Public Affairs Asia



# THE CORPORATE AFFAIRS FORUM

# SPONSORSHIP PACKAGES 2025

THE GOLD
STANDARD AWARDS



## THE CORPORATE AFFAIRS FORUM

The **Corporate Affairs Forum 2025** gathers the region's most influential voices in corporate affairs, public affairs, government relations and communications.

This year, we tackle a seismic question: Globalisation. What's next?

With rising geopolitical tensions, economic protectionism and the reshaping of global supply chains, the rules of engagement are shifting fast. For organisations navigating APAC's complex landscape the stakes have never been higher.

Join us as we unpack the forces reshaping our world and explore how public affairs and public relations leaders can stay ahead, stay connected and stay resilient in an era of global uncertainty.

The Forum is scheduled to take place in person, concurrently with the **Gold Standard Awards**.

Go to Corporate Affairs Forum website



#### **ACCESS**

A Forum pass provides you with entry to live sessions, ranging from enlightening keynote talks on the top trends for 2025 to regional case studies and panel discussions.



#### CONNECT

Become an integral part of your regional community. The forum facilitates connections with speakers and delegates from around the APAC, allowing you to expand your network and acquire insights into cross-cultural issues affecting global PR.



#### LEARN

Gain valuable insights into how agencies and organisations are pioneering new paths for global organisations.





## GOLD SPONSOR

#### Sponsor receives:

#### **Speaking Opportunities**

- 15-minute keynote address
- Co-creation of the opening panel session (or panel of choice)
- Representative to join opening panel session (or panel of choice)

#### **Exclusive Sponsorship**

- Lanyard branding for the whole event
- 30-second company video shown at optimal time

#### **Brand Awareness**

- Recognition as Gold Sponsor in all marketing, communications and press before and after the event
- Verbal acknowledgement from host as **Gold Sponsor** during the opening and closing remarks
- Most prominent placement of sponsor's logo on marketing materials, including the website, digital communications, collateral and signage at key event locations
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Media Package**

- Production of 1-min video of sponsor's speaking engagement, interviews and branding
- 3x vox pops of select team members on the day
- Dedicated photoshoot for sponsor's whole team

#### **Swag Bag Drop**

• Add giveaway to delegate swag bag (sponsor covers cost of merchandise)

#### **Tickets**

• 10x tickets for staff and guests

SGD 16,000





## SILVER SPONSOR

#### Sponsor receives:

#### **Speaking Opportunities**

- Co-creation of a panel session
- Representative to join panel session

#### **Brand Awareness**

- Recognition as Silver Sponsor in all marketing, communications and press before and after the event
- Verbal acknowledgement from host as Silver Sponsor during the opening and closing remarks
- Prominent placement of sponsor's logo on marketing materials, including website, digital communications, collateral and signage at key event locations
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Media Package**

- 2x vox pops of select team members on the day
- Dedicated photoshoot for sponsor's whole team

#### **Swag Bag Drop**

• Add giveaway to delegate swag bag (sponsor covers cost of merchandise)

#### **Tickets**

• 6x tickets for staff and guests

SGD 10,500





## BRONZE SPONSOR

#### Sponsor receives:

#### **Speaking Opportunities**

• Representative to join panel session

#### **Brand Awareness**

- Recognition as a **Bronze Sponsor** in all marketing communications and press before and after the event.
- Verbal acknowledgement from host as **Bronze Sponsor** during the opening and closing remarks of the event
- Prominent placement of sponsor's logo on marketing materials, including website, digital communications, collateral and signage at key event locations
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Media Coverage**

- 1x vox pop of select team member on the day
- Dedicated photoshoot for sponsor's whole team

#### **Swag Bag Drop**

• Add giveaway to delegate swag bag (sponsor covers cost of merchandise)

#### **Tickets**

• 4x tickets for staff and guests

SGD 8000





## SPECIALIST PARTNER

#### Sponsor receives:

#### **Speaking Opportunities**

• Representative to join panel session

#### **Brand Awareness**

- Exclusive recognition as official 'Specialist Sponsor', eg 'Talent', 'Measurement', etc
- Placement of sponsor's logo on marketing materials, including website, digital communications, collateral and event signage
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Media Package**

