



LEE KUAN YEW  
WATER PRIZE  
MEDALLION

**Singapore  
International  
Water Week**

**SPONSORSHIP PROSPECTUS**

**SINGAPORE  
INTERNATIONAL  
WATER WEEK 2022**

THE GLOBAL PLATFORM TO SHARE AND  
CO-CREATE INNOVATIVE WATER SOLUTIONS

-  17 – 21 April 2022
-  Sands Expo & Convention Centre  
Marina Bay Sands, Singapore
-  [www.siww.com.sg](http://www.siww.com.sg)

Organised By:

Singapore International Water Week Pte Ltd, a company set up by Singapore's Ministry of Sustainability and the Environment and PUB, Singapore's National Water Agency



Event Organiser:



Held In:





# ABOUT SINGAPORE INTERNATIONAL WATER WEEK 2022

Singapore International Water Week 2022 returns as a physical event from 17 to 21 April 2022 at the Sands Expo & Convention Centre in Singapore, alongside the CleanEnviro Summit Singapore.

As one of the first international water shows to be held in-person in Asia since the COVID-19 pandemic, SIWW2022 will bring stakeholders from government, utilities, industry and academia together to share best practices, policy development in water, and to present the latest in technological innovation.

With the opening up of international travel lanes into Singapore, SIWW2022 is expected to attract over 10,000 physical and virtual on-demand international, regional and local attendees looking for solutions to urban water challenges, and to build and renew business partnerships. Showcasing products and services spanning the entire urban water cycle, the SIWW2022 Water Expo will feature 350 exhibitors with the latest solutions and technologies across 3 full exhibition halls.

SIWW2022 is the place-to-be if you wish to build brand exposure for your products, as well as establish new leads and business opportunities.

## SIWW2018 Key Statistics



Over **500**  
Water Leaders



Over  
**24,000**  
Participants



From **110**  
Regions and  
Countries



**S\$23 Billion**  
In Total Value for Business  
Announcements

## What sets SIWW apart?



### SOLUTIONS & TECHNOLOGY

Innovation and solutions in urban water management, for municipal and industrial users



### GLOBAL EVENT, REGIONAL FOOTPRINT

A global water event with strong relevance and application to Asia



### BUSINESS & NETWORKING

Gathering of industry, utilities and governments for business collaboration and partnerships



### URBAN SUSTAINABILITY

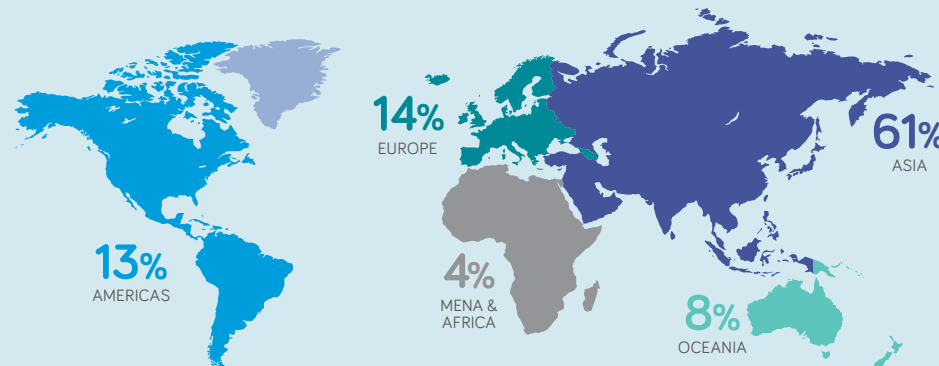
Co-located with CleanEnviro Summit to advance sustainability agenda for built urban environment



