



Appendix C: About the new sponsors

28th SEA Games New Sponsors

Official Sponsors (Tier 2)



Sponsor Company	Volvo
Remarks	<p>Volvo will be supporting the Games by providing more than 180 premium cars for ferrying of visiting dignitaries, VIPs and certain operations.</p> <p>The cars will be new and carry Games livery and branding and customised car plate numbers.</p>
About the Company	<p>As the Official Car Sponsor of SEA Games 2015, Volvo is proud to provide a fleet of cars that reflect the common athletic traits of agility, performance and excellence. The presence of these Volvo cars at the event will echo both the dynamism and energy of SEA Games 2015.</p> <p>www.volvo.com</p>

Atos

Sponsor Company	ATOS
Remarks	ATOS will be developing the Games Management System - the backbone of the games operations which handles accreditations, scheduling, competition line-ups and timing, scoring and results.
About the Company	Atos SE (Societas Europaea) is a leader in digital services with 2013 pro forma annual revenue of €10 billion and 86,000 employees in 66 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Security solutions, as well as transactional services. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games. www.ap.atos.net



Sponsor Company	Anderco
Remarks	Anderco will be supporting the Games with over 185 Storage containers and temporary office containers used at games venues for ticketing booths, technology back offices and broadcast operations.
About the Company	Anderco offers well-designed quality temporary housing and facilities. Close to two decades as Singapore's market leader, Anderco offers turnkey solutions including design and build and fit-outworks. Their range of prefabricated housings, cabins and refurbished containers are ideal as workers' accommodation, warehouses, canteens, guardhouses and for many other purposes. www.anderco.com.sg

Official Partners (Tier 3)



Sponsor Company	100 Plus
Remarks	100 Plus will be supporting the games with Isotonic drinks for athletes, officials and workforce
About the Company	<p>Singapore's No. 1 isotonic drink, 100PLUS helps to replenish lost fluids, energy and electrolytes to combat the effects of dehydration, heat, and exertion – enabling you to achieve peak performance in your daily active lifestyle.</p> <p>100PLUS is the sponsor of major sports events, national sports associations, Singapore Sports Hub and many more, with the strong commitment to support sports development & advocate active lifestyle in Singapore.</p> <p>http://www.100plus.com.sg/</p>



Sponsor Company	Focus Media
Remarks	Focus Media will be providing media space sponsorship through Focus Media OOH networks across Singapore
About the Company	<p>The next-generation digital Out-of-Home (OOH) media company: Available at the elevator lobbies of premium office & commercial buildings located in the prime business districts of Hong Kong and Singapore, reaching the highly-desired but hardest-to-reach group of business executives in a captive environment.</p> <p>Also operates a vast In-store digital network that provides a Point-Of-Sale advertising platform for brands sold at leading retail chain-stores in Hong Kong and Singapore.</p> <p>www.focusmedia.com/</p>



Sponsor Company	GP Batteries
Remarks	GP Batteries will be supplying batteries used for equipment needed for Games operations and also for the interactive kits used during Opening and Closing Ceremonies.
About the Company	GP Batteries International Limited has been listed on the Mainboard of the Singapore Exchange Securities Trading Limited since 1991. The Group is principally engaged in the development, manufacture and marketing of batteries and battery-related products. http://www.gpbatteries.com.sg/



Sponsor Company	Milo (Nestle)
Remarks	Milo will be supporting the games F&B operations with Milo and NesCafe products and featuring the Milo Van at games venues and carnival activities.
About the Company	MILO® is a nutritious, chocolate malt beverage made from the natural goodness of malt, milk and cocoa. MILO® contains PROTOMALT® a unique malt extract giving you energy to go further. In 2006, MILO® attained the Healthier Choice status from Health Promotion Board. As Singapore's favourite energy drink, more than 1 million cups of MILO® are given free to Singaporeans annually through various sports and community events. www.facebook.com/MILOsingapore



Sponsor Company	Pilot Pen Singapore
Remarks	Pilot will be sponsoring over 150,000 writing instruments and accessories to the Games. The sponsorship is a key milestone in Pilot's ongoing community efforts and steadfast commitment in cultivating young sports talents as well as providing platforms for them.
About the Company	<p>Pilot Pen (S) Pte Ltd is the leading brand of writing instruments in Singapore. Through tireless research and development, Pilot has innovated new technological breakthroughs in its writing instruments.</p> <p>Pilot has taken an active approach towards cultivating young sporting talents in Singapore. Since 1994, Pilot has supported schools' badminton tournaments through the Pilot Pen Cup and the Pilot Pen National Age Group (Singles) Championships. In 2010, Pilot Pen Singapore was the official writing instrument sponsor of the inaugural Singapore Youth Olympic Games.</p> <p>www.pilotpen.com.sg</p>



