

SRA SINGAPORE
RETAILERS
ASSOCIATION



**SRA RETAIL AWARDS
GALA DINNER 2023**

Book your table now!

**GUEST OF HONOUR
MS SIM ANN
SENIOR MINISTER OF STATE
MINISTRY OF FOREIGN AFFAIRS
MINISTRY OF NATIONAL DEVELOPMENT**

**THURSDAY 16 NOVEMBER 2023 | 6PM TO 10PM
FAIRMONT SINGAPORE, PADANG & COLLYER ROOM
80 Bras Basah Rd, Singapore 189560**

ABOUT THE EVENT



Celebrate retail excellence & innovation



Recognise achievements amongst the retail community

Night of networking, fun & excitement

Over 600 C-suite retail leaders, business owners and representatives from the retail industry, business partners and government agencies are expected at the prestigious SRA Retail Awards Gala Dinner on 16 Nov 2023.

Join us to reconnect, renew old ties and forge new relationships !

Enjoy a night of revelry & excitement as we unveil and celebrate the Winners of our 15 Retail Awards.

ABOUT THE SRA RETAIL AWARDS 2023



Launched in 2000, the SRA Retail Awards promote and celebrate **innovation, creativity and excellence** in the retail industry. In our 22nd Edition, this year’s Retail Awards bear special meaning as we reflect on the incredible journey taken by retailers who have successfully manoeuvred the post Covid-19 retail landscape and adapted to new processes.

The 15 Award Categories are designed to spotlight retailers’ passion, resilience, innovation and collaborative spirit demonstrated since overcoming the post Covid-19 challenges.

Award Categories.

Organisation

1. Retailer of the Year
2. Most Promising Local Retail Brand
3. Best Experiential Retail Store
4. Best Retail Business Transformation Strategy
5. Best Retail Customer Experience Initiative
6. Best Retail Sustainability Initiative
7. Best Efforts in Corporate Social Responsibility (Retail)
8. Best New Retail Store

Individual

1. Retail Leader of the Year
2. Retail Manager of the Year
3. Retail Executive of the Year

Public Voting :

1. Best Efforts in Centre Management (Shopping Centre)
2. Best Efforts in Advertising & Promotions (Shopping Centre)
3. My Favourite Online Store
4. My Favourite Shopping Mall

SRA RETAIL AWARDS 2023 – CATEGORIES (ORGANISATION)

Retailer of the Year

NEW!

This award recognises retail businesses that continue to innovate and grow during a time of disruption and have demonstrated outstanding results in the areas of financial & performance growth. Having been at the forefront of digitalisation & transformation, they will set a benchmark for the greater industry to follow. Open to retail companies operating in Singapore during the qualifying period.

Most Promising Local Retail Brand

NEW!

Singapore is home to a few well-known and loved lifestyle brands that give added vibrancy to the Singapore retail scene. This category seeks to recognise local retail brands that have a strong brand concept & reputation and have demonstrated brand performance & growth while inspiring passion in others. Open to homegrown local retail brands that began operations in Singapore in the past 3 years.

Best Experiential Retail Store

(<1,000 sq ft or >1,000 sq ft)

NEW!

Experiential retail is an important marketing strategy in this digital landscape where physical retail spaces offer additional experiences beyond browsing or buying products. This category seeks to recognise retailers who have successfully implemented experiential retail strategies within the qualifying period in areas such as omnichannel offerings, personalisation, value-added services, localisation, pop-ups and community-focused spaces.

SRA RETAIL AWARDS 2023 – CATEGORIES (ORGANISATION)

Best Retail Business Transformation Strategy

NEW!

The Covid-19 pandemic forced unprecedented changes in the retail industry. To adapt to this crisis, many retailers found themselves embarking on a transformation journey in the digital world and also relooked at existing methods of doing business as a priority for sustained business growth. This category seeks to recognise retailers that have transformed in the past 2 years with proven efforts in the areas of digital/omnichannel transformation and business strategy, while embracing new ways of operating with the usage of other enabling technologies.

Best Retail Customer Experience Initiative

NEW!

The Customer experience (CX) in retail is essential in providing positive experiences at each touchpoint along the customer journey – both online and offline. This category seeks to recognise outstanding customer experiences delivered by retailers in-store, online or through an experiential event/activation that aims to connect with their customers within the qualifying period.

Best Retail Sustainability Initiative

NEW!

