

AMERICAN ASSOCIATION OF SINGAPORE PRESENTS

The **88<sup>TH</sup>** George Washington Ball

# A NIGHT OF FABULOUS FORTUNE

*Our Premier Black-Tie Social Event*

Since 1933, members of American community and their friends have put on our glad rags and danced the night away! In 2024, we celebrate our 88<sup>th</sup> George Washington Ball! More than 400 members and guests come together to share an evening of food, drink, music, philanthropy, and FUN! Guests enjoy the live band, auctions and lucky draws. It's always a night to remember!

Guests are not only from the American community, but many Singaporeans and other nationalities also attend as well as many important people from the corporate community.

This year's theme is A Night of Fabulous Fortune and we are bringing all of the luck and good fortune befitting an 88<sup>th</sup> celebration!

**SATURDAY, JANUARY 27, 2024**

**THE RITZ-CARLTON MILLENIA SINGAPORE**



American Association  
of Singapore



## ABOUT THE CHARITY

This year, the George Washington Ball is supporting Over-the-Rainbow (OTR), a charity that works to improve youth mental wellness. OTR's mission is to transform mental wellness for the 21st century. They envision a world where mental illness is no longer stigmatized; where mental wellness is a life priority; and where every young person has the opportunity to realize their full potential through the journey of self-discovery, healing and transformation via holistic self-care and a supportive community.

A family tragedy in 2009 became the catalyst for the initiative that is Over-The-Rainbow. Chinese Americans Yen-Lu and Yee Ling Chow lost their son and only child Lawrence H. Chow to suicide on October 22, 2009. Lawrence was only 26, but had suffered from manic-depression for many years. Over-the-Rainbow is the story of how these grieving parents turned their loss into championing an important cause.

Since launching in October 2012, OTR has been a pioneer and trailblazer in the space of youth mental wellness – innovating and pushing the mental health envelope with countless programs and initiatives. Today, OTR provides affordable professional therapy for youth age 11-20. Parents of troubled youth can also find support. There is also a peer-to-peer self-help support group, a real-time text-based chat support service provided by trained volunteers, community outreach initiatives and a bi-annual magazine. Perhaps most importantly, OTR, via their flagship Wellbeing Champion program, works to empower more and more young people (and families) to achieve wellbeing through practices rooted in good self-care habits that are holistic and transformative. These initiatives and activities collectively have touched nearly a million lives through both online and offline touch-points, and transformed many others.



Initiatives provided by Over-the-Rainbow have become more important than ever. Suicide is the leading cause of death for 10–29-year-olds in Singapore and suicide rates are at an all-time high, steadily increasing year after year. In fact, 2022 saw the highest number of suicides in Singapore since 2000.

While Covid-19 put the spotlight on mental health and raised awareness on its importance, the stigma associated with mental illness has unfortunately persisted. Over-the-Rainbow aims to change the narrative around this and to help those struggling with mental health so that no parent has to go through what Yen-Lu and Yee Ling had to go through – losing a child to mental illness.

What started from the ashes of a heart-shattering family tragedy has transformed into a thriving organization with a mission that turned into a movement to transform mental wellness for the 21st century.

## DOUBLE FORTUNE COINS

In keeping with our theme, we are creating a Wall of Fortune. Personalized Double Fortune Coins are being sold for \$188 (for non-AAS members) and \$138 before October 15 and go to \$150 beginning October 16 (for AAS members). 100% of the net profits of the coins will go to charity.