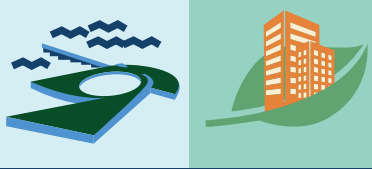
### THOUGHT LEADERSHIP

Insights on latest trends, solutions and case studies in various thematic areas

## Top Regions at SIWW 2018 (excluding Singapore)



Statistics reflected based on Singapore International Water Week 2018



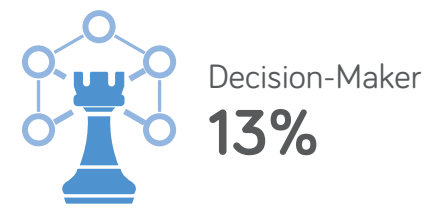
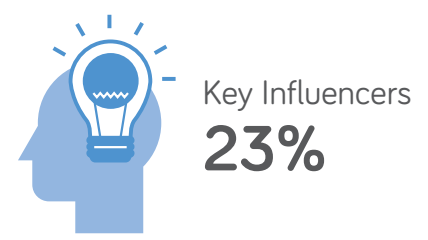
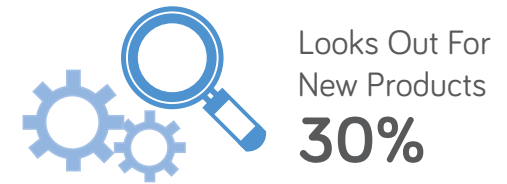
## Key Reasons to be Involved

As a sponsor, you can:

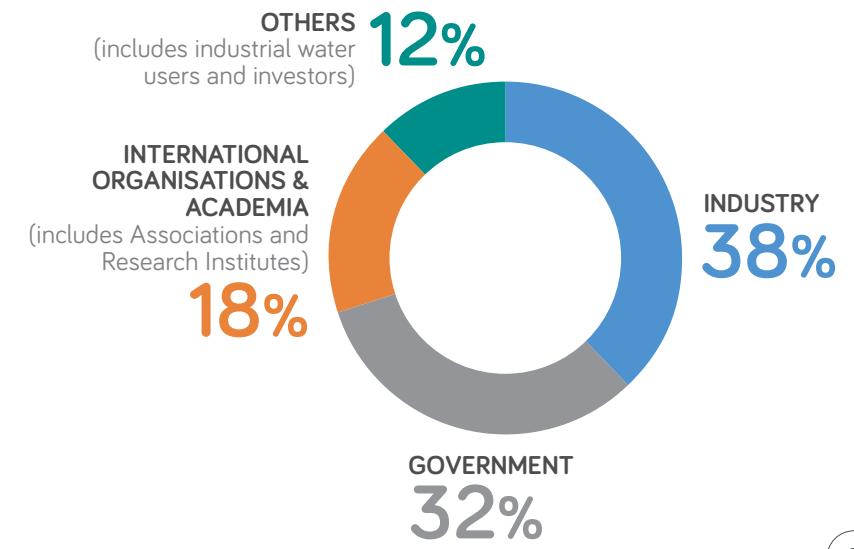
- **Position your brand** centrally in front of a wide range of water professionals
- **Gain brand exposure**, reinforce **top-of-mind recall** during buyer decision process
- **Network** with like-minded delegates
- **Generate new business** connections and sales
- **Inform specific target audience** about your latest technologies and solutions

## Statistics from SIWW 2018

### Profile/Purchasing Decision



### Sector Breakdown





## Overview of Sponsorship Options

Premium Sponsorship		
<b>Founding Sponsor</b>	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>
S\$150,000	S\$100,000	S\$50,000

Corporate Sponsorship (Product/Service)		
<b>Care Pack</b>	<b>Event Lanyards</b>	<b>Event Wifi</b>
S\$20,000	S\$25,000	S\$40,000 - S\$150,000

<b>Ezlink Card</b>	<b>Show Carrier Bag</b>
S\$35,000 <b>SOLD</b>	S\$40,000 <b>SOLD</b>

Corporate Sponsorship (Event Space)	
<b>Meeting Point</b>	<b>Solutions Stage &amp; Meeting Point</b>
S\$15,000	S\$20,000

