

SMUN



SPONSORSHIP PROSPECTUS

2025

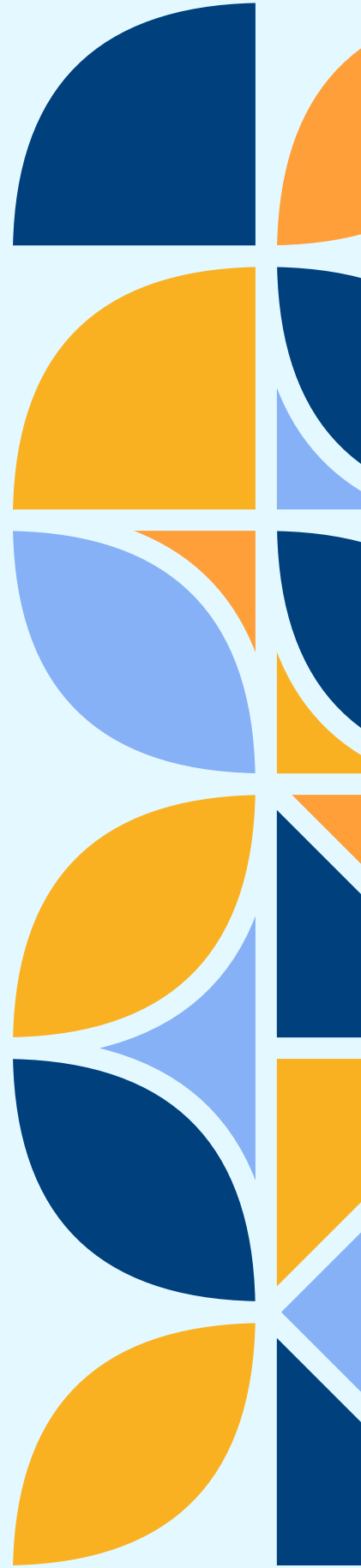
TABLE OF CONTENTS

About SMUN	1
Our Theme	2
Audience and Reach	3
Ways to Sponsor	4
Sponsor Benefits	5
Timeline	6
Contacts	7



01

ABOUT SMUN



ABOUT SMUN

Singapore Model United Nations, or SMUN, is the most established MUN in the Singapore MUN circuit, and will be going into its 22th iteration in 2024. The past 21 runs have been huge successes, with over 500 participants in attendance each year. We have continually received rave reviews from our participants, with special mention of our efficiency and hospitality. SMUN has indeed distinguished itself from other MUN conferences in the region with its organisational and academic excellence. We have seen over 500 local and international participants annually, and welcomed guests and speakers including Members of Parliament, Diplomats and Academics.