Consumers have become more conscious of how their lifestyles and shopping habits affect the planet. According to a Forrester Consulting study, 44% of consumers globally are more likely to buy from a brand with a clear commitment to sustainability. This category seeks to recognise retailers that have successfully implemented sustainability initiatives within their businesses.

SRA RETAIL AWARDS 2023 – CATEGORIES (ORGANISATION)

Best Efforts in Corporate Social Responsibility (Retail)

CSR is a key interest of customers, investors and other major stakeholders, as it is a defining factor of a company's values. This category recognises retailers, shopping malls and multi-use developments committed to making the world a better place through sustainable and inclusive economic goals, social development, and environmental protection. The Award will be presented to the retailer/shopping mall/multi-use development which had the most innovative and effective CSR initiatives during the qualifying period.

Best New Retail Store

Brick-and-mortar stores are crucial for retailers to engage with customers, as well as showcase their products and innovative retail concepts. Amidst the Covid-19 pandemic, new retail stores have opened up in Singapore, adding vibrancy to the existing retail scene. This category seeks to encourage newcomers to the retail scene by recognising their dynamism and creativity. The Award will be presented to an outstanding establishment that entered the retail scene in Singapore for the first time under a new brick-and-mortar store name during the qualifying period.

SRA RETAIL AWARDS 2023 – CATEGORIES (INDIVIDUAL)

Retail Leader of the Year

NEW!

Retail leaders are the bedrock of every successful organisation. This category looks to commend outstanding and dedicated individuals who motivate, inspire and grow their retail businesses with exemplary retail leadership skills in management, strategy, HR & organisation capability. Open to C-Suite executives (CEO, MD, Executive Director) employed in Singapore's retail industry.

Retail Manager of the Year

A great manager is someone who can inspire, motivate and support their teams and colleagues. They lead and guide their teams to success, dare to make tough choices, and seek continuous improvement. This category seeks to recognise and celebrate the achievements of outstanding managers in Singapore's retail industry who have excelled at supporting their organisation and are aged 31 or above as of 31 May 2022.

Retail Executive of the Year

Organisations are always on the hunt for remarkable young executives who strive for personal and organisational excellence, exceed expectations, and go above and beyond their call of duty. This category looks to commend the achievements and contributions of outstanding young executives in Singapore's retail industry, who are aged 30 or below as of 31 May 2022.

SRA RETAIL AWARDS 2023 – CATEGORIES (PUBLIC VOTING)

My Favourite Online Store



This category is open for public voting and seeks to recognise the most popular online store among shoppers in Singapore.

My Favourite Shopping Mall



This category is open for public voting and seeks to recognise the most popular online store among shoppers in Singapore.

Best Efforts in Centre Management (Shopping Centre)

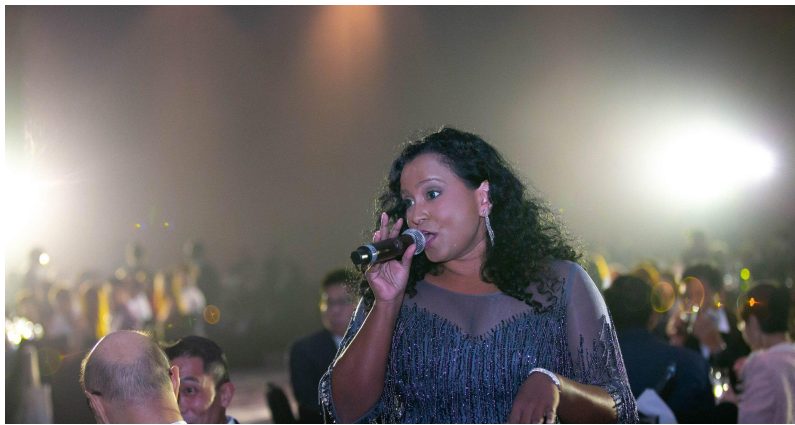
This category will recognise the most popular shopping mall in terms of their outstanding centre management efforts (in mall interiors, SMM, safety and security, facilities management, tenant communications, etc.).

Best Efforts in Advertising & Promotions (Shopping Centre)

Tenants of shopping malls are an integral part of advertising and promotional efforts. This category is a platform for retailers to show their appreciation for the shopping mall that has supported them during the Covid-19 period, in the areas of omnichannel marketing strategies and innovative and effective A&P campaigns.



AN EVENING OF REVELRY AND NETWORKING



FUN AND ENTERTAINMENT GALORE !