<b>The Stage I</b>	<b>The Stage II</b>
S\$25,000	S\$25,000



## PREMIUM SPONSORSHIP

- Founding Sponsor
- Platinum Sponsor
- Gold Sponsor



## Founding Sponsor

### \$S150,000 | BY-INVITATION

Multi-edition rates are available

	Entitlements
<b>Water Expo @ SIWW2022:</b> Showcase your innovations and technologies, increase brand exposure and gain networking opportunities at this marketplace where top government officials, utility and industry leaders, water experts, practitioners, procurement officers and enterprises converge	96 sqm (Raw Space)
<b>Host of business networking opportunities at by-invitation and paid events including:</b>	
<ul style="list-style-type: none"> <li><b>SWA Golf @ SIWW2022</b> – opportunity to meet and network with ministers, fellow SIWW sponsors, utility leaders, key partners/delegates and industry</li> </ul>	2 tickets
<ul style="list-style-type: none"> <li><b>[By-invitation only] Water Leaders Summit*</b> – opportunity to meet and network with global water industry leaders, government regulators and policy think-tanks</li> <li><b>Water Convention</b> – opportunity to participate in high-level exchanges and gain industry knowledge from water professionals and technology providers</li> </ul> <p><small>* Sponsor to nominate C-suite representatives to attend the Water Leaders Summit</small></p>	3 tickets
<ul style="list-style-type: none"> <li><b>Lee Kuan Yew Prize Award Banquet and Ceremony</b> – opportunity to meet and network with important water stakeholders, and discuss solutions towards solving the world’s water challenges</li> </ul>	3 tickets
Instill top of mind recall and enhance brand awareness to attendees during the event cycle <ul style="list-style-type: none"> <li>Cross-marketing opportunities via SIWW social media platforms, e.g. LinkedIn, Facebook, Twitter</li> <li>Onsite branding and logo acknowledgement, e.g., entrance arch or equivalent at entrance(s) of event spaces</li> </ul>	✓
Increase traffic to your website by leveraging on SIWW’s online audience through eDMs and website <ul style="list-style-type: none"> <li>Feature of corporate logo on SIWW official website (<a href="http://www.siww.com.sg">www.siww.com.sg</a>)</li> <li>Feature of corporate logo on SIWW event webpage (<a href="http://www.siww.com.sg/home">www.siww.com.sg/home</a>)</li> <li>Feature of hyperlinked corporate logo and 200-word write-up under ‘Sponsors and Partners’ page on event webpage</li> <li>Feature of corporate logo within SIWW regular eDMs</li> <li>1x featured coverage in e-newsletter under ‘Sponsors News’ (logo/product image, 150-word write-up with web link)</li> </ul>	✓



## Platinum Sponsor

**\$S100,000 | BY-INVITATION**

	Entitlements
<b>Water Expo @ SIWW2022:</b> Showcase your innovations and technologies, increase brand exposure and gain networking opportunities at this marketplace where top government officials, utility and industry leaders, water experts, practitioners, procurement officers and enterprises converge	66 sqm (Raw Space)
<b>Host of business networking opportunities at by-invitation and paid events including:</b>	
<ul style="list-style-type: none"> <li><b>SWA Golf @ SIWW2022</b> – opportunity to meet and network with ministers, fellow SIWW sponsors, utility leaders, key partners/delegates and industry</li> </ul>	1 ticket
<ul style="list-style-type: none"> <li><b>[By-invitation only] Water Leaders Summit*</b> – opportunity to meet and network with global water industry leaders, government regulators and policy think-tanks</li> <li><b>Water Convention</b> – opportunity to participate in high-level exchanges and gain industry knowledge from water professionals and technology providers</li> </ul> <p><small>* Sponsor to nominate C-suite representatives to attend the Water Leaders Summit</small></p>	2 tickets
<ul style="list-style-type: none"> <li><b>Lee Kuan Yew Prize Award Banquet and Ceremony</b> – opportunity to meet and network with important water stakeholders, and discuss solutions towards solving the world’s water challenges</li> </ul>	2 tickets
Instill top of mind recall and enhance brand awareness to attendees during the event cycle <ul style="list-style-type: none"> <li>Onsite branding and logo acknowledgement, e.g., entrance arch or equivalent at entrance(s) of event spaces</li> </ul>	✓
Increase traffic to your website by leveraging on SIWW’s online audience through eDMs and website <ul style="list-style-type: none"> <li>Feature of corporate logo on SIWW event webpage (<a href="http://www.siww.com.sg/home">www.siww.com.sg/home</a>)</li> <li>Feature of hyperlinked corporate logo and 200-word write-up under ‘Sponsors and Partners’ page on event webpage</li> <li>Feature of corporate logo within SIWW regular eDMs</li> </ul>	✓



