



# TITLE SPONSORS' ENTITLEMENTS



Packages	S\$100,000 The Big Boss Challenge	S\$100,000 • Centre Stage & Entertainment [1], or • Gateway Challenge (max. 4 sponsors)	S\$50,000 • Fun Run number tags, or • Management Team Relay, or • Souvenir Collateral, or • VIP Hospitality Marquee	S\$30,000 • Friends of Beneficiaries, or • 6 Special lighted balloons (max. 3 sponsors)	S\$10,000 (per stall) Fun and Games stall (max. 4 stalls)
Logo/Name in souvenir collateral	✓	✓	✓	✓	✓
Logo on event banners (standing; along race route)	✓ (6 pcs, premium position)	✓ (6 pcs, premium position)	na	na	na
Logo on corporate holding area	✓	✓	✓	Special lighted balloons (na)	na
Special mention in media publicity	✓	✓	na	na	na
Special mention on SGX banner at SGX premises/ street banners (if available)	✓	✓	na	na	na
Participation at event flag-off ceremony	✓	na	na	na	na
VIP Networking at The Padang	✓	✓	✓	✓	na
Special title benefits	<ul style="list-style-type: none"> <li>• 1 page Advertisement in souvenir collateral</li> <li>• Sponsorship of number tags for Big Boss Challenge</li> <li>• Special flag-off flag for Big Boss Challenge</li> <li>• 4 banners along race route</li> <li>• Free marquee</li> </ul>	<p><u>Centre Stage</u></p> <ul style="list-style-type: none"> <li>• 1 page Advertisement in souvenir collateral</li> <li>• Logo on stage backdrop</li> <li>• Branding on the entertainment stage</li> <li>• Free marquee</li> </ul> <p><u>Gateway Challenge (Max. 4 sponsors)</u></p> <ul style="list-style-type: none"> <li>• 1 page Advertisement in souvenir collateral</li> <li>• Branding on apparatus/structures used in sponsored challenge</li> <li>• Free marquee</li> </ul>	<p><u>Fun Run number tags</u></p> <ul style="list-style-type: none"> <li>• 1 page Advertisement in souvenir collateral</li> <li>• Branding on number tags for fun run</li> </ul> <p><u>Management Team Relay</u></p> <ul style="list-style-type: none"> <li>• Branding on briefcases used in race</li> <li>• Branding on finishing line and number tags</li> <li>• 4 A-sign banners on the field</li> </ul> <p><u>Souvenir Collateral</u></p> <ul style="list-style-type: none"> <li>• 1 page Advertisement in souvenir collateral</li> <li>• Name and logo on back cover of collateral</li> <li>• Name and logo on key pages</li> </ul> <p><u>VIP Hospitality Marquee</u></p> <ul style="list-style-type: none"> <li>• 1 page Advertisement in souvenir collateral</li> <li>• Branding on VIP Hospitality marquee [2]</li> </ul>	<p><u>Friends of Beneficiaries</u></p> <ul style="list-style-type: none"> <li>• 1 page Advertisement in souvenir collateral</li> <li>• Branding on Beneficiaries' marquee</li> </ul> <p><u>Special lighted balloons (Max. 3 sponsors)</u></p> <ul style="list-style-type: none"> <li>• 1 page Advertisement in souvenir collateral</li> <li>• Logo/name branding on 6 balloons</li> </ul>	Branding on sponsored marquee or game apparatus [2]
Privilege	<ul style="list-style-type: none"> <li>• Give special goodie bags for Big Boss Challenge participants</li> </ul>		<p><u>VIP Hospitality Marquee</u></p> <ul style="list-style-type: none"> <li>• Option to include door gifts for VIPs at corporate holding area</li> </ul>	<p><u>Friends of Beneficiaries</u></p> <ul style="list-style-type: none"> <li>• Field volunteers to host beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>• Option to give out sample products as game prizes</li> </ul>

[1] Under this package, sponsor will not be managing the stage. It will be managed by The Bull Charge™ organiser.

[2] Branding, design specification and size of marquee are subjected to The Bull Charge™ organiser approval.