- 1x vox pop of select team member on the day
- Dedicated photoshoot for sponsor's whole team

#### **Tickets**

• 4x tickets for staff and guests

SGD 7500





## SESSION SPONSOR

#### Sponsor receives:

#### **Speaking Opportunities**

• Representative to join panel session

#### **Brand Awareness**

- Recognition as **Session Sponsor** with placement of sponsor's logo on all marketing, communications and press before and after the event.
- Verbal acknowledgement from host as **Session Sponsor** before panel
- Prominent placement of sponsor's logo on marketing materials, including website, digital communications, collateral and signage at key event locations
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Tickets**

• 2x tickets for staff and guests

**SGD 5500** 





## BREAKOUT SPONSOR

#### Sponsor receives:

#### **Speaking Opportunities**

Opportunity to host an exclusive breakout session for up to 15 people

#### **Brand Awareness**

- Recognition as **Breakout Sponsor** in all marketing, communications and press before and after the event
- Verbal acknowledgement from host as Breakout Sponsor
- Placement of sponsor's logo on marketing materials, including website, digital communications, collateral and event signage
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Media Package**

- 1x vox pop of select team member on the day
- Photos of the breakout session
- Dedicated photoshoot for sponsor's whole team

#### **Tickets**

• 4x tickets for staff and guests

SGD 6500

Two slots available





## PRIVATE LUNCH

#### Sponsor receives:

#### **Networking Opportunity**

 Choose up to 7 guests from the delegate list for a private lunch at the exclusive chef's table at the American Club

#### **Brand Awareness**

- Placement of sponsor's logo on marketing materials, including website, digital communications, collateral and event signage
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Media Coverage**

- 1x vox pop of select team member on the day
- Professional photos provided of the lunch

#### **Swag Bag Drop**

• Add giveaway to delegate swag bag (sponsor covers cost of merchandise)

#### **Tickets**

• 4x tickets for staff and guests

SGD 8000





## PRIVATE BREAKFAST

#### Sponsor receives:

#### **Networking Opportunity**

• Pick up to 4 guests from the delegate list for a private breakfast

#### **Brand Awareness**

- Placement of sponsor's logo on marketing materials, including website, digital communications, collateral and event signage
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Tickets**

• 2x tickets for staff and guests

SGD 4000





## NETWORKING DRINKS

#### Sponsor receives:

#### **Exclusive Opportunity**

- Host the post-conference drinks for a 45-minute networking session
- Opportunity to do a short welcome speech
- Barman to collaborate with sponsor to make a bespoke branded cocktail

#### **Brand Awareness**

- Verbal acknowledgement as **Drinks Sponsor** from the host and written acknowledgement on all event collateral
- Prominent placement of sponsor's logo on banners as delegates leave the conference hall
- Sponsor's logo appears on all marketing materials, including website, digital communications, collateral and event signage
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Digital Exposure**

30-second video including 1x vox pop produced

#### **Tickets**

• 4x tickets for staff and guests

**SGD 8000** 





## REFRESHMENT CART

#### Sponsor receives:

#### **Exclusive Branding Opportunity**

• Official sponsor of coffee cart and cups **OR** smoothie station and cups

#### **Brand Awareness**

- Placement of sponsor's logo on marketing materials, including website, digital communications, collateral and event signage
- Mentions on PRCA APAC's social media platforms
- Inclusion in digital marketing campaigns leading up to the event

#### **Tickets**

• 4x tickets for staff and guests

SGD 6500

Two slots available





## TABLETOP SPONSOR

#### Sponsor receives:

#### **Exclusive Branding Opportunity**

- Dedicated table space in registration area at entrance to ballroom
- Option to conduct agreed brand activations
- Welcome to bring own signage

#### **Premium Add-on**

 Get guaranteed, scheduled 10-minute meetings seated at your table (price on application)