## Gold Sponsor

**S\$50,000 | BY-INVITATION**

	Entitlements
<b>Water Expo @ SIWW2022:</b> Showcase your innovations and technologies, increase brand exposure and gain networking opportunities at this marketplace where top government officials, utility and industry leaders, water experts, practitioners, procurement officers and enterprises converge	36 sqm (Raw Space)
<b>Host of business networking opportunities at by-invitation and paid events including:</b>	
<ul style="list-style-type: none"> <li><b>[By-invitation only] Water Leaders Summit*</b> – opportunity to meet and network with global water industry leaders, government regulators and policy think-tanks</li> <li><b>Water Convention</b> – opportunity to participate in high-level exchanges and gain industry knowledge from water professionals and technology providers</li> </ul> <p><i>* Sponsor to nominate C-suite representatives to attend the Water Leaders Summit</i></p>	1 ticket
<ul style="list-style-type: none"> <li><b>Lee Kuan Yew Prize Award Banquet and Ceremony</b> – opportunity to meet and network with important water stakeholders, and discuss solutions towards solving the world’s water challenges</li> </ul>	1 ticket
Instill top of mind recall and enhance brand awareness to attendees during the event cycle <ul style="list-style-type: none"> <li>Onsite branding and logo acknowledgement, e.g., entrance arch or equivalent at entrance(s) of event spaces</li> </ul>	✓
Increase traffic to your website by leveraging on SIWW’s online audience through eDMs and website <ul style="list-style-type: none"> <li>Feature of corporate logo on SIWW event webpage (<a href="http://www.siww.com.sg/home">www.siww.com.sg/home</a>)</li> <li>Feature of hyperlinked corporate logo and 200-word write-up under ‘Sponsors and Partners’ page on event webpage</li> <li>Feature of corporate logo within SIWW regular eDMs</li> </ul>	✓





## CORPORATE SPONSORSHIP (PRODUCT/SERVICE)



- Care Pack
- Event Lanyards
- Event Wifi



# CORPORATE SPONSORSHIP (PRODUCT/SERVICE)

## Care Pack

**\$20,000**

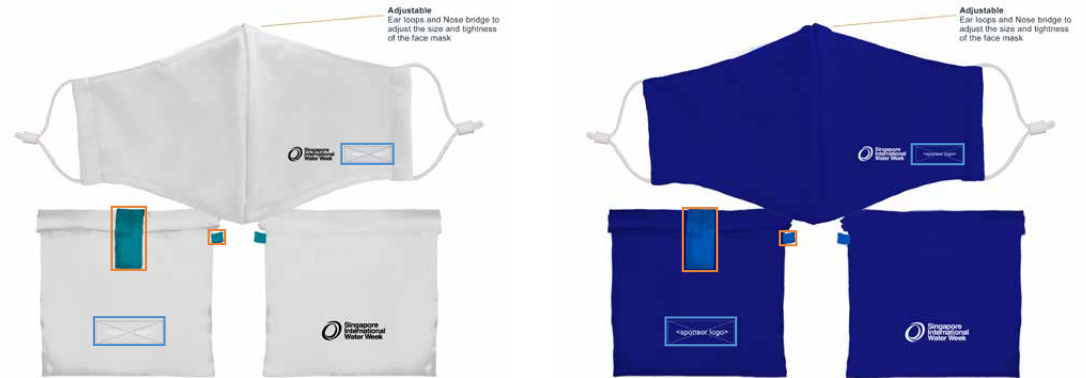
- Limited to two sponsors only
- Distribution: 1,500 pcs to SIWW Water Leaders Summit and Water Convention Delegates

