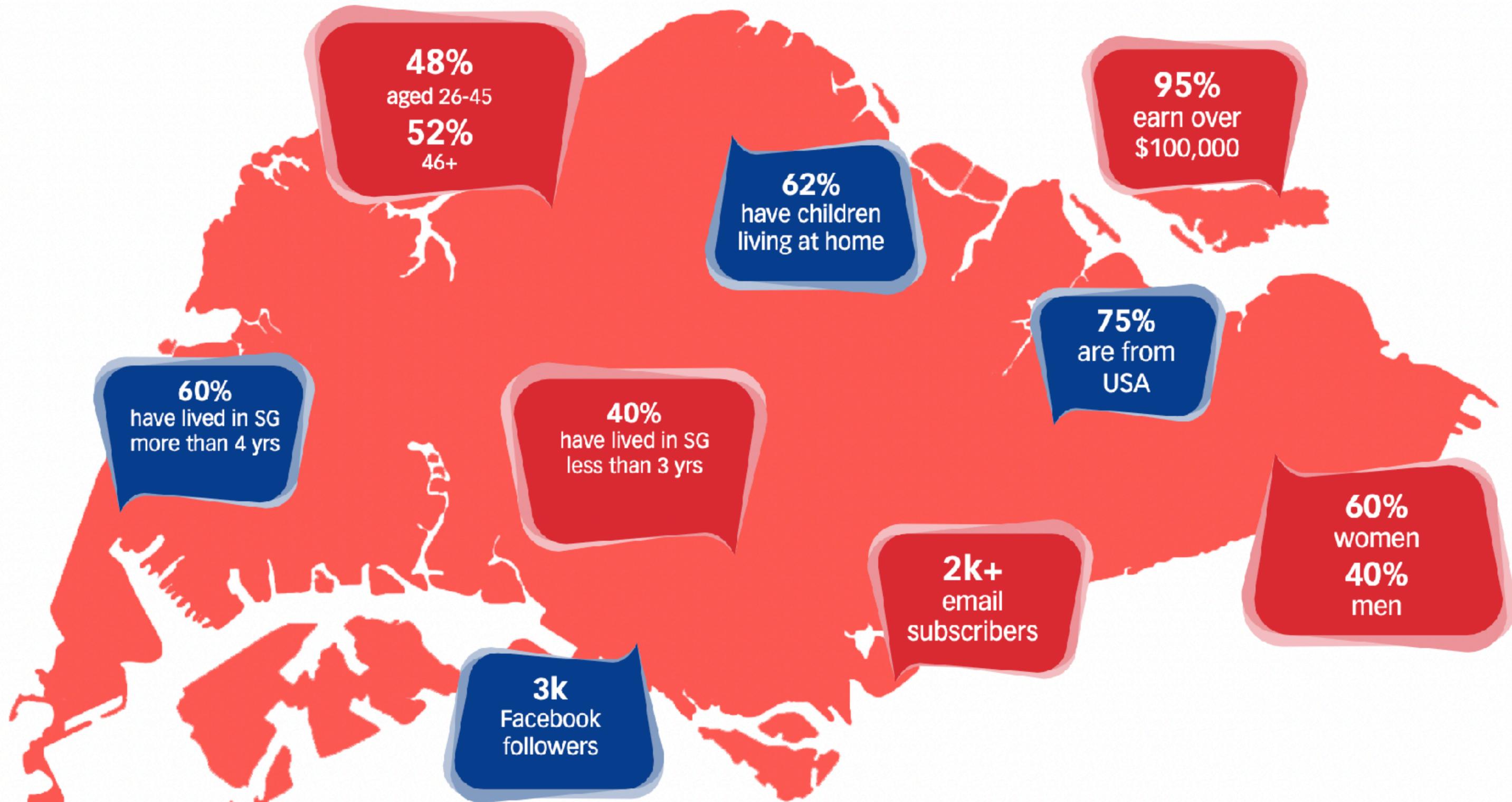
American Chamber of Commerce (AmCham) - 1969

Singapore American Community Action Council (SACAC)- 1973

Boy Scouts of America (BSA) Troop 07- 1986

American Dragons - 2005

Our Membership



EVENTS

The background of the entire page is a dark, rich wood grain. On the left side, there is a close-up, slightly blurred image of the American flag, showing the stars and stripes. The word "EVENTS" is written in a large, bold, white, sans-serif font in the upper right quadrant.

EVENTS

American Association of Singapore holds many small events throughout the year. These can be anything from bike rides to beach clean ups to special dinners.

We are a busy and diverse group!

We also hold several annual marquis events:

George Washington Ball

Ambassador's Cup Golf Tournament

Fourth of July

Welcome Back

Thanksgiving Event

Toys for Tots

These events each has its own appeal and distinct audience. Many events have pivoted a bit during COVID, but are still held in some format.

