

SOUTH EAST ASIA PROPERTY AWARDS

Wednesday 17th November 2010 in Singapore.

The inaugural South East Asia Property Awards follow the success of the Thailand Property Awards, now in their 5th year. The awards widen the scope of the TPA's to recognise the high quality of the real estate industry throughout South East Asia celebrating the work of developers, agents, architects and designers.

The Awards provide a unique networking opportunity for South East Asia's real estate professionals with the winners announced at a Gala Dinner Finale.

We are looking for sponsors and partners on a number of levels including: Title Sponsor, Co-Sponsors, Official Suppliers, Media Partners.

The Awards are organised by **Ensign Media (Singapore) Pte Ltd** publishers of the market-leading real estate publications **Property Report Singapore, Malaysia, Indonesia, Property Report Thailand** and online real estate portal **Asia Property Report**.

Be Part Of The Success

THE AWARDS

There are 30 Awards...

DEVELOPER

- Best Developer (South East Asia)
- Best Developer (Indonesia)
- Best Developer (Malaysia)
- Best Developer (Singapore)
- Best Developer (Thailand)
- Best Developer (Vietnam)

REAL ESTATE AGENCY

- Best Agent (Indonesia)
- Best Agent (Malaysia)
- Best Agent (Singapore)
- Best Agent (Thailand)
- Best Agent (Vietnam)

DEVELOPMENT

- Best Villa Development (South East Asia)
- Best Condo Development (South East Asia)
- Best Villa Development (Indonesia)
- Best Villa Development (Malaysia)
- Best Housing Development (Singapore)
- Best Villa Development (Thailand)
- Best Villa Development (Vietnam)
- Best Condo Development (Indonesia)
- Best Condo Development (Malaysia)
- Best Condo Development (Singapore)
- Best Condo Development (Thailand)
- Best Condo Development (Vietnam)
- Green Development Award

ARCHITECTURE / INTERIOR DESIGN

- Best Architectural Design
- Best Interior Design

MARKETING

- Best Agent Website
- Best Development Website
- Best Print Advertisement

PUBLISHER'S CHOICE

- Real Estate Personality of the Year

CHARITY

The Awards raise money for charitable causes through the Charity Auction, which is part of the Gala Dinner. The Thailand Property Awards have raised over US\$80,000 for charity in the past four years.



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Commercial Sponsorship & Partnership Opportunities

GALA DINNER

Over 500 distinguished guests from a variety of sectors in the real estate industry including developers, agents, architects, interior designers, and real estate associations and organisations will be invited to attend the Gala Dinner.

The Gala Dinner follows the following format:

- Champagne Reception.
- Dinner - 4 courses with free flowing wine & drinks.
- Awards Presentation Charity Auction.
- Awards are presented during the courses of the dinner, with the "big" awards taking place at the end to keep the excitement levels high.



ENTRY & JUDGING

The judging system recognises the organisers commitment to ensuring a fair and ethical judging process. This year, the judging process is industry-led and has three stages.

Stage 1 - The industry are invited to make multiple nominations for each category. Nominees cannot nominate themselves, nor nominate in a category where there may be a conflict of interest.

Stage 2 - Once all nominations are received, nominees are invited to supply supporting information and materials for their award.

Stage 3 - All information from each nominee, in each category, is then judged by a wide selection of industry professionals from around Asia. Scores remain secret with only the organisers and the judges knowing the outcome.



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Commercial Sponsorship & Partnership Opportunities

SPONSORSHIP PACKAGES

We have developed packages to suit differing levels of needs...

Title Sponsor Co-Sponsors Official Suppliers Media Partner.

One Title Sponsor with naming rights to the Awards Up to 6 from non-competing categories Companies providing essential supplies for the event Up to 10 providing media coverage of the Awards.

RIGHTS	Title Sponsor	Co-Sponsor/ Official Supplier	Media Partner
TITLE RIGHTS			
Title Sponsor - Rights to title "The [Sponsor Name] South East Asia Property Awards 2010" for PR and advertising use	YES	YES	
Co-Sponsor/Official Supplier - Rights to title "Co-sponsor or Official Supplier of The [Sponsor Name] South East Asia Property Awards 2009 –" for PR and advertising use			
Media Partner - Rights to title "Media Partner of The [Sponsor Name] South East Asia Property Awards 2009 –" for PR and advertising use			
VENUE BRANDING RIGHTS			
On-site advertising - overhead banner, prominently displaying company name and logo as Title/Co-Sponsor/ Official Supplier/Media Partner	YES	YES	YES
Prominent branding on stage backdrop	YES	YES	YES
Naming rights plus your company's top executive represented to present awards to category of choice	YES	YES	
Commemorative memento to be presented to your company during the gala dinner	YES		
Broadcast acknowledgment during the event of your support	YES	YES	
Exposure at Gala Dinner on projector screen through partnership advertisements	YES	YES	
Honorary plaque of participation	YES	YES	
MEDIA RIGHTS			
Advertorial/advertisement/press release announcing your partnership in Property Report – pre or post event	1 page	1/4 page	1/4 page
News release announcing partnership in Property Report: pre or post event	YES	YES	YES
Logo on main backdrop for media interviews	YES		YES
Logo on all literature pre & post Awards, website, stationery, posters/postcards	YES	YES	YES
Inclusion in any TV documentary produced	YES		
Inclusion in marketing and sales materials	YES		
Name & logo prominently displayed on event website with link	YES	YES	YES
HOSPITALITY			
Complimentary seats to your management and/or guests at Gala Dinner	10	2	2
PRESENCE MARKETING			
Sampling at Awards	YES	YES	YES
Opportunity for display space for sales/promotion of products and/or services at event venue	YES	YES	YES



Commercial Sponsorship & Partnership Opportunities

SPONSORSHIP BENEFITS

The South East Asia Property Awards 2009 allows sponsors to:

- Associate with the Awards and its unique exclusive events
- Entertain target audiences such as customers, suppliers and employees
Integrate with other marketing activity - huge PR opportunity
- Network with business leaders
Raise brand awareness of products and services
Link in with the values of the Awards: Excitement; Professionalism; Leadership

BRANDING OPPORTUNITIES

Huge opportunity to promote sponsor messages through news PR activity. There will be coverage in Singapore newspapers, Asian Regional and International newspapers, TV, Radio and Magazines.

Sponsors, Suppliers and Partners will have rights to associate with the Awards for PR and advertising activity.

MEDIA PLAN

The following activity is planned...

Pre-event

- Targeted press release campaign
- Advertising in key publications - Property Report and local newspapers to target people for the Gala Dinner and raise general awareness of the event
- Media briefing in Singapore to be held approximately 3 weeks prior to the event. Target media will be invited to attend, including daily newspapers and market- specific publications.

During event

- Select print and TV media invited to gala dinner.

Post-event

- Press release and photo release.
- Follow-up with press who attended the Gala Dinner.

Press coverage from previous events can be found at www.thailandpropertyawards.com

HOSPITALITY

Hospitality packages for international guests will be offered, which will include return flights, accommodation and entry to the Awards.

PRESENCE MARKETING

The South East Asia Property Awards offer sponsors huge opportunities to sample products and services at The Gala Dinner and through the Awards media plan.



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