### Entitlements

- Facemask with Pouch
  - Feature of 1/2/4C Sponsor logo side by side with Event logo on left side of mask.
  - Feature of 1/2/4C Sponsor logo on opening side of the pouch with Event logo on the opposite side.
- Hand Sanitiser
  - Feature of Sponsor's desired visual in 1/2/4C on the bottle
- One (1) ticket to Water Leaders Summit 2022\*
- One (1) ticket to Water Convention 2022
- Logo acknowledgement on onsite branding, e.g., entrance arch or equivalent at entrance(s) of event spaces
- Feature of corporate logo on SIWW event webpage ([www.siww.com.sg/home](http://www.siww.com.sg/home))
- Feature of hyperlinked corporate logo and 200-word write-up under 'Sponsors and Partners' page on event webpage
- Feature of corporate logo within SIWW regular eDMs

\* By-invitation only. Sponsor may nominate representatives of C-suite level to utilise tickets for Water Leaders Summit.

Care Pack includes:



Option: 1

Option: 2

Product Description: 1 x 2 layer reusable mask (w/ filter pocket) + Adjustable ear loops + Nose Bridge with pouch; COVID-19 approved by Centexbel.



Product Description:  
1 x bottle of hand sanitiser (travel size), 75% Alcohol with 50ml capacity.  
Full colour print of artwork on the front of bottle.

Note:

Artwork/logo to be provided by Sponsor

Areas available for customisation



## Event Lanyards

**S\$25,000**

- Exclusive sponsorship
- Distribution: 6,000 pcs to all SIWW attendees (Delegates, Exhibitors, Trade Visitors)

### Entitlements

- Feature of 1/2/4C Sponsor logo side by side with Event logo in alternate sequence on lanyards
- One (1) ticket to Water Leaders Summit 2022\*
- One (1) ticket to Water Convention 2022
- Logo acknowledgement on onsite branding, e.g., entrance arch or equivalent at entrance(s) of event spaces
- Feature of corporate logo on SIWW event webpage ([www.siww.com.sg/home](http://www.siww.com.sg/home))
- Feature of hyperlinked corporate logo and 200-word write-up under 'Sponsors and Partners' page on event webpage
- Feature of corporate logo within SIWW regular eDMs

\* By-invitation only. Sponsor may nominate representatives of C-suite level to utilise tickets for Water Leaders Summit.



Product Description: 90cmL by 20mmW, silkscreen print with 2sides metal ring/clip

Note:  
Image shown for illustration purpose only.



## Event Wifi

**\$S\$40,000 - \$150,000**

- Exclusive Wifi sponsor for Singapore International Water Week (SIWW) and CleanEnviro Summit Singapore (CESG 2022) conferences
- Wifi packages range from 100Mb to 1Gb at MBS, Level 3 & 4

### Entitlements

- Prominent signages and holding slides at SIWW Conferences featuring “WIFI Powered by Sponsor”
- Opportunity to customised WIFI login and password
- One (1) ticket to Water Leaders Summit 2022\*
- One (1) ticket to Water Convention 2022
- Logo acknowledgement on onsite branding, e.g., entrance arch or equivalent at entrance(s) of event spaces
- Feature of corporate logo on SIWW event webpage ([www.siww.com.sg/home](http://www.siww.com.sg/home))
- Feature of hyperlinked corporate logo and 200-word write-up under ‘Sponsors and Partners’ page on event webpage
- Feature of corporate logo within SIWW regular eDMs

\* By-invitation only. Sponsor may nominate representatives of C-suite level to utilise tickets for Water Leaders Summit.



