



SINGAPORE FESTIVAL

A Special Invitation to Our Partners

*Make your mark, and make history with us
at the US' largest community-led Singapore Festival*



Who We Are

SingaporeConnect is a non-profit corporation, pending 501(c)(4) status, based in the San Francisco Bay Area. We are a team of passionate volunteers dedicated to building a vibrant and connected community of Singaporeans and fans/friends of Singapore.

Founded in 2005, SingaporeConnect aims to serve as a cultural and social bridge — celebrating Singaporean heritage, fostering meaningful connections with fans and friends of Singapore, and engaging the next generation of overseas Singaporeans.

From family-friendly gatherings to professional networking sessions, and even milestone celebrations, we bring the Singapore spirit to life abroad.





It's SingaporeConnect's 20th year, Singapore's 60th — and we're pulling out all the stops for our biggest celebration yet!

On the heels of a feature article about **Singapore Festival** in *The Sunday Times*, momentum is building as our community unites to host a truly unique and meaningful celebration.

We'd be honored to partner with you to make this milestone event truly unforgettable and successful.



SINGAPORE



Mrs. Tabitha Chee and her daughter Joy, who are part of a team of US-based Singaporeans involved in the project to celebrate the Republic's 60th birthday, at Gardens by the Bay on May 27. Mrs. Chee is co-chair of the event, while her daughter is the event's lead artist. Themed A Legacy of 60 Years, it will take place on Sept 21 in the San Francisco Bay Area. ST PHOTOS: LIM YACHUI

S'poreans in US plan event to showcase Garden City in celebration of SG60

33-year-old chef and owner of Dabao SG, a Singaporean restaurant in San Francisco, and a volunteer with SingaporeConnect.

The Singaporean moved to America's West Coast 11 years ago in pursuit of her culinary dreams, and fondly remembers her childhood in Singapore.

She recalled playing in her neighbourhood's dragon-shaped playground, catching spiders and tadpoles, and buying food in her primary school canteen for "just 50 cents".

Drawing inspiration from Singa-

REKINDLING MEMORIES

I wanted to revive the Singapore of yesteryears and rekindle some memories. It's this sentiment that makes us human and pushes us to connect more with one another.



MRS EMILY LIM, who came up with the theme for the event. She is the chef and owner of Dabao SG, a Singaporean restaurant in San Francisco, and a volunteer with SingaporeConnect.

themed rooms, designed to guide visitors through pivotal moments in Singapore's history: from Sang Nila Utama's arrival in 1299 to the beginning of British colonial rule in 1819, the Japanese occupation from 1942 to 1945, and Singapore's remarkable growth after gaining independence in 1965.

Ms Chee, the event's lead artist, is playing a key role in bringing Ms Lim's vision to life. Born and raised in Atlanta, Georgia, she grew up with limited knowledge of Singapore's history.

To conceptualise the rooms, she received a crash course in the Republic's history from her mother, who grew up in Singapore, but emigrated to the United States in 1959.

Ms Chee supplemented her mother's information with her own research on Singapore's art and cultural history and decided to "incorporate different art styles through the ages".

"I began researching art references and various artists that were from that period. For example, the room which depicts Singapore under British colonial rule is designed to resemble a traditional British painting, instead of the more bushy and airy style of traditional Asian artworks from that era," she said.

In addition to the themed rooms, the event will feature a performance area with Singaporean talent.

Ms Janice Chua, the home-grown creative and associate producer of the film *Crazy Rich Asians*, will

Singapore Festival

60 Years Young: Still Shiok!

Our inaugural **Singapore Festival** is planned to be the largest and most ambitious community-led event in the the US, uniting US-based Singaporeans to American and Asian communities and showcasing Singapore's unique multicultural identity in America.

Experience the first-ever immersive theatre based on Singapore's *Road to Independence* with the best of our food, culture, arts, and traditions in a welcoming 33,000 square foot expo hall located in **San Mateo County Event Center (near SFO) on Sunday, September 21, 2025, from 10 am to 8 pm.**

Our tagline, "**60 Years Young: Still Shiok!**" reflects Singapore's youthful energy and joy at 60, with "*shiok*" expressing the delight and satisfaction of every Singaporean experience.