#### **Brand Awareness**

- Placement of sponsor's logo on marketing materials, including website, digital communications, collateral and event signage
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Tickets**

• 2x tickets for staff and guests

SGD 4000+

Four slots available





## MEDIA PACKAGE

#### Sponsor receives:

#### **Media Package**

- 2x vox pops of select team members on the day
- Dedicated photoshoot for sponsor's whole team
- Longer videos can be requested at additional charge

#### **Digital Exposure**

• Vox pop and videos featured on PRCA APAC social channels after the event

#### **Tickets**

• 2x tickets for staff and guests

SGD 3000+





## SWAG BAG DROP

#### Sponsor receives:

#### **Sponsorship Opportunity**

• Add giveaway to delegate swag bag (sponsor covers cost of merchandise)

#### **Brand Awareness**

- Placement of sponsor's logo on marketing materials, including website, digital communications, collateral and event signage
- Inclusion in digital marketing campaigns leading up to the event
- Mentions on PRCA APAC's social media platforms

#### **Tickets**

• 2x tickets for staff and guests

**SGD 2000** 



## BESPOKE PACKAGES

For all bespoke packages, including additional speaking engagements, branding and activations, please get in touch with:

ed.burleigh@prca.global

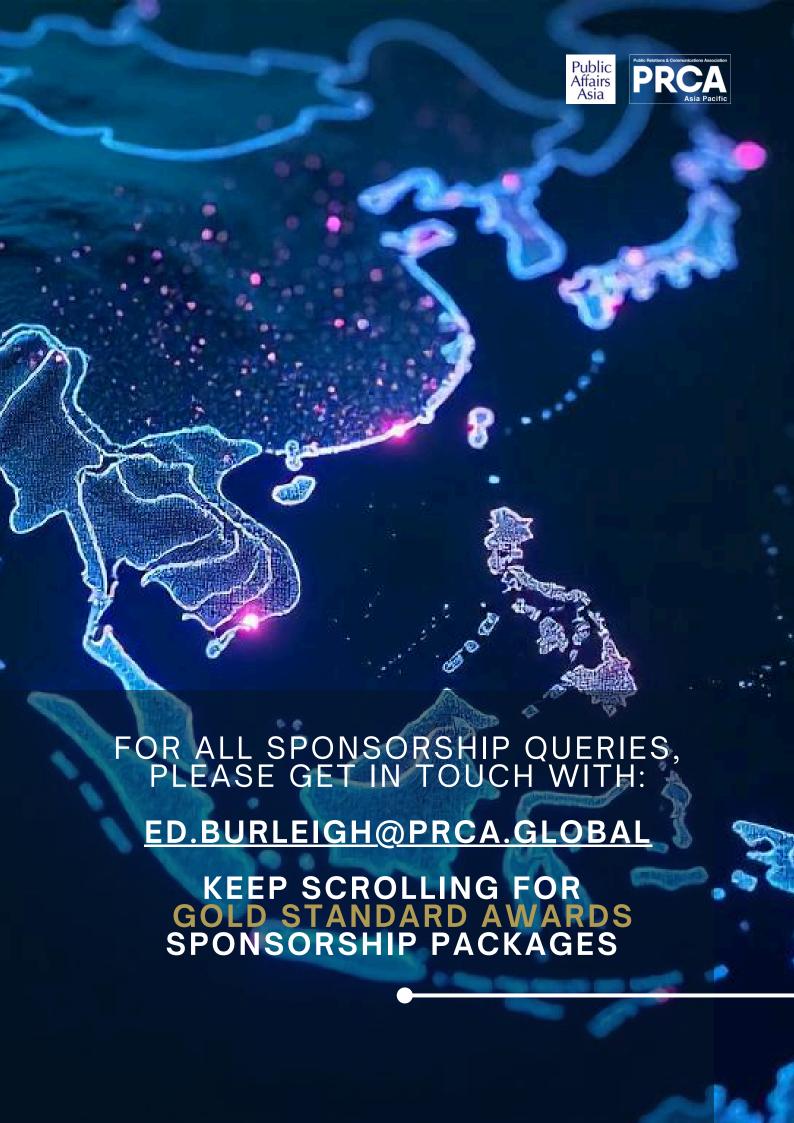
SGD - negotiable





## SPONSORSHIP MATRIX

INCLUDED	GOLD	SILVER	BRONZE	SPECIALIST	SESSION	BREAKOUT	LUNCH	BREAKFAST	NETWORKING	COFFEE / JUICE	TABLETOP	MEDIA	BRANDED
	SPONSOR	SPONSOR	SPONSOR	PARTNER	SPONSOR	SESSION	SPONSOR	SPONSOR	DRINKS	SPONSOR	SPONSOR	PACKAGE	BAGS
RECOGNITION AS HEADLINE SPONSOR	<b>√</b>												
RECOGNITION AS EVENT SPONSOR	✓	<b>✓</b>	✓	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		✓
KEYNOTE SPEAKER	✓												
PANEL DISCUSSION	✓	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>							
ONLINE BRANDING	✓	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>~</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		
BRANDING AT THE VENUE	✓	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		<b>✓</b>	<b>✓</b>	<b>✓</b>		
INCLUSION ON POST- EVENT REPORT	<b>✓</b>	<b>✓</b>	✓	<b>✓</b>		<b>✓</b>	<b>✓</b>		<b>✓</b>				
BREAKOUT SESSION						<b>✓</b>							
PRIVATE BREAKFAST/ LUNCH							<b>✓</b>	~		<b>✓</b>			
COFFEE/ JUICE CART										<b>✓</b>			
SWAG DROP	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>									✓
HIGHLIGHTS VIDEO	<b>√</b>								<b>✓</b>			✓	
NUMBER OF VOX POPS	3	2	1	1		1	1		1			2	
NUMBER OF TICKETS	10	6	4	4	2	4	4	2	4	4	2	2	2