GEORGE WASHINGTON BALL

Living in Singapore wouldn't be complete without attending a fabulous fundraiser!! Each year, we put on our glad rags and dance the night away! Join us at the premier black-tie social event of the season. More than 350 members and guests come together to share an evening of food, drink, music, philanthropy, and FUN! Enjoy the live band, auctions and lucky draws. It's always a night to remember with new themes every year.

We are planning on an event April 23 this year, working to create a memorable night despite COVID restrictions.

AMBASSADOR'S CUP GOLF TOURNAMENT

Established in 1935, this Ambassador's Cup Golf Tournament draws players of all abilities from around the region: a mix of expats, locals, golf club members, high net worth individuals, and some competitive golfers, too. Not only is there fantastic golf to be had, but also delicious food, cocktails, prizes and awards to cap off the event.

This year's event will be held March 11 at Singapore Island Country Club. We are expecting 120 golfers for a shotgun, Texas Scramble tourney. While the main tournament sponsor is already set, there are still plenty of sponsorship opportunities for the event. (packages upon request)

FOURTH OF JULY

Celebrate with us at our annual 4th of July Celebration complete with fireworks. This uniquely American, family-friendly event features a day full of fun, music, food, drinks, carnival games and patriotism, capped off by formal ceremonies and a spectacular fireworks display. Please come along and enjoy a good ol' American holiday while you are living in Singapore.

The much anticipated 4th of July Celebration has always been a free event and remains so with membership and sponsor support. This patriotic, community-wide celebration of America's birthday held at the Singapore American School attracts 3,000 people!

During COVID, we held a widely-attended virtual event that includes lots of games and crafts as well as a yummy food basket from The American Club.

WELCOME BACK

Each year (in “normal times”), many Americans head back to the States to see their families over the school break. Once everybody is back and school has started, AAS holds a big bash to welcome everybody back to Singapore. This is a great time to catch up with friends and also welcome newbies who have just moved to the Lion City.

This event was postponed last year as few families left Singapore, but we fully anticipate bringing it back this Fall.

THANKSGIVING EVENT

For many years, AAS has held a Turkey Trot, a traditional run held on the weekend after Thanksgiving. This year, we held a smaller version of the race and also hosted a big event on the tall ship, the Royal Albatross. Guests aboard the sunset sail were treated to a Silent Auction and Lucky Draw as well as a yummy turkey dinner.

Celebrating Thanksgiving as a community is an important part of AAS tradition. We look forward to creating a special event for 2022.

TOYS FOR TOTS

Toys for Tots was first founded by the US Marines in 1947. The American Association has been supporting the effort to collect new, unwrapped toys for needy children for many years.

Not only do we collect toys for disadvantaged, but we also have a big party for our own kids, complete with visits to Santa.

This year, we held a virtual event which was a huge success. We gathered and distributed hundreds of toys. More than one hundred people joined us online for lots of fun games and food and a few lucky kids also got to have a one-to-one with Santa in a special breakout room.

PUBLICATIONS

AAS distributes several publications.

- ★ *Living in Singapore* magazine
Bi-monthly, digital magazine
- ★ *Living in Singapore 15th Edition Reference Guide*
Last published in July 2021, an excellent resource for life in Singapore
- ★ *The American Journey in Singapore*
A beautiful coffee table covering American history in Singapore

CAREER SOURCE

CareerSource is the business arm of the American Association. Besides a Jobs Board, we also run a variety of workshops aimed at helping trailing spouses stay relevant and engaged. These workshops help expats upskill and make the best use of their time while living in Singapore.

COMMUNITY SERVICE

The American community has been giving back in Singapore for decades and that hasn't changed during COVID.

In the past year, we've hosted beach clean ups and worked with ACRES and several more volunteer efforts are planned.

Our Tall Ship Thanksgiving cruise raised thousands for the Mission to Seafarers Singapore. Our golf tournament will have a charity element, as well.

We are always happy to work with our sponsors to support charities or platforms near and dear to their hearts. This year, we organized a beach clean up for one of our sponsors for 100 people.



SPONSORSHIP

BESPOKE SPONSORSHIP PACKAGES

The American Association of Singapore works closely with our corporate sponsors to create opportunities they need and want.

Want events on your property? You got it.