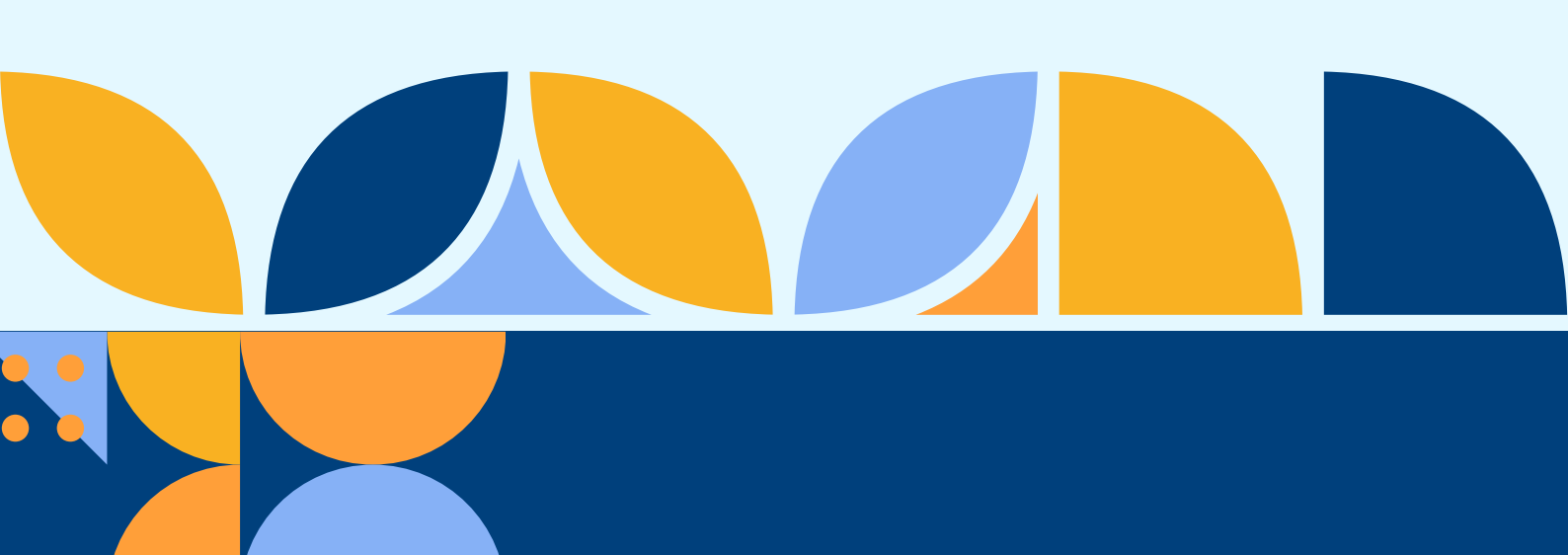




OUR THEME

BUILDING THE NEW ERA OF DIPLOMACY!

A New Era of Diplomacy invites delegates to explore the evolving landscape of international relations. As the world undergoes rapid technological, economic, and social change, traditional diplomatic practices are being challenged. This conference will delve into the challenges and opportunities of modern diplomacy,





OUR THEME

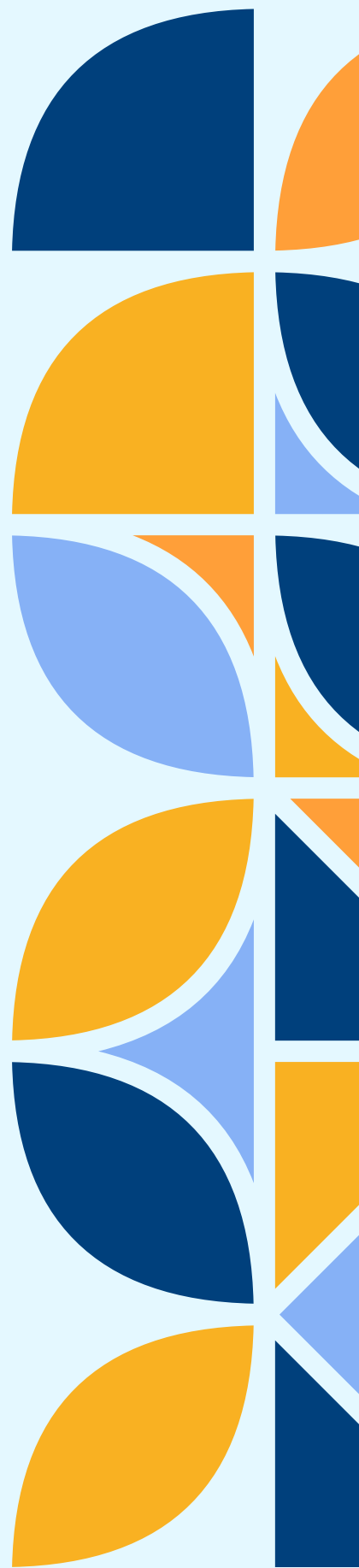
including the role of emerging powers, the impact of globalization, and the importance of multilateral cooperation. Delegates will debate pressing global issues such as climate change, cybersecurity, and human rights, and propose innovative solutions to these complex problems. By fostering dialogue and collaboration, this conference aims to inspire a new generation of diplomats to shape a more peaceful and prosperous future.





02

AUDIENCE AND REACH



SOCIAL MEDIA



**5K
FOLLOWERS**



**8.7K
FOLLOWERS**

With close to 5,000 followers on Instagram and 8.7k followers on Facebook, SMUN is proud to have garnered a large base of supporters who are invested in the conference. Our reach in people, both locally and internationally, has allowed the past 21 successful iterations of the very conference.