# THE GOLD STANDARD AWARDS

#### SPONSORSHIP PACKAGES

**PRCA APAC** and **PublicAffairsAsia** are thrilled to invite you to participate in **The Gold Standard Awards**, an esteemed platform designed to showcase and honour the outstanding work that has defined this exceptional year across APAC and MENA.

Recognising Excellence in 25 Categories: The Gold Standard Awards honour exceptional achievements across 25 diverse categories, including stakeholder engagement, crisis management, media relations, CSR and more. Whether you are part of an agency, corporation, NGO or governmental organisation, this prestigious platform provides a unique opportunity to showcase your accomplishments and set a benchmark for excellence.

**Judged by Industry Leaders:** Our distinguished judging panel, composed of senior practitioners from across the region, ensures a fair and rigorous evaluation process. Their expertise and insights add to the credibility and prestige of The Gold Standard Awards, making it a true hallmark of excellence.

Open to Asia Pacific and Middle East Regions: The awards welcome entries from the Government Relations, Public Affairs and Communications industries throughout APAC and MENA. We encourage participation from a wide range of sectors and backgrounds, celebrating innovation and impactful work that makes a difference.

Why enter the Gold Standard Awards?



Promote the industry



Encourage your team



Make your mark



Expand your network



## HEADLINE SPONSOR

#### Sponsor receives:

#### **Exclusive Stage Time**

- Five-minute welcome speech at start of ceremony
- 30-second promotional video to play after the break
- 2x category sponsorship of your choice (not categories you have entered)
- Senior representative from sponsor to present trophies to winners on stage

#### **Brand Awareness**

- Announcement as 'Headline Sponsor' on awards website, marketing materials and communications
- Verbal acknowledgement as 'Headline Sponsor' from the evening's host
- Most prominent logo branding on the homepage of the Awards' website
- Logo appears on awards leaflet, signage, media wall and awards presentation
- Continued recognition of sponsorship on social media channels

#### Media Package

- 1-min video of sponsor's speaking engagement, interviews and branding
- 3x vox pops of sponsor representatives on the night
- Dedicated photoshoot for headline sponsor's whole team

#### Awards Participation

- 8x award entries
- Table of 10 for the awards ceremony
- 4x bottles of champagne for table
- Opportunity to provide a giveaway in delegate swag bags

