

SINGAPORE NATIONAL COFFEE CHAMPIONSHIP 2023 & 2024



Sponsorship Prospectus

Be Seen . Be Heard . Be Recognised.

26 - 28 SEPTEMBER 2023



SINGAPORE COFFEE
ASSOCIATION





SINGAPORE COFFEE
ASSOCIATION

ABOUT US

SINGAPORE COFFEE ASSOCIATION

The Singapore Coffee Association (SCA) was established in the late 1950's by a group of pioneering coffee traders. During the ensuing years, coffee trade developed rapidly due to the enterprise and hardwork of the traders. Singapore gained recognition as one of the coffee centres of the world. Today, as a result of the transformation, Singapore Coffee Association's membership represents all sectors of the coffee industry, from green coffee supply chain providers, international and national roasters to well-known coffee retailers.

SG Big 4 Coffee Competitions

Sanctioned by World Coffee Events (WCE), SCA runs the competition annually with the objective of levelling up Singapore's coffee profession.



Singapore National Barista Championship (SNBC)
Singapore National Latte Art Championship (SLAC)
Singapore National Brewers' Cup (SNBRC)
Singapore Cup Tasters Championship (SCTC)



BIDDING PROCESS

- 1. This is a sealed bidding which shall not be disclosed**
- 2. Hard copy of the required documents should be delivered to SCA Secretariat Office**
- 3. The winning bidder shall be the sponsor of SNCC for 2 editions of 2023 and 2024**
- 4. The sponsorship amount will be the winning bid payable per edition**

Bidder Submission:

- Completed and endorsed bidding form shall be sent by normal post, registered mail or by courier to SCA Secretariat office by latest 28 FEB 2023
- Attention: SNCC2023 Organising Committee

Address: 28 Sin Ming Lane #04-131, Midview City, Singapore 573972

Important Note:

Kindly send an email to st@sca.org.sg and stephanie@sca.org.sg once you have sent out the bidding form, so we are aware of it and to ensure that we receive it.



Be Our Sponsor!

5 Key Benefits

Place your branding at the centre stage

Be seen as the market leader with the right audience

Increase your reach and exposure to new clients and customers

Reconnect with your existing customers

Generate new leads



KEY PRESENTER

*Exclusive Title Sponsor for 1 Single Competition
(Max. 1 Per Title Only)*



***Min. Starting Bid
SGD\$18,000.00***

- Naming Rights on top of the Competition Logo
- Logo (Prominent) Acknowledgement @ Competition Stage Area
- Logo (Prominent) Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 18sqm Exhibition Booth @ Competition Venue
- 03 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 03 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL ESPRESSO MACHINE

Exclusive Sponsor for

Singapore
National Barista
Championship 2023



Singapore
National Latte Art
Championship 2023

Min. Starting Bid
SGD\$12,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 9sqm Exhibition Booth @ Competition Venue
- 02 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 02 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL GRINDER

Exclusive Sponsor for

Singapore
National Barista
Championship 2023



Singapore
National Latte Art
Championship 2023

Min. Starting Bid Price
SGD\$11,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 9sqm Exhibition Booth @ Competition Venue
- 02 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 02 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL MILK (DAIRY)

Exclusive Sponsor for

Singapore
National Barista
Championship 2023



Singapore
National Latte Art
Championship 2023

Min. Starting Bid Price
SGD\$12,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 9sqm Exhibition Booth @ Competition Venue
- 02 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 02 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL MILK (ALTERNATIVE)

Exclusive Sponsor for

Singapore
National Barista
Championship 2023



Min. Starting Bid Price
SGD\$11,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 9sqm Exhibition Booth @ Competition Venue
- 02 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 02 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL CERAMIC WARES

Exclusive Sponsor for

Singapore
National Barista
Championship 2023



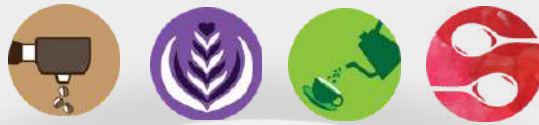
Singapore
National Latte Art
Championship 2023

Min. Starting Bid Price
SGD\$5,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 6sqm Exhibition Booth @ Competition Venue
- 02 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 02 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL WATER FILTRATION SYSTEM

Exclusive Sponsor for



Min. Starting Bid
SGD\$7,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 9sqm Exhibition Booth @ Competition Venue
- 02 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 02 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL ESPRESSO COFFEE

Exclusive Sponsor for



Singapore
National Latte Art
Championship 2023

Min. Starting Bid
SGD\$8,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 9sqm Exhibition Booth @ Competition Venue
- 02 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 02 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL SYRUP

Exclusive Sponsor for

Singapore
National Barista
Championship 2023



Min. Starting Bid
SGD\$10,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 9sqm Exhibition Booth @ Competition Venue
- 02 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 02 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL COFFEE

Exclusive Sponsor for

Singapore
Brewers Cup
2023



Singapore
Cup Tasters Championship
2023

Min. Starting Bid
SGD\$9,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 9sqm Exhibition Booth @ Competition Venue
- 01 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 01 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL GRINDER

Exclusive Sponsor for

Singapore
Brewers Cup
2023



Singapore
Cup Tasters Championship
2023

Min. Starting Bid
SGD\$9,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- 6sqm Exhibition Booth @ Competition Venue
- 02 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 02 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL HOT WATER TOWER

Exclusive Sponsor for

Singapore
Brewers Cup
2023



Singapore
Cup Tasters Championship
2023

Min. Starting Bid
SGD\$5,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- Showcase Table Top @ Competition Venue
- 01 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 01 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL DRIPPER

Exclusive Sponsor for

Singapore
Brewers Cup
2023

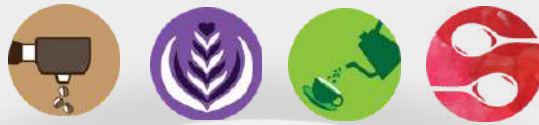


Min. Starting Bid
SGD\$4,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- Showcase Table Top @ Competition Venue
- 01 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 01 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL TAKEAWAY CUP

Exclusive Sponsor for



Min. Starting Bid
SGD\$4,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- Showcase Table Top @ Competition Venue
- 01 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 01 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL CLEANING PRODUCT

Exclusive Sponsor for



Min. Starting Bid
SGD\$4,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Advertising Video Clip @ Competition's LED Wall (1min)
- Showcase Table Top @ Competition Venue
- 01 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 01 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

OFFICIAL APRON SPONSOR

Exclusive Sponsor for



Min. Starting Bid
SGD\$4,000.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Showcase Table Top @ Competition Venue
- 01 X Electronic Direct Mailers (EDM) Blasting to SCA Database
- 01 X Social Media Posts in SCA digital platforms
- Emcee Mention
- Certificate of Appreciation
- SCA Membership X 01 Year

SUPPORTING SPONSOR



Fixed Sponsorship Fee
SGD\$3,500.00

- Logo Acknowledgement @ Competition Stage Area
- Logo Acknowledgement at SCA Website
- Showcase Area @ SCA Booth
- Certificate of Appreciation
- SCA Membership X 01 Year

Contact Us Now



SINGAPORE COFFEE
ASSOCIATION

Singapore Coffee Association

Tel: +65 6977 9859 | Email: sncc@sca.org.sg

Website: www.sca.org.sg