Sponsor Company	Positive Intentions
Remarks	Positive Intentions will be providing team building workshops to strengthen the bond between all volunteers towards delivering a successful SEA Games.
About the Company	<p>At Positive Intentions, we believe in the power of individuals nurturing through our signature PowerUP™ programs which are firmly rooted by our core values. We aim to enable and empower our clients to form the essential foundations to achieve personal success by leading powerful and enriching lives.</p> <p>www.pipl.com.sg</p>



Sponsor Company	Weber Shandwick
Remarks	Weber Shandwick will be supporting the Games by handling all games related media duties as well as training and managing the media volunteers during Games time.
About the Company	<p>Weber Shandwick is a leading global public relations firm with offices in 81 countries. The firm's diverse team has won the most prestigious awards in the world for innovative, creative approaches and impactful work. The firm deploys deep expertise across sectors and specialty areas, including sports marketing. The sports marketing specialty works with some of the biggest sports brands in Asia Pacific, fuelling the imagination and aspiration of billions of sports fans around the planet.</p> <p>www.webershandwick.com</p>

Official Supporters (Tier 4)



Sponsor Company	ApacTix
Remarks	APACTix will be providing the ticketing platform and sales for all ticketed events as well as the opening and closing ceremonies for the games. APACTix offers a combination of technology, retail distribution, and fan-friendly ticketing services.
About the Company	<p>APACTix started business in Singapore in May 2013, providing ticketing services for the Singapore Sports Hub under the brand of Sports Hub Tix. APACTix is expanding its presence in Asia by offering ticketing technology and services to venues and promoters. APACTix is a sister company to Paciolan, an industry leader in ticketing technology. APACTix and Paciolan are both wholly owned subsidiaries of Comcast-Spectacor.</p> <p>https://www.facebook.com/APACTix</p>



Sponsor Company	Marketing Institute of Singapore
Remarks	Marketing Institute of Singapore will be providing venues for the training of the staff & games time leaders, teambuilding and functional areas activities/events, etc. in preparation for the 28 th SEA Games 2015.
About the Company	<p>Marketing Institute of Singapore (MIS) is the <i>National body for Sales and Marketing</i> that was established in 1973. Through its Membership Services, Executive Development Services and Continuing Education Services arm, MIS has nurtured more than 50,000 Sales and Marketing practitioners over the years with the provision of networking opportunities via diverse events and professional learning & development programmes.</p> <p>www.mis.org.sg</p>



Sponsor Company	Mgg Software
Remarks	Mgg Software has provided services to create web applications for 28 th SEA Games.
About the Company	<p>Started in 1997, Mgg software is a home-grown Singapore IT company, with offices in Indonesia as well.</p> <p>Always seeking to be at the forefront of the industry, mgg software provides solutions such as web applications, mobile apps, notification platforms, solutions and training expertise.</p> <p>Mgg software has also developed the Schools' Notification and Attendance App (snaapp) which is currently being used by more than 10% of the schools in Singapore.</p> <p>http://www.mggsoftware.com/</p>



Sponsor Company	SportPsych Consulting
Remarks	SportPsych Consulting will be equipping Athletes, parents of athletes, coaches and managers with necessary skills to perform their role and achieve their desired outcome.
About the Company	<p>SportPsych Consulting provides a wide variety of specialised coaching, training and psychological testing services to enhance individual & team performances under pressure situations in more 40 different domains (e.g., sport, business, sales, trading, performing arts, military applications).</p> <p>www.sportpsychconsulting.com</p>



Sponsor Company	Tai Sun
Remarks	Tai Sun will be sponsoring 300,000 packets of roasted peanuts for OCC fun packs and volunteers.
About the Company	<p>Tai Sun (Lim Kee) Food Industries is a family-owned producer of quality snack foods in Singapore. From its humble beginnings in the kitchen of founders Lim Jit Syong and Han Yew Lang in the 1960s, Tai Sun is today a leading producer of an ever-growing range of snack foods. Its brands include Nature's Wonders, UCA Cassava Chips, Tai Sun nuts and TREATZ, and are distributed at supermarkets island-wide and in over 10 countries.</p> <p>http://www.taisun.com.sg/</p>