

## **SHATEC WEBINAR SERIES 2022 SPONSORSHIP FORM**

In budget 2022, the Government unveiled the Singapore Green Plan 2030, a “whole-of-nation movement” to advance the national agenda on sustainable development that features five key pillars: City in Nature, Sustainable Living, Energy Reset, Green Economy and Resilient Future. The plan brings about renewed opportunities for many in the industry. It is possible to build a City of Green Possibilities through continual sustainable contributions from the industry and when everyone comes together.

The theme for this year’s SHATEC Webinar series is ‘Sustainability’, with the aim to look at the sustainability initiatives taken by the hospitality, tourism and food services sectors, and explore how they could be pivotal in securing an early foothold in Singapore’s green transition. This will be manifested via three sessions:

1. Webinar 1: **Embracing Sustainability in Hotels: Standards and Certifications**  
Date: 1 July 2022, Friday  
Time: 3.00 pm – 4.30 pm
2. Webinar 2: **Embracing Sustainability in Tourism: Sustainable Tourism as Table Stakes - Viability and Profitability**  
Date: 16 September 2022, Friday  
Time: 3.00 pm – 4.30 pm
3. Webinar 3: **Embracing Sustainability in Food Services: Win at Buying Green**  
Date: 7 Oct 2022, Friday  
Time: 3.00 pm – 5.00 pm

Industry partners are invited to endorse this SHATEC Webinar series 2022 in the form of a sponsorship. Participating organizations will receive recognition as a valued partner with the following branding benefits:

<b>Sponsorship Package</b>	<b>S\$ 500 nett</b>
Logo display on certificate of attendance	✓
Logo display on SHATEC’s website, including the SHATEC Webinar Series 2022 page with click-through URL to sponsor’s landing page ( <a href="https://www.shatec.sg/shatec-webinar-series/">https://www.shatec.sg/shatec-webinar-series/</a> )	✓
Logo display on all landing pages for the three webinar sessions, with click-through URL to sponsor’s landing page:	
<ul style="list-style-type: none"> <li>● <a href="https://www.shatec.sg/embracing-sustainability-in-hotels-standards-and-certifications/">https://www.shatec.sg/embracing-sustainability-in-hotels-standards-and-certifications/</a></li> <li>● <a href="https://www.shatec.sg/embracing-sustainability-sustainable-tourism-as-table-stakes-viability-and-profitability/">https://www.shatec.sg/embracing-sustainability-sustainable-tourism-as-table-stakes-viability-and-profitability/</a></li> <li>● <a href="https://www.shatec.sg/embracing-sustainability-in-food-services-win-at-buying-green/">https://www.shatec.sg/embracing-sustainability-in-food-services-win-at-buying-green/</a></li> </ul>	✓
1x Sponsor’s EDM broadcast to SHATEC’s industry partners with link to sponsor’s website landing page	✓
1x Sponsor’s EDM broadcast to SHATEC alumni database with link to sponsor’s website landing page	✓
Up to 2-minute Sponsor’s brand video presentation at SHATEC Webinar Series 2022.	✓
1x Sponsor’s brand post shared on SHATEC’s LinkedIn, Facebook and Instagram feeds	✓

## Sponsor's Digital Advertisement Artwork Specifications

Requirements for submission of artwork for web:

- a) *For digital artworks on SHATEC Webinar series 2022 website:* Accepted digital files include GIF (max limit of 3 loops/15 seconds, afterwards the animation should end), JPG, PNG.
  - Please provide an active click-through URL for all ads.
  - All ads should be 72 DPI and in RGB colour.
- b) *For logos:* Vector EPS or AI file preferred, with all fonts converted to outlines. Minimum 300 DPI resolution.
  - The image file may also be delivered in any of the following formats: PSD, PNG, or JPG.
  - Any images received at larger file sizes will be reformatted to meet web requirements.
  - Ideally, two separate files should be submitted:
    - 4-color (CMYK) or RGB logo
    - One-color (black & white) logo with no tints or screens (i.e., 100% black, no gray)
  - Please submit any logo usage guidelines along with your logos, if applicable.
- c) *For EDM:* 600 pixels max width; JPG or GIF images should be hosted on advertiser website; no rich media, attachments, scripts or automatic downloads. All style/CSS must be embedded within the HTML. External CSS not accepted.
  - Please provide an active click-through URL for all ads.
- d) *For social media brand post:* For uploading to LinkedIn, Facebook and Instagram
  - 1080 by 1080 pixels or according to recommended size guidelines for LinkedIn, Facebook and Instagram, in image or video format, JPG or MP4 file preferred
  - Please provide the post caption accompanying the media file (image/video).

Please provide the creative in soft copy and email all images/files to [webinar@shatec.sg](mailto:webinar@shatec.sg)

## **Sponsor's Promotion Video Specifications**

Requirements for submission of promotion video presentation:

- a) The easiest ways to share video files are to upload them onto a file-sharing site and send us the link and details **via email** to [webinar@shatec.sg](mailto:webinar@shatec.sg).
- b) Video resolution must be at least 1080p (1920 x 1080), in a 16:9 aspect ratio horizontal format.
- c) Preferred File Format:
  - Either .MP4 or .MOV (Quicktime)
- d) The video should be suitable for general public viewing.

## Deadlines & Cancellation Policy

Please refer and adhere to table of deadlines below for submissions and cancellations (if applicable)

<p><b>Digital Advertisement  Artwork / Promotion  Video Submission</b></p>	<p>15 June 2022, Wednesday</p>
<p><b>Cancellation Policy</b></p>	<p>For cancellation(s) more than 1 week before Webinar 1 date, 50% of the Price will be surcharged.</p> <p>For cancellation(s) less than 1 week before Webinar 1 date, 100% of the Price will be surcharged.</p>

## General Conditions

- a) SHATEC reserves the right to impose an additional cost of S\$ 100 for every set of changes made after the digital advertisement artwork has been submitted to us.
- b) All payments should be made to “Shatec Institutes Pte Ltd” within 14 working days upon receipt of invoice. For all billing enquiries, please contact SHATEC Finance at 6415 3532.

**Reply Form**

Kindly complete and email scanned copy of form to [webinar@shatec.sg](mailto:webinar@shatec.sg).

- I have read and understood the terms and conditions stated on page 1 to 5.
- I confirm the sponsorship package for SHATEC Webinar Series 2022 of S\$ 500 nett.

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Contact Number (HP) : \_\_\_\_\_

Contact Number (OFF) : \_\_\_\_\_

Fax Number : \_\_\_\_\_

Email : \_\_\_\_\_

Company : \_\_\_\_\_

Billing Address : \_\_\_\_\_

\_\_\_\_\_  
Signature & Company Stamp

\_\_\_\_\_  
Date

By submitting this form, you consent to SHATEC contacting you via the communication channels provided in the form. SHATEC is committed to maintaining the confidentiality of the respondent and undertakes not to divulge any of the details to any third party without the prior written consent of the respondent subject to the obligation of SHATEC to disclose to any Singapore government authority any information relating to the respondent in compliance with the law.