SGD 15,000 One slot available



## SUPPORTING SPONSOR

#### Sponsor receives:

#### Stage Time

- 1x category sponsorship of your choice (not categories you have entered)
- Senior representative from sponsor to present trophies to winners on stage

#### **Brand Awareness**

- Announcement as 'Supporting Sponsor' on awards website, marketing materials and communications
- Verbal acknowledgement as 'Supporting Sponsor' from the evening's host
- Prominent logo branding on the homepage of the dedicated Awards' website
- Logo appears on awards leaflet, signage, media wall and awards presentation
- Continued recognition of sponsorship on social media channels

#### Media Package

- 2x vox pops of sponsor representative on the night
- Dedicated photoshoot for sponsor's whole team

- 4x award entries
- Table of 8 at the awards ceremony
- 2x bottles of champagne for table
- Opportunity to provide a giveaway in delegate swag bags



## CHAMPAGNE RECEPTION

#### Sponsor receives:

#### **Exclusive Opportunity**

 45 mins of greeting delegates and networking at in your own branded champagne reception before the awards

#### **Brand Awareness**

- Announcement as the 'Champagne Reception Sponsor' on awards website, marketing materials and communications
- Verbal acknowledgement as 'Champagne Reception Sponsor' by the host
- Prominent logo branding on the homepage of the dedicated Awards' website
- Logo to appear on awards leaflet, appropriate signage at the venue, media wall and the awards presentation

#### Media Package

30-sec branded video of the champagne reception

- 4x tickets to the awards ceremony
- 1x Bottle of champagne to have at table
- Opportunity to provide a giveaway in delegate swag bags



## OFFICIAL AFTERPARTY

#### Sponsor receives:

#### **Exclusive Opportunity**

- At least 45 mins of drinks and dancing after the awards have finished
- Sponsor representative to introduce a track of their choice on the microphone
- Barman to collaborate with sponsor to make a bespoke branded cocktail

#### **Brand Awareness**

- Announcement as the 'Official Afterparty Sponsor' on awards website, marketing materials and communications.
- Verbal acknowledgement as 'Official Afterparty Sponsor' by the host
- Logo branding on the homepage of the dedicated Awards' website
- Logo to appear on awards leaflet, appropriate signage at the venue, the media wall and the awards presentation
- Continued acknowledgement of sponsorship on social media channels

#### Media Package

30-sec branded video of the afterparty

- 4x tickets to the awards ceremony
- Opportunity to provide a giveaway in delegate swag bags



## РНОТО ВООТН

#### Sponsor receives:

#### **Exclusive Opportunity**

 Own the photo booth for the night with fun props and costumes plus branding appears on photos

#### **Brand Awareness**

- Announcement as 'Photo Booth Sponsor' on awards website, marketing materials and communications.
- Verbal acknowledgement as 'Photo Booth Sponsor' by the host
- Prominent logo branding on the homepage of the dedicated Awards' website
- Company logo to appear on awards leaflet, appropriate signage at the venue, the media wall and the awards presentation
- Continued acknowledgement of sponsorship on social media channels

- 4x tickets to the awards ceremony
- Opportunity to provide a giveaway in delegate swag bags



## ENTERTAINMENT

#### Sponsor receives:

#### **Exclusive Opportunity**

- Option 1: Sponsor a closeup magician to walk around entertaining guests throughout the night with a 5-minute activation on stage for the magician to do a magic trick on sponsor.
- Option 2: Sponsor a freestyle rapper to walk around entertaining guests throughout the night with a 5-minute activation on stage to do a freestyle rap about sponsor.