American Association  
of Singapore

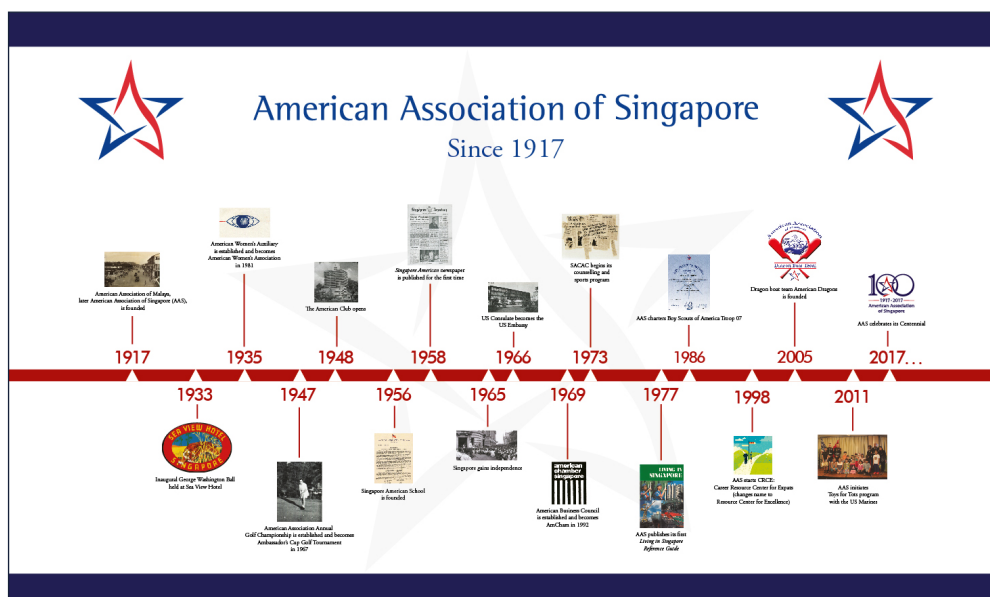
## ABOUT AMERICAN ASSOCIATION OF SINGAPORE

American Association of Singapore (AAS) is 106 years old, making it the oldest American association in the world. American Association of Singapore is the heart of the American community in Singapore. Simply, our goal is to enhance, promote and celebrate American culture in Singapore. Our membership hails from every corner of the globe as well as from the Singaporean community. Our mission? Fun and connection!

Over the years, AAS started most of the American organizations in Singapore:

- American Women's Association (1935)
- The American Club (1948)
- Singapore American School (1956)
- American Chamber of Commerce (1969)
- Singapore American Community Action Council (SACAC) (1973)
- Boy Scouts of America Troop 07 (1986)
- American Dragons dragon boat team (2005)
- Yankee Noodles softball team (2022)

We still maintain close relationships with our sister orgs today. We also work closely with American companies, the US Navy and US Embassy and serve as the connector for all the organizations.



## In-Kind Sponsorship Opportunities

We are always grateful for receiving In-Kind donations for utilization as prizes for our Lucky Draw and Auctions or take-home Table Gifts. If you would like to showcase your fine products or services, this is your chance!

The American Association of Singapore expects approximately 400 of Singapore's key corporate and community members to attend our premier black-tie 88th George Washington Ball, and portion of the proceeds this year will benefit Over-the-Rainbow (OTR), a charity that works to improve youth mental wellness. OTR's mission is to transform mental wellness for the 21st century.

In-Kind Sponsorship Benefits	Prize Value S\$8,888+	Prize Value S\$4,888+	Prize Value S\$2,888+	Prize Value S\$888 and under
<b>Branding</b>				
Company listing in the official event program/ digital material	✓	✓	✓	✓
Company mention within the prize write up in the official event program/ digital material	✓	✓	✓	✓
Company QR code at the prize display	✓	✓	n/a	n/a
<b>Printed &amp; Online Media</b>				
Company logo placement in post event coverage in <i>Living in Singapore</i> magazine (LIS)	✓	✓	✓	n/a
Full page advert in <i>Living in Singapore</i> magazine (LIS)	✓	n/a	n/a	n/a
Half-page advert in <i>Living in Singapore</i> magazine (LIS)	n/a	✓	n/a	n/a
Event banner ad on AAS home page for one week. Size: 980 (w) x 460 (h) pixels.	✓	✓	n/a	n/a
Company logo placement on AAS website event page	✓	✓	✓	n/a
Company's banner ad (980(w) x 460(h)) pixels in AAS EDM	2	1	n/a	n/a
Dedicated mention and links on social media	✓	✓	✓	✓
<b>Key Event Benefits</b>				
Complimentary tickets to the event	4	2	n/a	n/a
Company logo and image of donation displayed at the event on the LCD/ projected screen in main Ball Room	✓	✓	✓	✓
Company logo and company mention on prize display storage	✓	✓	✓	✓

Deadline for confirming all prize donations (description, logo, images) by **Wednesday, December 27, 2023**. All physical prizes must be received by **Friday, January 19, 2024**.