Join us in making history—partner with us to support this milestone celebration, where the spirit, pride, and innovation of Singapore come alive through the power of community.

Target Audiences

We expect to receive a **total of 3,000 visitors**, made up of:

- Bay Area and Silicon Valley professionals and students
- Singaporean families from the Bay Area, and US
- Southeast Asians, US-based fans and friends of Singapore
- Cultural Enthusiasts
- Food Lovers



Celebrating a Legacy of 60 Years

An Immersive, Multi-Sensory Experience

A Grassroots Continuation: Held in September after the National Day celebrations, it's a separate community-led event, a heartfelt tribute of Singaporeans' love for our homeland.

What Fun & Excitement Awaits?

- **Immersive Theatre:** Step into moments in time, not just to learn history, but to converse and chat, and to relive those critical turning points in Singapore's journey to independence! Join early Singaporeans seeking self-rule and transforming the island into a culture-rich and resilient nation-state.
- **Culinary Adventures:** Chow down on Singaporean favs from 10 leading restaurants.
- **Shop & Play:** Shop for products and services with Singapore roots or connections. Catch live demos, play to win, have your caricature drawn, tag your "shiok" finds.
- **Games for All Ages, Community Art Wall:** Take part in interactive and fun games, some with a Singapore touch, and more! Add our touch to community art wall.
- **Celebrity Guests & Cultural Performances:** Fireside Chats with prominent US-based Singaporeans, and other Singapore-inspired performances.
- **Live Comedy:** Enjoy laughter and local flavour with comedy stand ups.
- **Broadening Community Connections:** Deepen bonds between Singaporeans and local American communities in a vibrant, welcoming setting.



Why Partner with Us?

- **Unmatched Brand Visibility:** Put your brand front and center at America's largest community-led Singapore Festival this September 21st!
- **Access to a Diverse, Engaged Audience:** Connect with families, executives, professionals (tech/AI/services), academicians, students, and community leaders—ideal for targeted marketing and engagement.
- **Drive Business Growth:** Leverage event and attendees to boost sales, generate leads, and introduce your brand to new customers.
- **Positive Brand Association:** Align with a vibrant milestone event celebrating Singapore's 60th year—showing support for creativity and multiculturalism.
- **Strengthen Community Relationships:** Show your commitment to cultural celebration and community, enhancing your reputation as a supporter of diversity and Singapore causes.
- **Exclusive Networking Opportunities:** Engage with business leaders, influencers, and potential partners in a dynamic, collaborative environment.
- **Amplified Media and Social Coverage:** Benefit from festival promotions, media and social buzz, extending your reach beyond the event.
- **Support a Meaningful Cause:** Your sponsorship makes the festival possible, supporting cultural exchange and impactful community initiatives.



Marketplace Opportunities

Make your mark, and make history with us



Singapore Festival Marketplace is Curating Companies and Individuals from...

Retail, Travel, Merchandising

- Airlines
- Artisan, crafts, clothing, accessories
- Massage chairs
- Beauty & health
- Outdoor gear
- Household items
- Grocery stores
- Hotels
- Packaged foods (no on-spot cooking)
- Singapore heritage items

Professional Services

- Immigration & other legal services
- Financial advisors & tax consultants
- Real estate companies
- Insurance providers
- Banks
- Professional and personal coaching
- Fortune tellers and Fengshui consultants
- Wellness & health practitioners

Community, Social Impact, Experiences

- Social enterprise companies/startups
- Education/tuition
- Interactive booths: calligraphy, painting, caricatures, photo booths, etc.
- Nonprofits & community orgs.
- Heritage groups
- Youth clubs

Technology & Gaming

- Technology companies and products
- Startups
- Consumer/home tech, appliances, smart wearables, security, software etc.
- Gaming and devices, VR/AR products & live demos



Marketplace Opportunities

Rent a Space, Grow Your Biz!

