

## Introducing our first nationwide charity virtual run



This year, as we do our part to help break the transmission of COVID-19 in Singapore, we have planned for our first-ever charity virtual run event. Rallying all our corporate sponsors, employees, friends and family members to join us to run in solidarity, our goal is to achieve a collective distance of **100,000km**, over the period from **30 October to 13 November 2020**. As we set forth to run towards the 100,000km goal, SGX will also contribute **\$5 for every 1km completed**, for a total of **S\$500,000**! Regardless of where you are, we hope to create a unique and uplifting charity run that rallies people to come together for a good cause within the financial community!

## SGX goes the extra mile - Dollar-for-Dollar matching for your contribution

$$1 + 1 = 2x \text{ Impact}$$

To encourage community participation and help sponsors' contribution go further, we will match every dollar of your donation, for the **first S\$1 million raised**.

Now more than ever, let us band together to make a positive impact on our community and find new ways to continue building empowered lives.

## Event Duration

Friday, 30 October 2020, 6pm to Friday, 13 November 2020, 8pm

## Event Mechanism

### Registration – Details to be released in July 2020

1. All corporate sponsors will be required to register your companies' participants via the registration portal. Participation entries are allocated based on the sponsorship package and entitlements.
2. Each corporate will be issued a unique promo code as part of the registration process.
3. Participants will receive a confirmation email upon successful registration.
4. The event mobile app will be available for download at a later date.
5. Login to the mobile app will be based on successful registration of participant on the registration portal.

### Categories:

1. Chief Challenge entries (Open to C-level of corporate sponsors)
  - a. Chief Challenge kick-off on **Friday, 30 October 2020 at 6pm.**
  - b. Chiefs are to complete a 3km route of their choice.
  - c. Top 3 Chiefs who completes the 3km in the fastest time will have a distance multiplier added to your corporate's overall distance
    - i. 1<sup>st</sup> place – 6x of total distance clocked by your company
    - ii. 2<sup>nd</sup> place – 4x of total distance clocked by your company
    - iii. 3<sup>rd</sup> place – 2x of total distance clocked by your company
2. Mass Run entries
  - a. Individuals of each corporate sponsor may run/walk as much distance as possible as:
    - i. A team of 4 within your company
    - ii. An individual

### Routes:

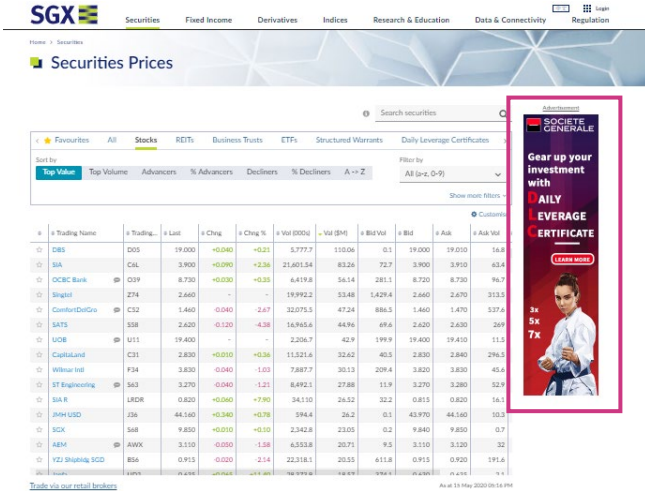
1. At your own space (parks, stadiums, treadmill); and/or
2. Our suggested bull-shaped run route in the Central Business District area.