#### **Brand Awareness**

- Announcement as the 'Entertainment Sponsor' on awards website, marketing materials and communications
- Verbal acknowledgement as 'Entertainment Sponsor' by the host
- Logo branding on the homepage of the dedicated Awards' website
- Logo to appear on awards leaflet, appropriate signage at the venue, the media wall and the awards presentation
- Continued acknowledgement of sponsorship on social media channels

#### Awards Participation

4x tickets to the awards ceremony



## BEST DRESSED COMPETITION

#### Sponsor receives:

#### **Exclusive Opportunity**

- Sponsor to select a shortlist of best dressed delegates
- Sponsor to announce winner and give prize on stage

#### **Brand Awareness**

- Recognition as the 'Best Dressed Competition Sponsor'
- Verbal acknowledgement 'Best Dressed Competition Sponsor' by the host
- Logo to appear on awards leaflet, appropriate signage at the venue, the media wall and the awards presentation

#### Media Package

30-sec branded video of the best dressed competition

#### Awards Participation

4x tickets to the awards ceremony



## CATEGORY SPONSOR

#### Sponsor receives:

- Exclusive category/categories sponsorship of your choice (this cannot be categories you have entered)
- Acknowledgment as the sponsor of your specific category on the awards website and subsequently on the 'Winners' page of the website
- Representative from sponsor company to present trophy to winner on stage
- Company logo to appear on events collateral
- Recognition of involvement/sponsored category through social media
- Single category sponsorship: 3x tickets to the ceremony
- Bundle of 3 categories: Table of 10 at ceremony + 1x table video

SINGLE CATEGORY

SGD 4500 Multiple slots available BUNDLE OF 3x CATEGORIES

SGD 11,000 Three slots available



## MEDIA PACKAGE

#### Sponsor receives:

- 2x vox pops of sponsor representatives on the night
- Dedicated photoshoot for sponsor's whole team
- Longer videos can be requested at additional charge
- Vox pops and videos featured on PRCA APAC social channels after the event

#### Awards Participation

• x2 tickets to the awards ceremony



## DELEGATE SWAG BAG

### Sponsor receives:

- Add giveaway to delegate swag bag (sponsor covers cost of merchandise)
- Work with PRCA team to curate responsible and useful merchandise
- Logo inclusion on awards website, marketing materials and communications
- Recognition on the event's social media platforms with mentions and tags.

#### Awards Participation

• 2x tickets for staff and guests to the awards ceremony



## SPONSORSHIP MATRIX

INCLUDED	HEADLINE SPONSOR	SUPPORTING SPONSOR	CHAMPAGNE RECEPTION / AFTER PARTY	РНОТО ВООТН	ENTERTAINMENT	BEST DRESSED	CATEGORY	MEDIA PACKAGE	BRANDED BAGS
ACCREDITATION AS HEADLINE SPONSOR	<b>√</b>								
ACCREDITATION AS EVENT SPONSOR	<b>√</b>	<b>√</b>	<b>√</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		<b>✓</b>
STAGE TIME	<b>✓</b>	<b>✓</b>			<b>✓</b>	<b>✓</b>	<b>~</b>		
CATEGORY SPONSORSHIP	<b>√</b>	<b>✓</b>					✓		
ONLINE BRANDING	<b>✓</b>	<b>✓</b>	✓	<b>✓</b>	<b>✓</b>	<b>✓</b>	~		
BRANDING AT THE VENUE	<b>~</b>	✓	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>~</b>		
INCLUSION ON POST EVENT REPORT	<b>✓</b>	<b>✓</b>	✓	<b>✓</b>	~		<b>✓</b>		
SPONSOR'S VIDEO SHOWN	<b>√</b>								
SWAG DROP	✓	<b>✓</b>			<b>✓</b>				<b>✓</b>
BRANDED VIDEO	<b>✓</b>		<b>✓</b>			<b>✓</b>			
NUMBER OF VOX POPS	3	2						2	
NUMBER OF AWARDS ENTRIES	8	4							
NUMBER OF TICKETS	10	8	4	4	4	4	Single: 3 Bundle: 10	2	2



## GETTING IN TOUCH

FOR ALL SPONSORSHIP QUERIES,
INCLUDING COMBINED PACKAGES FOR
THE GOLD STANDARD AWARDS
AND THE CORPORATE AFFAIRS FORUM,
PLEASE GET IN TOUCH WITH:

ED.BURLEIGH@PRCA.GLOBAL