A BUSINESS SPONSORSHIP OPPORTUNITY

The SRA Retail Awards Gala Dinner 2023 will provide companies with incredible opportunities to market your brand, reach new customers, improve your public perception and potentially increase sales.

Through the business sponsorship, you will reap invaluable exposure to connect with a quality audience and strengthen your brand image, foster trust and credibility and generate leads for business growth.

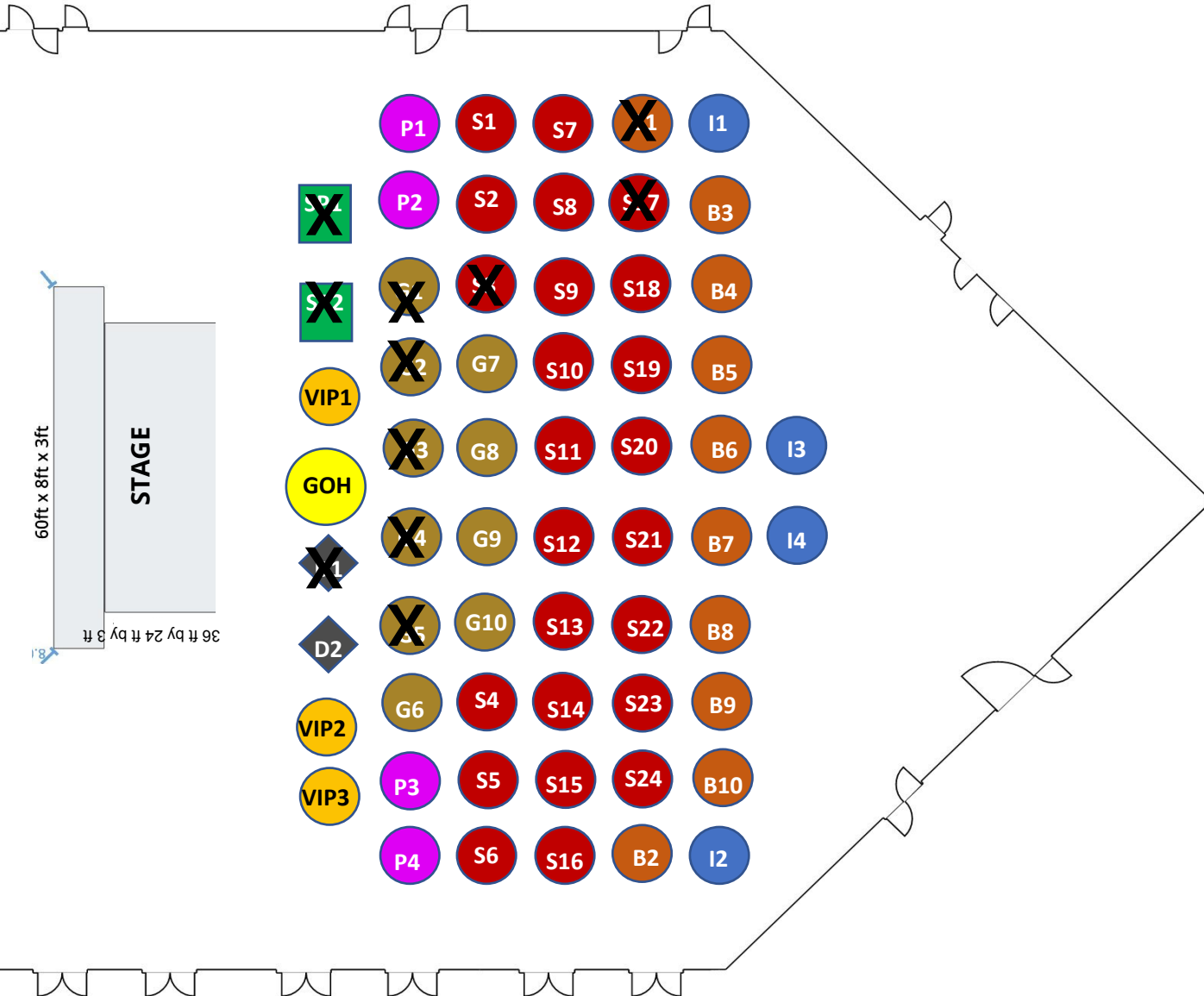


BOOST YOUR BRAND VISIBILITY. GENERATE LEADS. WIN NEW CUSTOMERS.