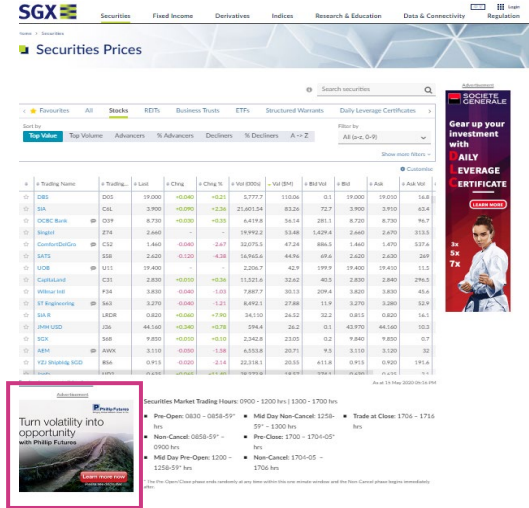
# Branding Entitlements\*

## A. SGX Website

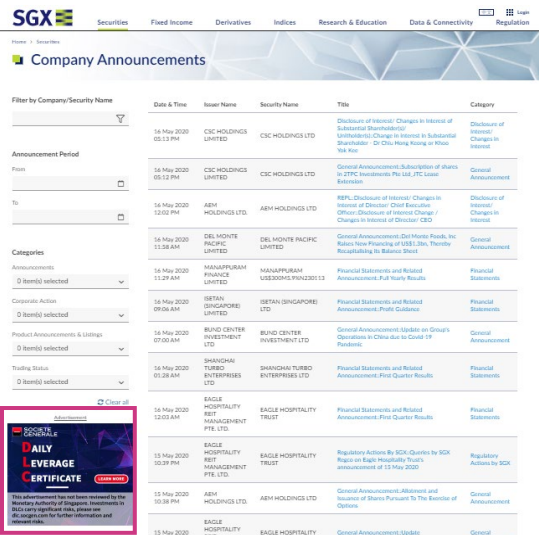
1. Skyscraper ad on SGX Securities Price Page<sup>1</sup>  
<https://www.sgx.com/securities/securities-prices>  
 Recommended image size in pixel: 160Wx600H



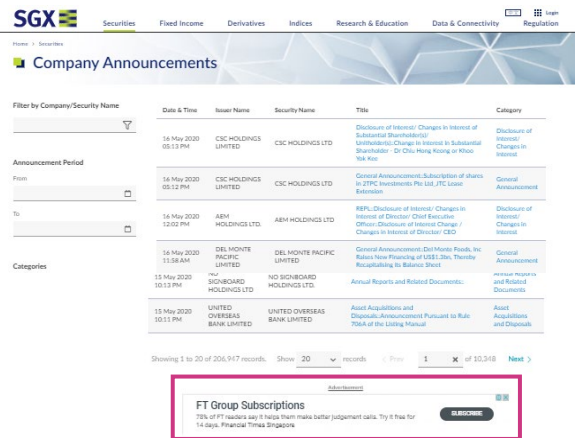
2. Medium Rectangle on SGX Securities Price Page<sup>1</sup>  
 Recommended image size in pixel: 300Wx250H



3. Medium Rectangle on SGX Company Announcement Page<sup>1</sup>  
<https://www.sgx.com/securities/company-announcements>  
 Recommended image size in pixel: 300Wx250H



4. Leaderboard on SGX Company Announcement Page<sup>1</sup>  
<https://www.sgx.com/securities/company-announcements>  
 Recommended image size in pixel: 728Wx90H



<sup>1</sup> Visuals provided above are for reference and illustration purposes only. Placement position is at the sole discretion of SGX. Final image specifications will be shared later. All ad artwork are to be provided by sponsors.

## Social Media<sup>2</sup>

### 1. Facebook

#### Image post

Recommended image size in pixels:  
1200Wx1200H

**SGX** added a new photo to the album **SGX Investor Education**.  
13 January 2017 · 🌐

Do you know these six common categories of REITs?  
REITs or Real Estate Investment Trusts are investments in a portfolio of real estate assets. REITs are suitable for income investors looking for periodic payouts. Download our infographic <http://bit.ly/2in8uP7> to find out more about REITs! #SGXInvest

**Investing in REITs:  
6 common REITs categories**

Commercial Industrial Retail  
Hospitality Healthcare Residential

314 5 comments 48 shares

Share

### 2. LinkedIn

#### Image post

Recommended image size in pixels: 1200Wx628H

**SGX**  
52,208 followers  
2y · Edited

We are pleased to welcome Silkroad Nickel to SGX Catalyst, the first nickel mining company listed on SGX, further expanding our Mineral, Oil and Gas offerings, and allowing new and existing investors to tap into the growth opportunities in the mining industry in Indonesia.

With a market capitalisation of about S\$92 million, the listing of Silkroad Nickel brings the total number of Mineral, Oil and Gas companies listed on SGX to 30, with a combined market capitalisation of close to S\$3 billion.

News Release: <http://bit.ly/2vgDhFH>

#SGXIPO #NickelOre #Mining

55

Like Comment Share

### 3. Twitter

#### Image tweet

Recommended image size in pixels: 800Wx440H

**Singapore Exchange** @SGX · Apr 17

#SGXNews - #SGX enhances business processes and encourages greater use of online services amid COVID-19 [bit.ly/3ev93Ve](http://bit.ly/3ev93Ve)

\*CDP Customer Service Centre will be closed from 18 April 2020 until further notice. All services will be provided through internet, phone and mail.\*

**Practise safe distancing by going digital**

In line with recent government directives to reduce the community spread of COVID-19, our CDP Customer Service Centre will be temporarily closed from 18 April 2020 until further notice. Our services remain available and accessible through the internet, telephone and mail during this period.