**Talk to us for a customised proposal!**



## CORPORATE SPONSORSHIP (EVENT SPACE)

- Meeting Point
- Solutions Stage & Meeting Point
- The Stage I
- The Stage II





## Meeting Point

**S\$15,000**

- A meeting area designed and designated for attendees to convene and network
- Location: Within Expo Floor (B2)

### Entitlements

- Feature of Sponsor logo on hanging banner above Meeting Point
- Other possible areas of customisation include carpet colour, tabletop sticker
- Two (2) sides of pillar wrap (Artwork in stipulated output format to be provided by Sponsor)
- One (1) ticket to Water Leaders Summit 2022\*
- One (1) ticket to Water Convention 2022
- Logo acknowledgement on onsite branding, e.g., entrance arch or equivalent at entrance(s) of event spaces
- Feature of corporate logo on SIWW event webpage ([www.siww.com.sg/home](http://www.siww.com.sg/home)) and within SIWW regular eDMs
- Feature of hyperlinked corporate logo and 200-word write-up under 'Sponsors and Partners' page on event webpage

\* By-invitation only. Sponsor may nominate representatives of C-suite level to utilise tickets for Water Leaders Summit.



Note:  
Visual shown for illustration purpose only and may be subjected to further revision.



# CORPORATE SPONSORSHIP (EVENT SPACE)

## Solutions Stage & Meeting Point

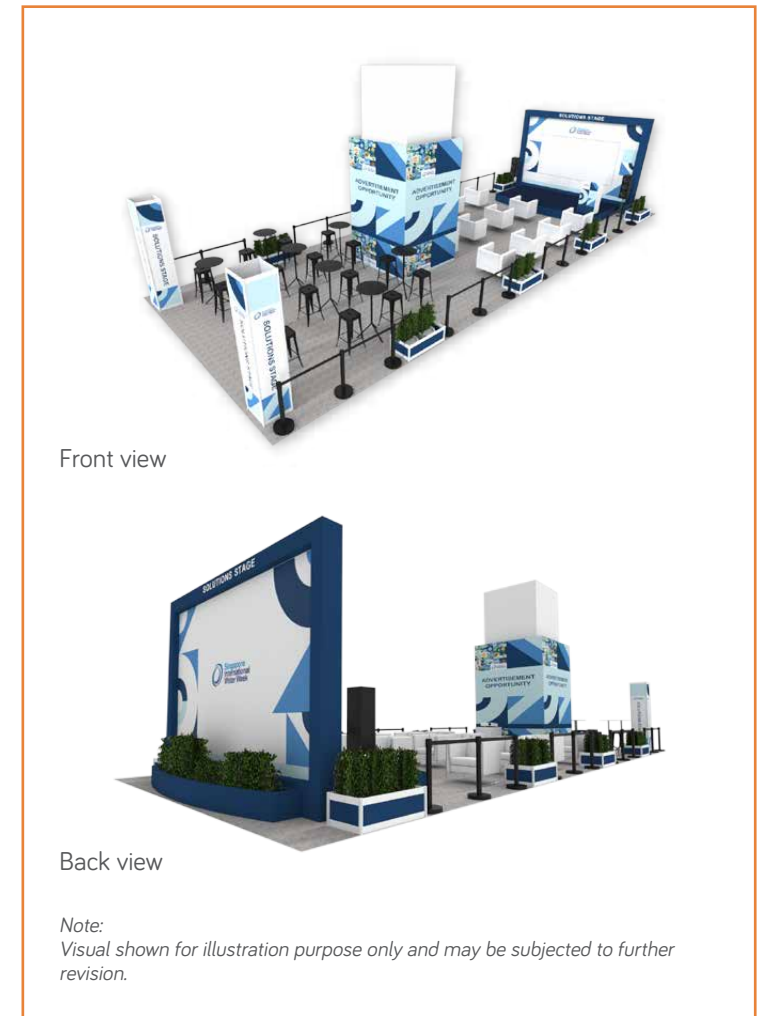
**S\$20,000**

- A space designed for exhibitors to showcase their latest product and technologies, with an open setting to encourage networking
- Location: Within Expo Floor (B2)