PAST GUESTS OF HONOUR



Dr Maliki Osman

Minister in the Prime
Minister's Office of Singapore



Dr Vivian Balakrishnan

Minister for Foreign Affairs of
Singapore

PARTICIPANT DEMOGRAPHICS

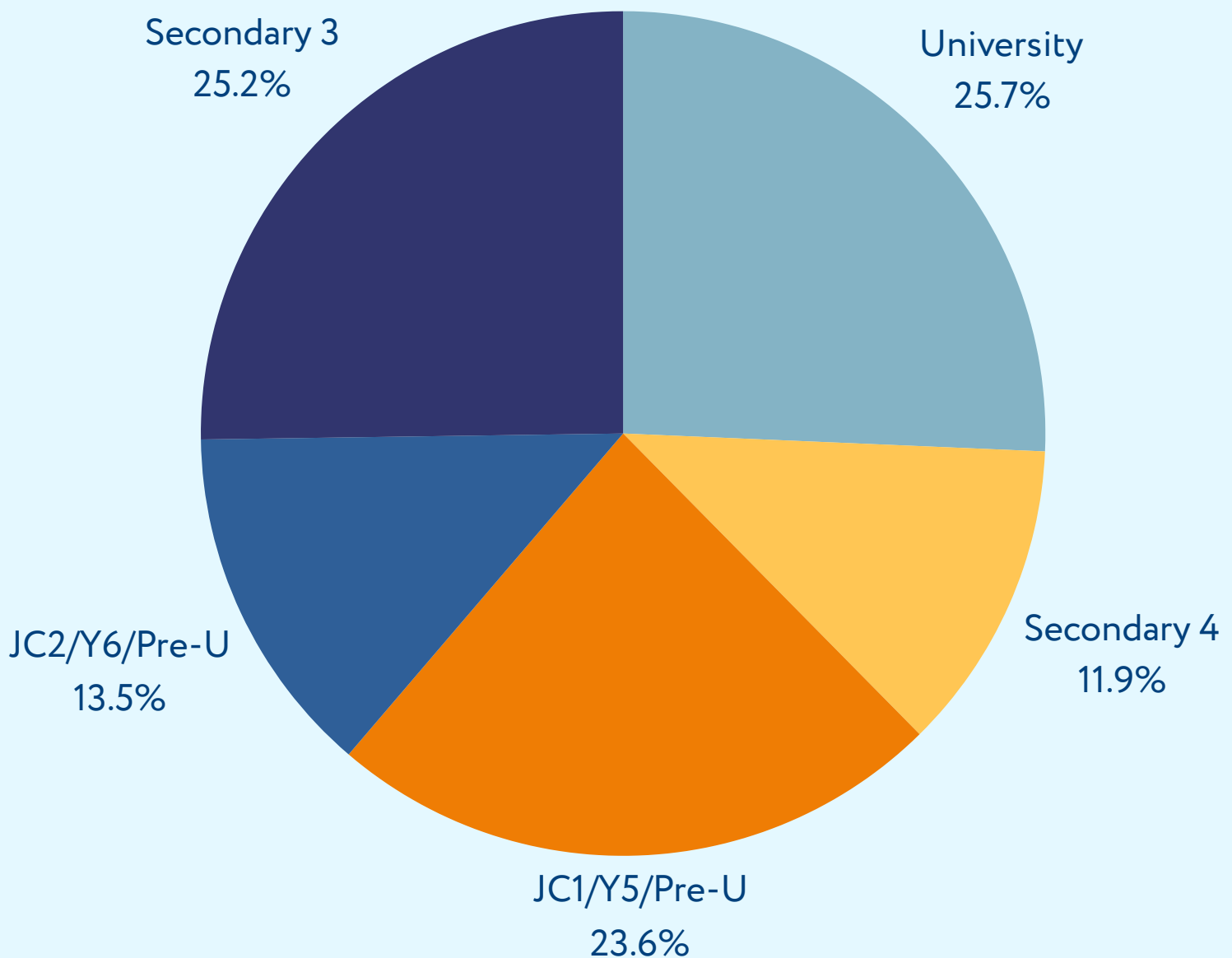


500
PARTICIPANTS

- Youths aged 15 and above hailing from Singapore and other nations in ASEAN including Indonesia, Philippines, and beyond, from Canada to Australia.
- Brand recognition across weeks of online + 4 full-day conference ranging from formal ceremonies to fun-filled events like socials.