Starter Table	Standard Table	Standard Booth	Shiok! Feature Booth
\$130	\$250	\$500	\$1,000
Half Table (4'x30") on 4'x4' space	1 table (8'x30") on 8'x4' space	10'x10'	10'x10'
Standard area split 8'x30" table with another vendor	Standard area	Standard area	Prime/high-traffic area
• Half table (4'x30"), 1 chair • 1 exhibitor ticket • Listing in festival map • Website	• 1 table (8'x30"), 2 chairs, shared power • 1 exhibitor ticket • Listing in festival map • Website	• 2 tables, 4 chairs • standard power outlet • 2 exhibitor tickets • Listing in festival map • Website, social media shares during event	• 3 tables (two 8x30", 1 small round), 6 chairs, table cloth, enhanced power, feature booth signage • 2 exhibitor tickets • Feature logo in festival map, on-stage mention • Website, social media shares during event



* All dollar amounts in US currency.

Floor Plan

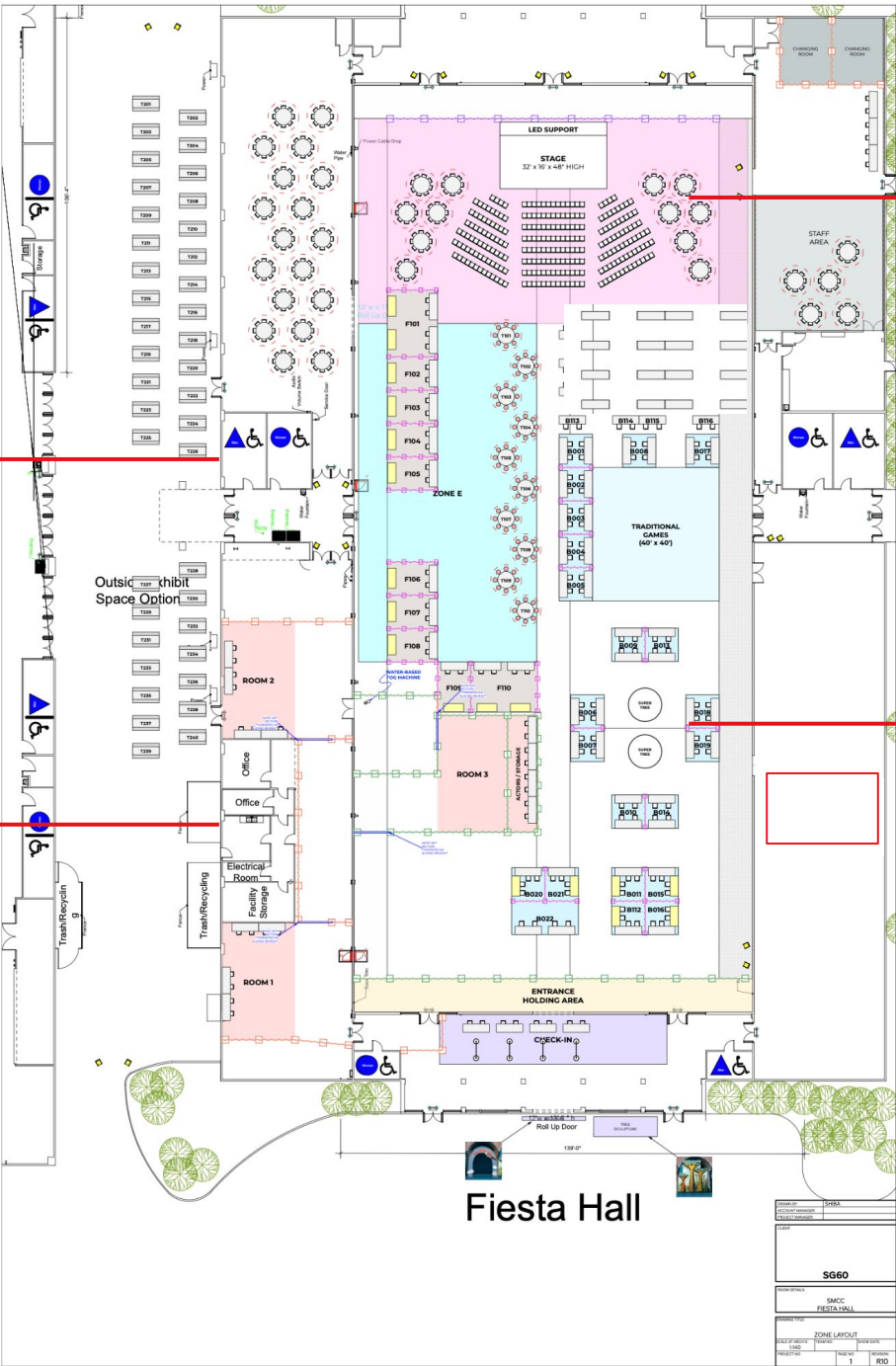
(subject to change)