### Entitlements

- Feature of Sponsor logo on hanging banner above Solutions Stage
- Other possible areas of customisation include colour of furnishing, carpet (subjected to availability)
- Two (2) sides of pillar wrap (Artwork in stipulated output format to be provided by Sponsor)
- One (1) ticket to Water Leaders Summit 2022\*
- One (1) ticket to Water Convention 2022
- Logo acknowledgement on onsite branding, e.g., entrance arch or equivalent at entrance(s) of event spaces
- Feature of corporate logo on SIWW event webpage ([www.siww.com.sg/home](http://www.siww.com.sg/home)) and within SIWW regular eDMs
- Feature of hyperlinked corporate logo and 200-word write-up under 'Sponsors and Partners' page on event webpage

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Front view

Back view

Note:  
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# CORPORATE SPONSORSHIP (EVENT SPACE)

## The Stage I

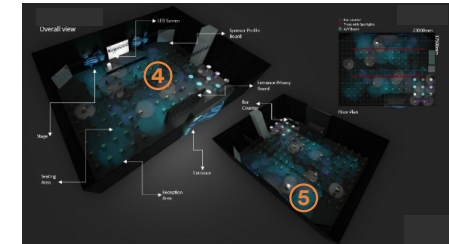
**S\$25,000**

- A curated space designed to deliver quality content and host reception(s)
- Location: Within Expo Floor (B2)

### Entitlements

- Feature of Sponsor logo on entrance arch
- Display panel of Sponsor's information within The Stage I
- Colour customisation of elements within The Stage I (see list on the right)
- One (1) ticket to Water Leaders Summit 2022\*
- One (1) ticket to Water Convention 2022
- Logo acknowledgement on onsite branding, e.g., entrance arch or equivalent at entrance(s) of event spaces
- Feature of corporate logo on SIWW event webpage ([www.siww.com.sg/home](http://www.siww.com.sg/home)) and within SIWW regular eDMs
- Feature of hyperlinked corporate logo and 200-word write-up under 'Sponsors and Partners' page on event webpage

\* By-invitation only. Sponsor may nominate representatives of C-suite level to utilise tickets for Water Leaders Summit.



Areas of Colour Customisation Available:

- 1 Privacy Board
- 2 Design Elements on Entrance Arch
- 3 Stage elements, e.g. carpet colour
- 4 Furnishing
- 5 Ambience Light

Note:

Visual shown for illustration purpose only and may be subjected to further revision.





# CORPORATE SPONSORSHIP (EVENT SPACE)

## The Stage II

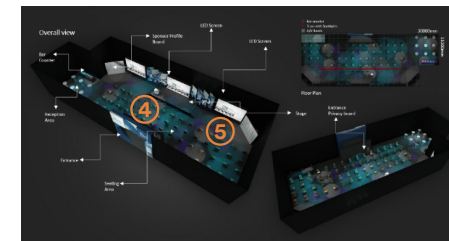
**S\$25,000**

- A curated space designed to deliver quality content and host reception(s)
- Location: Within Expo Floor (B2)

### Entitlements

- Feature of Sponsor logo on entrance arch
- Display panel of Sponsor's information within The Stage II
- Colour customisation of elements within The Stage II (see list on the right)
- One (1) ticket to Water Leaders Summit 2022\*
- One (1) ticket to Water Convention 2022
- Logo acknowledgement on onsite branding, e.g., entrance arch or equivalent at entrance(s) of event spaces
- Feature of corporate logo on SIWW event webpage ([www.siww.com.sg/home](http://www.siww.com.sg/home)) and within SIWW regular eDMs
- Feature of hyperlinked corporate logo and 200-word write-up under 'Sponsors and Partners' page on event webpage

\* By-invitation only. Sponsor may nominate representatives of C-suite level to utilise tickets for Water Leaders Summit.



Areas of Colour Customisation Available:

- 1 Privacy Board
- 2 Design Elements on Entrance Arch
- 3 Stage elements, e.g. carpet colour
- 4 Furnishing
- 5 Ambience Light

Note:

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Contact us to develop a  
custom sponsorship package  
that is right for you.

SECURE YOUR  
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Lee Kuan Yew Water Prize Sponsor:

**TEMASEK**  
FOUNDATION

Founding Sponsors:



Gold Sponsors:



Corporate Sponsors:



Strategic Partners:



Supported by:      Endorsed by:      In Support of:



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