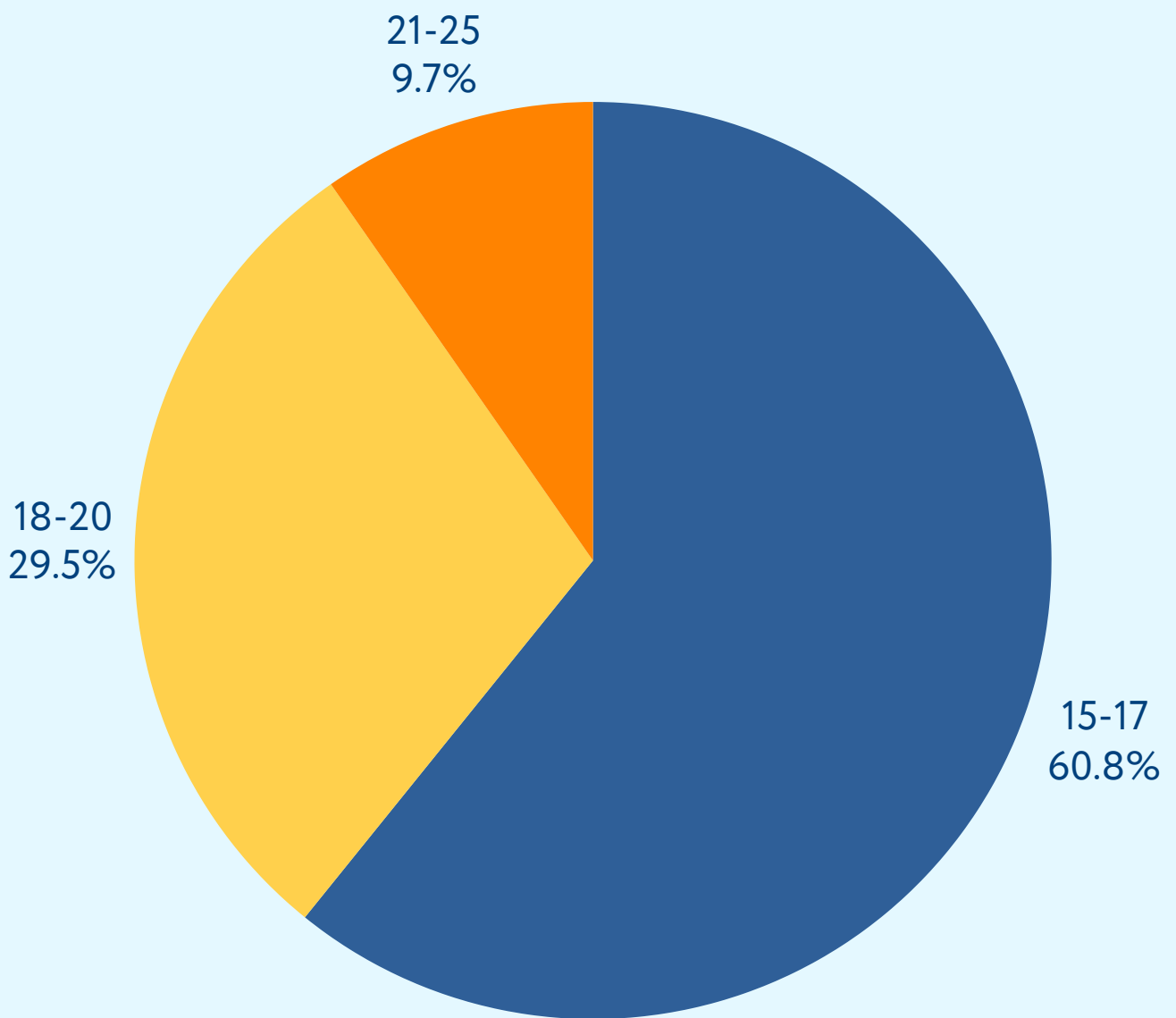
PARTICIPANT DEMOGRAPHICS

COUNTA OF EDUCATION STATUS



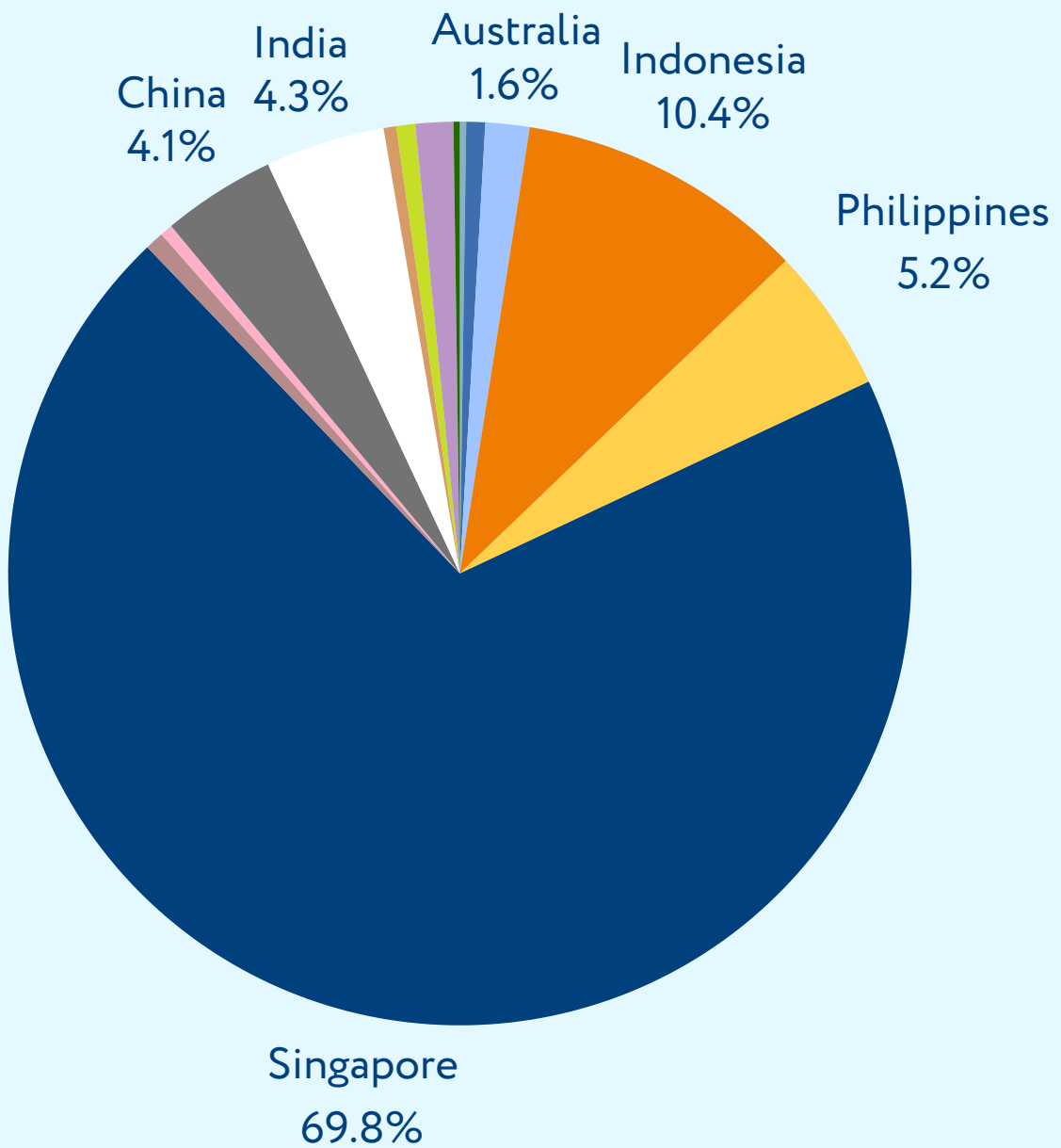
PARTICIPANT DEMOGRAPHICS

COUNTA OF AGE



PARTICIPANT DEMOGRAPHICS

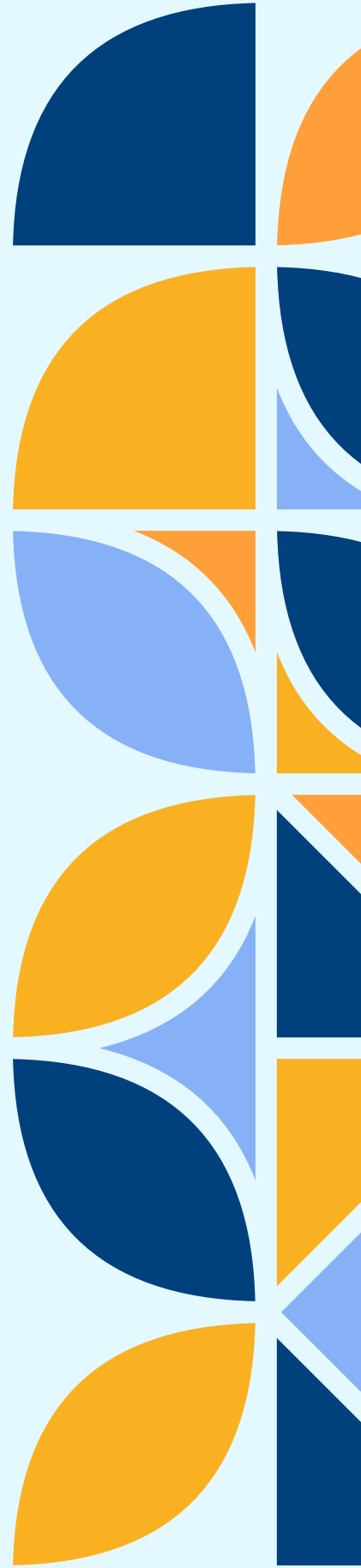
COUNTA OF COUNTRY





03

WAYS TO SPONSOR



WAYS TO SPONSOR

FOOD/ FOOD VOUCHERS



Support us by providing some titbits or food vouchers so our participants never go hungry – this can include packet drinks, snacks, finger-food, or discount vouchers, anything which leaves a lasting impression through filling their stomachs!