For further information on prize donations, contact Thila Chandra – email: [thila@aasingapore.com](mailto:thila@aasingapore.com) or Tel: +65 9321 2138.

If you are interested in other sponsorship opportunities at this prestigious event such as: **Opening Musical Act Sponsor, Fortune Telling Activities Sponsor, 360° Photo Booth Sponsor, VIP Room Entertainment Sponsor, Late Night Snacks Sponsor, or Lucky Lanterns Sponsor** please contact Melinda Murphy – email: [generalmanager@aasingapore.com](mailto:generalmanager@aasingapore.com) to discuss further.

## Cash Sponsorship Opportunities

We are always grateful for receiving cash donations to sponsor aspects of the event. If you would like to showcase your company, this is your chance!

The American Association of Singapore expects approximately 400 of Singapore's key corporate and community members to attend our premier black-tie 88th George Washington Ball, and portion of the proceeds this year will benefit Over-the-Rainbow (OTR), a charity that works to improve youth mental wellness. OTR's mission is to transform mental wellness for the 21st century.

Cash Sponsorship Benefits	Opening Musical Act S\$3,888	Fortune Telling Activities S\$3,888	360° Photo Booth S\$3,888	VIP Room Entertainment S\$2,888	Late Night Snacks S\$2,888	Lucky Lanterns S\$2,888
<b>Branding</b>						
Company listing in the official event program/ digital material	✓	✓	✓	✓	✓	✓
Company logo on snack box	n/a	n/a	n/a	n/a	✓	n/a
<b>Printed &amp; Online Media</b>						
Company logo placement in post event coverage in <i>Living in Singapore</i> magazine (LIS)	✓	✓	✓	✓	✓	✓
Full page advert in <i>Living in Singapore</i> magazine (LIS)	n/a	n/a	n/a	n/a	n/a	n/a
Half-page advert in <i>Living in Singapore</i> magazine (LIS)	✓	✓	✓	✓	✓	✓
Event banner ad on AAS home page for one week. Size: 980 (w) x 460 (h) pixels.	✓	✓	✓	✓	✓	✓
Company logo placement on AAS website event page	✓	✓	✓	✓	✓	✓
Company's banner ad (980(w) x 460(h)) pixels in AAS EDM	1	1	1	1	1	1
Dedicated mention and links on social media	✓	✓	✓	✓	✓	✓
<b>Key Event Benefits</b>						
Complimentary tickets to the event	2	2	2	2	2	2
Company logo and image of donation displayed at the event on the LCD/projected screen in main Ball Room	✓	✓	✓	✓	✓	✓
Emcee Recognition at the event	n/a	n/a	n/a	n/a	n/a	n/a
Theme-appropriate sponsor banner at event	✓	✓	✓	✓	✓	✓

Deadline for confirming all donations (description, logo, images) is **Wednesday, December 27, 2023**.

For further information or to become a sponsor, contact Thila Chandra, email: [thila@aasingapore.com](mailto:thila@aasingapore.com) or Tel: +65 9321 2138, or Melinda Murphy – email: [generalmanager@aasingapore.com](mailto:generalmanager@aasingapore.com).

## CORPORATE TABLE

Corporate Tables - S\$8,888

The George Washington Ball offers a unique sponsorship opportunity for your company to give back to the community and create brand awareness. Invite your prestigious clients, board members and/or staff to make your evening a memorable one!

Corporate tables are available for S\$8,888 which includes the following benefits:

- Invitation to event for ten guests
- VIP Champagne reception for ten guests
- VIP table placement
- Treated to a special VIP entertainment
- Company logo placement in event program
- Company logo on event ticket
- Company logo on auction bidding app
- Pre and post event media coverage in the *Living in Singapore* magazine
- Company mention on AAS social media
- One-page advertisement in the event program
- Large, theme-appropriate sponsor signage at event



Scan here to purchase a table