FOOD
ZONE

IMMERSIVE
THEATRE

ENTERTAINMENT

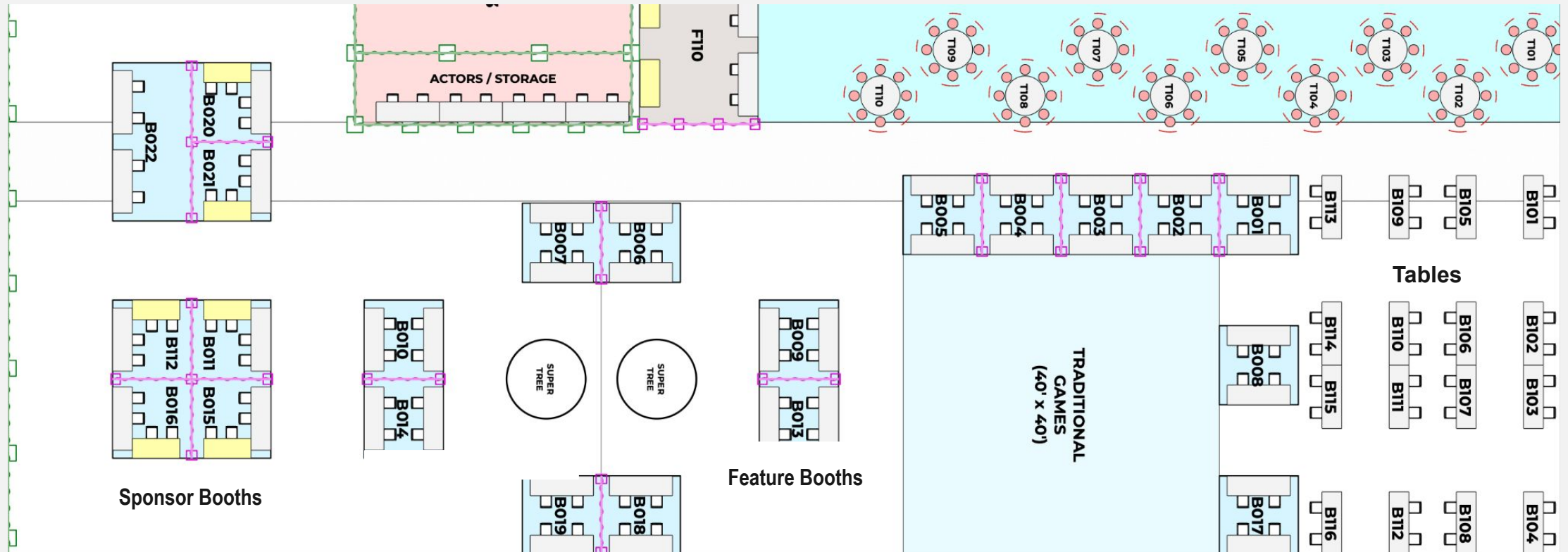
MARKETPLACE



Marketplace Zone Layout

(subject to change)

Note: This is a zoomed-in detail of the Marketplace map at the Singapore Festival, rotated 90° for easier formatting and viewing.



Proposed Marketplace Layout
(subject to change)

THANK YOU

Let's make history together!

Contact: marketplace@singaporeconnect.org