KEYNOTE SPEAKER / GUEST OF HONOR



Engage with our participants, through a keynote presentation, on a topic of choice at our Opening or Closing Ceremony. The presentation will be followed by a Q&A session with our participants.

WAYS TO SPONSOR



STATIONERY / MERCHANDISE

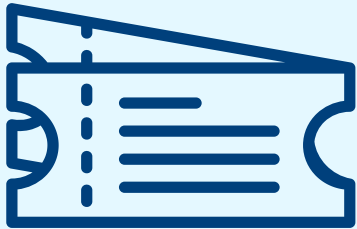
Stationery, such as pens, notepaper and many other goodies are key in helping improve our participants' experiences at SMUN; gain exposure whilst helping our delegates!



MEALS

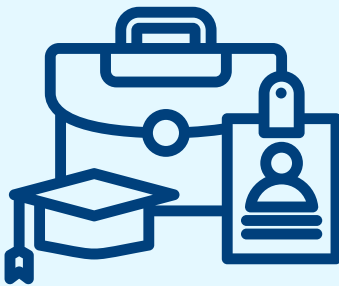
Keep participants engaged from session to session by sponsoring or supporting SMUN 2025's lunches from Wednesday through Friday through discounts. Alternatively, leave a lasting impression on delegates with a memorable dinner reception at their social event!

WAYS TO SPONSOR



VOUCHERS

Provide our participants with a myriad of vouchers, ranging from educational packages, tuition classes, merchandise and much more!



INTERNSHIPS / EDUCATIONAL COURSES

Offer our participants internship opportunities, or a chance to participate in various enriching educational programmes to develop Asia's top student talent today!