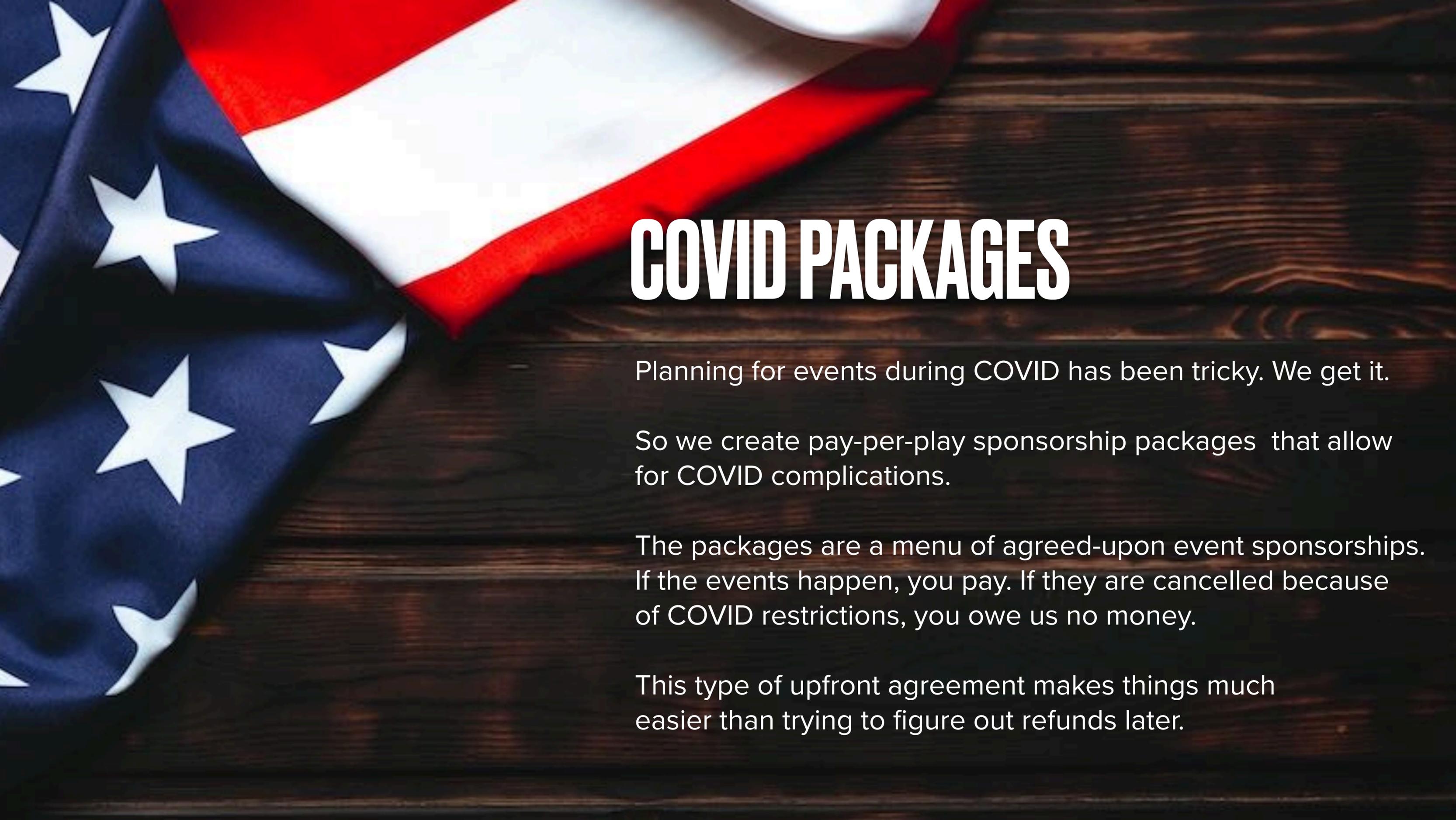
Care to sponsor our annual marquis events? We'd love that.

Interested in creating events to support your favorite charity? We can work with you on that!

We can throw in exposure in our social media, our bimonthly magazine and more.

Let's talk and create the perfect package for you.



An American flag is draped across the top left of the image, with its stars and stripes clearly visible. The background is a dark, rich wood grain. The text is overlaid on the right side of the image.

COVID PACKAGES

Planning for events during COVID has been tricky. We get it.

So we create pay-per-play sponsorship packages that allow for COVID complications.

The packages are a menu of agreed-upon event sponsorships. If the events happen, you pay. If they are cancelled because of COVID restrictions, you owe us no money.

This type of upfront agreement makes things much easier than trying to figure out refunds later.

OPTIONS FOR SPONSORSHIP PACKAGES

- Banner ads on the AAS home page
- Social media exposure on Facebook, Instagram and LinkedIn
- Mentions and ads in our weekly eDM
- Logo on AAS letterhead
- Logo in every issues of the bimonthly *Living in Singapore* magazine
- Advertisements in bimonthly *Living in Singapore* magazine
- Advertorials in bimonthly *Living in Singapore* magazine
- Blog posts
- Inclusion on signage at events
- Free memberships for staff
- VIP benefits for marquis events such as the George Washington Ball, Ambassador Cup Golf Tournament and other events
- Free copies of *Living in Singapore 15th Edition Reference Guide* book
- Bespoke events
- And more!



Find out more on our website:
aasingapore.com

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