4 5 15

### 4. WeChat

#### Image post

Recommended image size in pixels: 1200Wx1200H

IMI 4G 12:37 PM 47%

**SGX**

新交所北京代表处10周年庆典精彩回顾：晚宴及备忘录签约仪式

新交所与新加坡新商总会和中国期货业协会分别签署战略合作伙伴和谅解备忘录，以进一步加强与中国的联系。作为新交所多元组成部分。

**新交所美元/离岸人民币期货市场 份额由年初至今激增**

新交所SGX 10月30日

点击上方“新交所SGX”可以订阅哦

新交所在2016年推出美元/离岸人民币期货，从推出初期的约为44%的市占率，至今年10月其市场占有率已上升至72%，而显著抛离其他交易所。随着离岸人民币期货的不断发展和全球投资者的热切关注，新交所亦正进一步强化离岸人民币期货交易市场的领导地位。

**新交所美元/离岸人民币期货市场份额由年初至今激增**

MARKET SHARE (%)

2016年1月 2016年10月 2017年10月

SGX 44% 72% 72%

其他交易所 56% 28% 28%

<sup>2</sup> Visuals provided above are for reference and illustration purposes only. Placement position is at the sole discretion of SGX.

## Sponsorship Entitlements At-A-Glance

Sponsorship Tier	Sponsorship Value	Participation entries		Pre-event marketing					Event Mobile App		Post-event
		Mass Run	Chief Challenge	Social Media	Promo video	SGX website	SGX Bull Charge website	SGX Bull Charge publicity eDMs	Avatar	In-App Advertising	Video on Social Media
Diamond Bull	\$100,000	400	4	Diamond Bull Sponsors acknowledgement post on Facebook and LinkedIn	<b>NOT AVAILABLE</b> <small>(Available for logo feature commitments made before 30 July 2020)</small>	Skyscraper banner ad on Securities Price page 1.2M impressions	Logo feature	Logo on email footer	-	Logo feature on Sponsors tab, footer banner and pop-up ad*, 1x push notification message	Logo feature
Gold Bull	\$50,000	300	2	Gold Bull Sponsors acknowledgement post on Facebook and LinkedIn		Skyscraper banner ad on Securities Price page 1.0M impressions			-	Logo feature on Sponsors tab, footer banner and pop-up ad*, 1x push notification message	
Silver Bull	\$30,000	200	1	Silver Bull Sponsors acknowledgement post on Facebook and LinkedIn		Medium rectangle on Securities Price page and Co. Announcement page 800K impressions			-	Logo feature on Sponsors tab	
Bronze Bull	\$10,000	100	-	-	-	Leaderboard banner ad on Company Announcement page 500K impressions	Name mention	-	-	Name mention	
Chief Challenge	\$8,000	50	1	Chief Challenge Sponsors acknowledgement post on Facebook and LinkedIn	-	-		Name mention on email footer	-	Name mention on Sponsors tab	
Avatar Attire	\$25,000 - 50,000	250	-	-	-	Medium rectangle on Securities Price Announcement page 800K impressions		Logo on email footer	Logos on front of avatar run tee	-	Logo feature
Distance Contributor	\$5,000	40	-	-	-	-	-	-	-	-	Name mention

\*Sponsors to provide SGX with artwork

## Sponsorship Form

Date: 30 October 2020, Friday to 13 November 2020, Friday

This form comprises three pages. Kindly complete the form and email to [bullcharge@sgx.com](mailto:bullcharge@sgx.com).  
For enquiries, please contact SGX Bull Charge Organising Committee at the above email address.

### Sponsorship Packages

Please tick in the appropriate box to indicate your choice.

#### Diamond Bull @ \$100,000

- 400 Mass Run entries
- 4 Chief Challenge entries
- 1 Diamond Bull sponsors acknowledgement post on SGX Facebook and LinkedIn
- 1 Skyscraper banner ad on SGX Securities Price page – 1.2 million impressions
- 1 minute workout video presented and produced by sponsor
- Logo feature on event promo video (commit by 31 Jul 20), SGX Bull Charge website, event eDM footer and post event video
- Logo feature on event mobile app – Sponsors tab, footer banner and pop-up ad, push notification (shared)

#### Chief Challenge @ \$8,000

- 50 Mass Run entries
- 1 Chief Challenge entry
- 1 Chief Challenge sponsors post on SGX Facebook and LinkedIn
- Name mention on SGX Bull Charge website, event eDM footer and post event video
- Name mention on event mobile app – Sponsors tab
- Each chief will get a Chief Challenge avatar run tee

#### Gold Bull @ \$50,000

- 300 Mass Run entries
- 2 Chief Challenge entries
- 1 Gold Bull sponsors acknowledgement post on SGX Facebook and LinkedIn
- 1 Skyscraper banner ad on SGX Securities Price page – 1.0 million impressions
- Logo feature on event promo video (commit by 31 Jul 20), SGX Bull Charge website, event eDM footer and post event video
- Logo feature on event mobile app – Sponsors tab, footer banner and pop-up ad, push notification (shared)