- Brand booth
- Product demonstration
- Guests Activity (Photobooth)
- Lucky Draw Prizes & Door Gifts

- *Note: Sponsor to bear set-up/activity costs of booth*

EVENT FLOORPLAN



- Legend:**
- Diamond Table (D1 to D2)
 - Sapphire Table (SP1 to SP2)
 - GOH Table
 - VIP Table (VIP 1 to VIP 3)
 - Platinum Table (P1 to P4)
 - Gold Table (G1 to G10)
 - Silver Table (S1 to S24)
 - Bronze Table (B1 to B10)
 - Individual Table (I1 to I4)

Tier	Availability	Sponsorship Amt
GOH/VIP	4 tables	NA
Diamond	1 Set (2 tables)	\$20,000
Platinum	2 Sets (4 tables)	\$18,000
Sapphire	2 tables	\$15,000
Gold	10 tables	\$12,000
Silver	24 tables	\$5,000
Bronze	10 tables	\$3,000
Individual	4 tables (40 seats)	\$450 (per seat)
TOTAL	60 Tables	

DIAMOND SPONSORSHIP PACKAGE

For your generous sponsorship of \$20,000, you will be accorded the following:-

- Acknowledgement as 'Event Partner' with logo acknowledgement on SRA's social media channels – SRA Website, Facebook & LinkedIn
- Acknowledgement as 'Event Partner' with logo acknowledgement on all onsite event marketing collaterals at the event venue – digital stage backdrop, electronic email marketing, programme collaterals and relevant event advertising materials
- Exclusive invitation to be part of 'Welcome Party' to receive GOH (ministerial level) and network with SRA Council Members and selected government agencies
- Exclusive access to host esteemed retail leaders* at your table
- Brand booth at the gala dinner for stronger brand greater awareness, business leads and potentially adoption of business solutions
- Recipient of SRA's 'Retail Industry Valued Partner Award'
- 2 Tables with Premium seating - alongside GOH/VIP Tables with complimentary 3 bottles of champagne and 4 bottles of wine
- Dedicated EDM* to SRA Members / social media post* to promote your product / service offerings

Note: Design, content development & production of brand materials and installation of brand booths (outside of SRA specified provisions) will be borne by Sponsor.

*Other terms and conditions apply. Subject to availability.

SAPPHIRE SPONSORSHIP PACKAGE

For your generous sponsorship of \$15,000, you will be accorded the following:-

- Acknowledgement as 'Event Partner' with logo acknowledgement on SRA's social media channels – SRA Website, Facebook & LinkedIn
- Acknowledgement as 'Event Partner' with logo acknowledgement on all onsite event marketing collaterals at the event venue – digital stage backdrop, electronic email marketing, programme collaterals and relevant event advertising materials
- Exclusive access to host esteemed retail leaders* at your table
- Brand booth at the gala dinner for stronger brand greater awareness, business leads and potentially adoption of business solutions
- Recipient of SRA's 'Retail Industry Valued Partner Award'
- 1 Table with Premium seating - alongside GOH/VIP Tables with complimentary 3 bottles of champagne and 4 bottles of wine
- Dedicated EDM* to SRA Members / social media post* to promote your product / service offerings

Note: Design, content development & production of brand materials and installation of brand booths (outside of SRA specified provisions) will be borne by Sponsor.

*Other terms and conditions apply. Subject to availability.

TABLE SPONSORSHIP PACKAGES

Benefits as per Sponsorship Package*	Platinum \$18,000	Gold \$12,000	Silver \$5,000	Bronze \$3,000
Gift bag	★	★	★	★
Seating of a table of 10 pax (unless otherwise stated)	2 tables	★	★	★
Corporate branding featured on each table	★	★	★	—
Complimentary champagne per table	3 bottles	3 bottles	1 bottle	—
Double the chances during lucky draw	★	★	★	—
Premium seats (nearer to the stage)	★	★	—	—
Credit mention on table menu/programme booklet	★	★	—	—
Company logo & hyperlink on SRA website (pre/post event)	★	★	—	—
Credit mention on SRA social media platforms	★	★	—	—
Valued Retail Industry Partners plaque	★	★	—	—
Priority service staff	★	—	—	—
Credit mention during opening speech by Emcee	★	—	—	—

***** All prices are subject to 8% GST**



Empower Business | Build Connections | Transform Retail

THANK YOU

To confirm your sponsorship & for further enquiries, please contact:

Anwar Roslan

HP: +65 8893 0796

E: anwar@sra.org.sg

1 Coleman Street The Adelphi #05-11B Singapore 179803

T: (65) 6360 0188 | E: info@sra.org.sg | W: www.sra.org.sg

