

ANNEX D

TEAM SINGAPORE AT 25TH SEA GAMES LAOS, VIENTIANE 2009

ABOUT TEAM SINGAPORE WELL-WISHING CAMPAIGN

Campaign Overview

The national well-wishing campaign aims to rally support for the Team Singapore contingent who will be participating in the 25th SEA Games Laos, Vientiane 2009. The campaign will be running from 9 November to 18 December 2009.

The main objective of the campaign is to rally Singaporeans to show their support for Team Singapore in their quest for sporting glory by sending in their well wishes for the contingent. The campaign aims to garner at least 100,000 well-wishes.

This year's campaign will be riding on the abbreviation: 'L.I.V.E', which signifies the meaning and power of cheers on Team Singapore athletes –

Lifts their Spirits',
Inspire their Dreams',
Voice your Support'
Encourage them Today'.

For the first time, Singaporeans can keep track of which part of Singapore the well-wishes are coming from. The Team Singapore website (www.teamsingapore.com.sg) will feature a map of Singapore, which will be divided into four zones.

The counter on each zone will be updated according to which part of Singapore the well-wisher is residing in.

A grand lucky draw will take place on 23 November and the well-wishers stand to win the following prizes:

1st Prize: A pair of *Support Team Singapore in Laos Package*, which includes airfares, accommodation and entry tickets to selected events, and Team Singapore Premiums and other prizes worth \$2,500

2nd Prize: Team Singapore Premiums, NTUC FairPrice vouchers and other prizes worth \$800

3rd Prize: Team Singapore Premiums, NTUC FairPrice vouchers and other prizes worth \$500

Supporters who submit their well-wishes after the grand lucky draw can still stand a chance to win the following prizes for the 18 December Lucky Draw:

1st prize: Team Singapore Premiums and NTUC Vouchers and other prizes worth \$200

2nd prize: Team Singapore Premiums and NTUC Vouchers and other prizes worth \$100

3rd prize: Team Singapore Premiums and NTUC Vouchers and other prizes worth \$50

Submission of Well-Wishes

Singaporeans can send in their well-wishes to the Team Singapore contingent via three avenues – texting their support through Short Message Services (SMS) or sending their well wishes online at Team Singapore’s website at www.teamsingapore.com.sg. Alternatively, they can also catch the roving video crew to record their well wishes for Team Singapore at our roadshows.

a) Short Message Services (SMS)

The SMS mode allows the public to submit their well-wishes at their convenience from their mobile phones. Supporters can send in their well-wishes in the following format:

Teamsg#[Sender Name]#[NRIC]#[Postalcode]#[Message] and send it to 77688.

Their messages will then appear on the Team Singapore 25th SEA Games Well-wishing website.

b) Online Well-Wishes

The public can also submit their well-wishes online by typing in their messages onto the Team Singapore website. Their messages will then appear with their names, and the counter on the Singapore map will be updated almost instantaneously. These entries will also be automatically included in the same grand lucky draw as stated above.

c) Video Clips via Team Singapore Roadshows

The public can also record video clips of their well-wishes at the various Team Singapore roadshows from 13 Nov – 5 Dec 2009, where groups of students from Institute of Higher Learnings (IHLs) and Young Team Singapore Ambassadors (YTSAs) will be mobilised to gather well-wishes on the ground.

The video messages will be filmed and edited by IHL students and subsequently uploaded onto the Team Singapore website.

A separate on-the-spot lucky draw dip will be conducted at these roadshows for the video messages. Prizes include a pair of Support Team Singapore in Laos Package, amongst other Team Singapore premiums, vouchers and sponsor prizes.

For the public who are camera-shy, they can opt to send their well-wishes via SMS on the spot at these roadshows via a Team Singapore phone, provided by the YTSAs. Their well-wishes will appear on the Team Singapore website and will automatically be included in the online/SMS messages grand lucky draw.