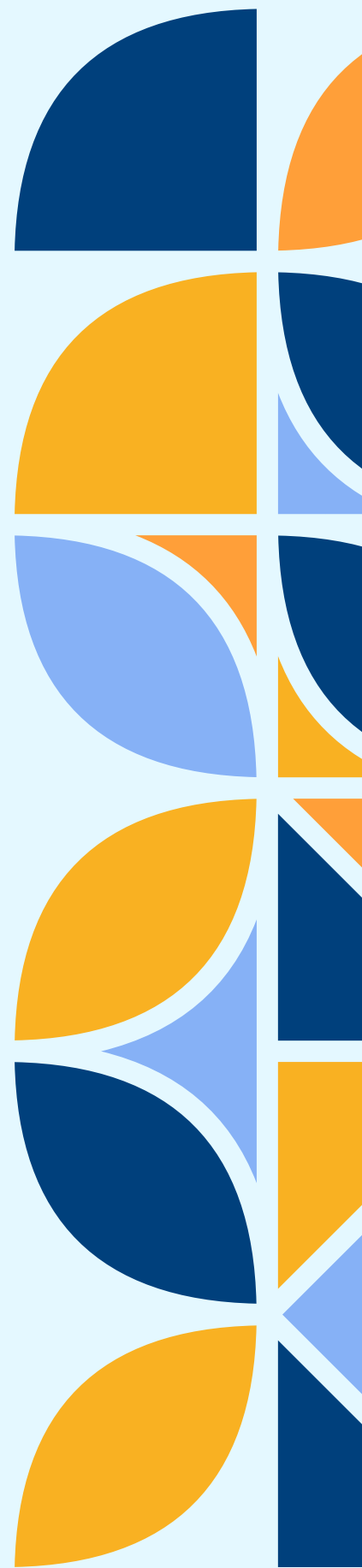
SERVICES

We welcome any services, including booth setups for food, or educational programmes!



04

SPONSOR BENEFITS

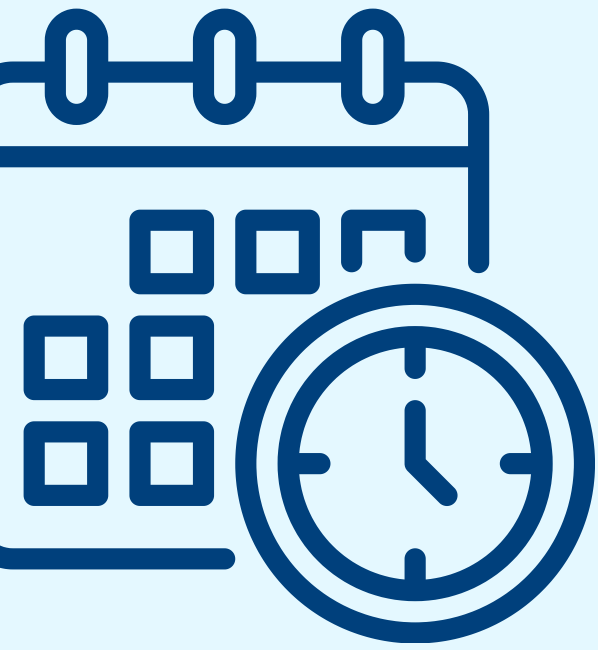


SPONSOR BENEFITS

	Diamond (8 slots available) SGD 3,500++	Platinum (22 slots available) SGD 2,000++	Gold (30 slots available) SGD 1,000++
Outreach on SMUN	✓	✓	✓
Promotional Inserts (Optional)	✓	✓	✓
Recognition during Ceremony Videos	✓	✓	✓
Verbal Recognition during Ceremonies	✓	✓	