#### Avatar Attire\* @ \$25,000 - \$50,000

- 250 Mass Run entries
- 1 Medium rectangle ad on SGX Securities Price page and Company Announcement page – 800,000 impressions **NOT AVAILABLE**
- Logo feature on SGX Bull Charge website, event eDM footer and post event video
- Logo feature on event mobile app – running tee on avatar

#### Silver Bull @ \$30,000

- 200 Mass Run entries
- 1 Chief Challenge entry
- 1 Silver Bull sponsors acknowledgement post on SGX Facebook and LinkedIn
- 1 Medium rectangle ad on SGX Securities Price page and Company Announcement page – 800,000 impressions
- Logo feature on event promo video (commit by 31 Jul 20), SGX Bull Charge website, event eDM footer and post event video
- Logo feature on event mobile app – Sponsors tab

#### Distance Contributor @ \$5,000

- 40 Mass Run entries
- Name mention on SGX Bull Charge website and Thank You video
- Name mention on event mobile app – Sponsors tab

#### Bronze Bull @ \$10,000

- 100 Mass Run entries
- 1 Leaderboard banner ad on Company Announcement page – 500,000 impressions
- Logo feature on event eDM footer
- Logo feature on event mobile app – Sponsors tab
- Name mention on SGX Bull Charge website and post event video

## Cash Donation

We would like to make an outright cash donation of \$ \_\_\_\_\_

*Note: Tax deduction for qualifying donations made from 1 January 2020 to 31 December 2020 (both dates inclusive) will be 2.5 times of the amount of the donation. All payments received will be held in The Bull Charge – Trust Account.  
Tax-exempt receipts are generated directly through Community Chest after 31 January 2021.*

## Corporate Sponsor Details

Name of Company: \_\_\_\_\_

Full Name of Authorised Person: \_\_\_\_\_  
(Dr/Mr/Mrs/Mdm/Ms) (underline your surname)

Designation of Authorised Person: \_\_\_\_\_

Business Email Address: \_\_\_\_\_

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

Tax Reference No.: \_\_\_\_\_ Business Contact No.: \_\_\_\_\_

Signature & Company Stamp: \_\_\_\_\_ Date: \_\_\_\_\_

## Point of Contact

Liaison for all sponsorship related matters (if different from Authorised Person above):

Full Name: \_\_\_\_\_  
(Dr/Mr/Mrs/Mdm/Ms) (underline your surname)

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

Business Contact No.: \_\_\_\_\_ Business Email Address: \_\_\_\_\_



## Payment Details

1. For payment by TT bank transfer, please make the fund transfer to the following account, including bank charges. (Please note that any bank charges incurred will be borne by the Sponsor.)

Bank Account Name: **The Bull Charge – Trust Account**  
Bank Account Number: 301-353-443-6  
Bank Name: United Overseas Bank Limited  
Bank Address: 80 Raffles Place, UOB Plaza 1, Singapore 048624  
Bank Code: 7375  
Branch Code: 001  
Swift Code: UOVBSGSG

2. For payments by cheque, please make the cheque out to **The Bull Charge – Trust Account**. Kindly write name of company, tax reference number and contact number on the back of the cheque and mail it together with this form to:

SGX Bull Charge 2020  
c/o 11 North Buona Vista Drive, #06-07  
The Metropolis Tower 2, Singapore 138589  
Attn: Ms Leow Hui Ling

3. All sponsorship forms must be submitted by **30 September 2020** and registration of participants to be completed by **15 October 2020**. A donation acknowledgement will be sent via email no later than **7 October 2020**.
4. Payment should be duly completed no later than **15 October 2020**.

## Terms & Conditions

By submitting this form, I authorise and give consent to Singapore Exchange Limited ("SGX"), its affiliates and service providers to collect, use, disclose and store the information provided for the purposes of tax deduction, fundraising and marketing communications for SGX Bull Charge events and other ancillary purposes, if any. Please refer to our Personal Data Protection Policy Statement on the SGX website for further details on our data protection policy, including how you can control the information provided. To unsubscribe from informational mailers on SGX Bull Charge events, please email to [bullcharge@sgx.com](mailto:bullcharge@sgx.com).

I hereby agree and confirm on behalf of the Corporate Sponsor stated above that we have read and understood this form, as well as the terms and conditions available on [sgx.com/bullcharge](http://sgx.com/bullcharge) and agree to be legally bound by them.

Signature: \_\_\_\_\_

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

Date: \_\_\_\_\_