

# IFG

INTERFACULTYGAMES



## MARKETING DECK 2022



OFFICIAL\_IFG



INTERFACULTYGAMES

A Project Of:

nus UNITE & IGNITE  
students'  
sportsclub

Established in 1979,  
NUSSSC is one of the  
largest and most active  
student organisations  
on campus with **18**  
***Member Clubs*** and **5**  
***Sports Club Projects.***



MAR 2022



JUN 2022



JUL 2022



AUG-SEP 2022



SEP 2022



## Our Vision

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To be the **leading platform** for promoting community bonding through **recreational sports**



## Our Mission

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To promote recreational sports through active engagement with the NUS community to enrich student life

To value-add and support the **18 Member Clubs** as well as **5 Sports Club's Projects**, ensuring quality and excellence





# ABOUT IFG

INTERFACULTYGAMES



## NUS' LARGEST CAMPUS LIFE EVENT

Largest annual sporting event in  
NUS, with over 3000 athletes

# 1ST

PHYSICAL IFG EVENT  
SINCE COVID



# 1,365

FOLLOWERS



# 2,148

FOLLOWERS

## KEY EVENTS



### IFG SHOW

Exciting Opening and  
Closing Ceremonies held in  
NUS to showcase our  
vibrant student life.



### IFG SPORTS

Huge variety of more than  
27 sporting events across  
20 sports, including  
Esports, with participation  
by 10 faculties.

Outreach of over **50,000**  
students and staff.



# WHAT WE CAN OFFER



We would be honored to have YOU as a sponsor for IFG 2022. We believe this partnership will bring many **valuable opportunities** for both YOU and IFG to leverage on.

## **AUDIENCE**

With our extensive publicity channels, we can increase your brand exposure to over 50,000 NUS students and staff.

## **BRANDING**

Being the largest sporting event in NUS, we will be able to extensively propagate your brand name within the NUS community.

## **CONTINUITY**

We are able to provide many opportunities to incorporate your brand into other NUS sporting events along with subsequent years of IFG.

# FORMS OF Sponsorships

## Cash



Cash sponsorships allow us to better fund the expenses of our event, aiding the needs of our athletes and supporters, and to ensure that the event goes smoothly.

Product or Service sponsorships allow us to show appreciation and recognition towards the people involved in IFG 2022.

Examples of such sponsorships include:  
**Goodie bag items, Winner Prizes, lucky draw prizes and food-catering services.**

## Product/Service





4

# Types of Product Sponsorships



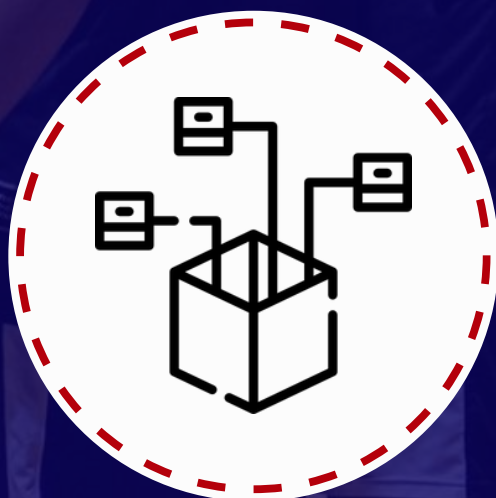
**Athlete Packs**



**Goodie Bags**



**Prizes & Awards**



**Logistical Support**

\* The Types of Product Sponsorship listed above serve as a reference and can be negotiated.

# Sponsorship Tiers

	Platinum	Gold	Silver	Bronze
Product/Service Sponsorship	>\$20,000	>\$15,000	>\$10,000	<\$5,000
Cash Sponsorship	>\$10,000	>\$5,000	>\$2,500	<\$1,000
Sponsor Logo & Click-through Links on IFG Website	✓	✓	✓	✓
Stories on IFG Facebook & Instagram	✓	✓	✓	✓
Appreciation Posts on IFG Facebook & Instagram	✓	✓	✓	
Sponsor Logo on IFG Poster & Banner*	✓	✓		
Verbal Appreciation During Ceremonies†	✓	✓		
Sponsor Logo on Stage Backdrop* †	✓			
Advertising Boards/ Retractable Banners**	✓			

Kindly note that the event format is subjected to changes.

The benefits listed above serve as a reference and can be negotiated.

The benefits for Voucher Sponsorships are to be capped at the Bronze tier.

All captions of social media posts will be at the discretion of NUS IFG 2022.

\*Placement and size of logos are to be decided by NUS IFG 2022.

\*\*All advertising boards and retractable banners are to be provided by sponsors.

† Subject to adjustments in the event that SMM measures changes, transitioning into an online event.



# BECOME OUR **PARTNER** TODAY!

Together,  
we can make IFG 2022 a marked success!

## CONTACT INFORMATION



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should you have any queries, or if  
you are interested in any of our  
other projects.



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