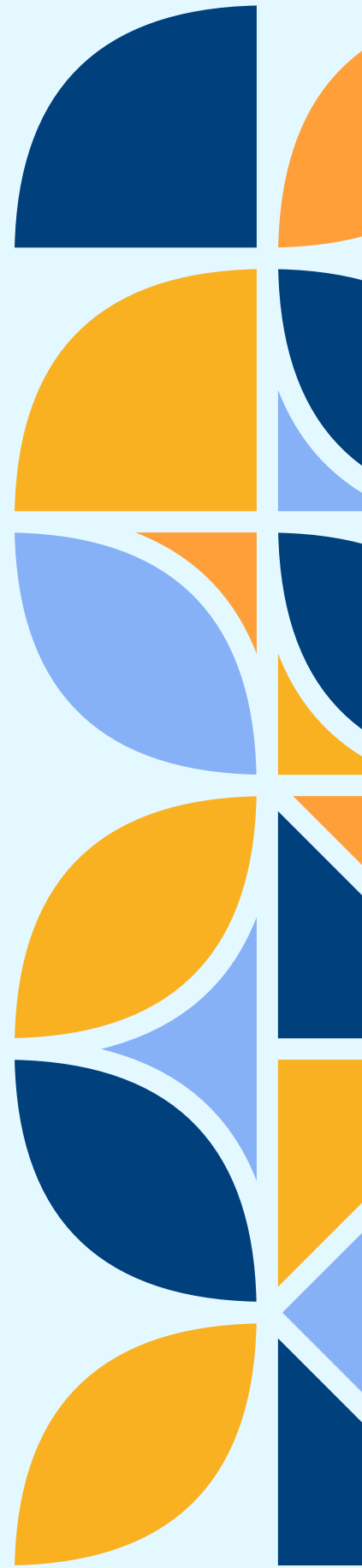
SPONSOR BENEFITS

	Diamond (8 slots available) SGD 3,500++	Platinum (22 slots available) SGD 2,000++	Gold (30 slots available) SGD 1,000++
Physical Booths	✓		
Naming Rights	✓		
Email Recognition	✓		
Email Blasts	✓		



05

SPONSOR TIMELINE



SPONSORSHIP TIMELINE



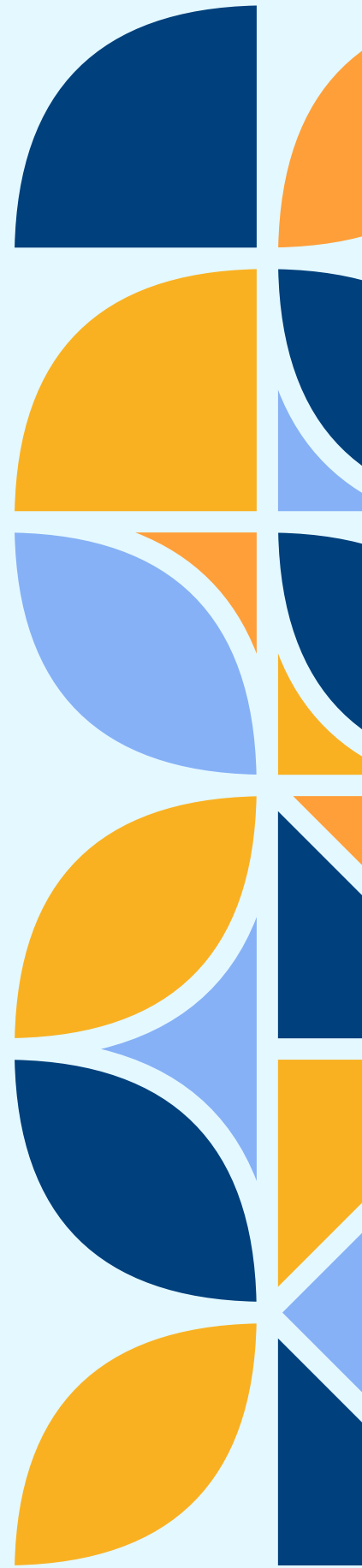
- 1.** Reaching out, pitching of ideas and discussion of a possible partnership/sponsorship
- 2.** Official negotiation of terms and conditions, addressing queries and reaching a detailed agreement
- 3.** Procurement of sponsored logistics by SMUN, concurrent fulfillment of sponsor benefits by SMUN
- 4.** Opportunities to further the partnership; feedback and appreciation





06

CONTACT US!





CONTACT US!

OUTREACH DIRECTORS:

Tan Xi Xuan, Kylyn (Ms.)

Thay Guan Yuan (Mr.)

FIND US AT:

Email: outreach@singaporemun.org

Website: <https://www.singaporemun.org/>

Facebook: [facebook.com/singaporemun](https://www.facebook.com/singaporemun)

Instagram: [@singaporemun](https://www.instagram.com/singaporemun)





THANK YOU FOR
SUPPORTING
SMUN 25!

