

KICKSTART A PARTNERSHIP

WITH US



LOCATION

1 Coleman St, #05-11B The Adelphi,
Singapore 179803

CONTACT US

Tel: +65 6360 0188 | Email: info@sra.org.sg
Website: <https://www.sra.org.sg/>

CHANNELS



Founded in 1977, we are the representative body for the retail industry which champion Business Development & Innovation, Internationalisation and Retail Talent Development.

A not-for-profit non-governmental organisation, SRA is governed by a Council whose members hail from some of Singapore's most reputed and progressive retail companies.

VISION

To be the **respected and collective voice** of the retail industry

MISSION

Advance the interests of the retail industry via insights, education, and strategic collaborations

OUR ROLE

- Help play a fundamental role to drive Singapore's retail scene towards the next level of innovation, service excellence and profitability
- Expand your network with industry leaders and players locally and regionally for strategic collaborations
- Be connected to useful resources and services to transform and grow your business further

OUTREACH

 **>4,000** Companies

 **~ 80%** C-suite level members

 **~30** Events annually

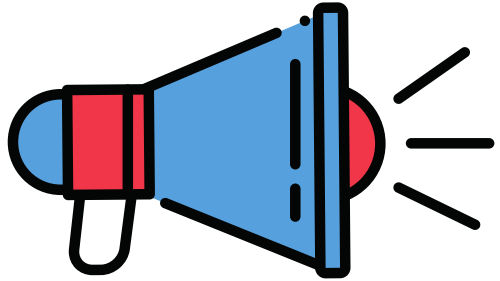
 **~10,000** Participants at events annually

**MAXIMISE
REACH**
WITH US

MARKETING AVENUES

- 01 THE RETAIL PULSE
- 02 SRA'S WEBSITE
- 03 EMAILINGS / EDMS
- 04 SOCIAL MEDIA
- 05 WEBINARS / SEMINARS
- 06 GOSPREE.SG
- 07 SIGNATURE EVENTS

SPONSORSHIP WITH SRA OFFERS A MULTITUDE OF BENEFITS



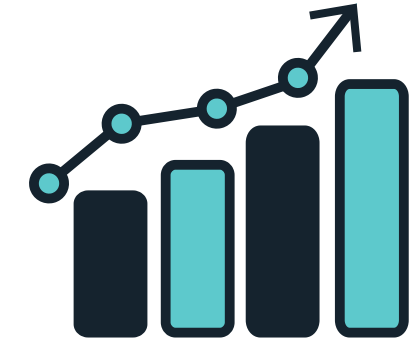
Elevate
brand visibility



Demonstrate
industry expertise



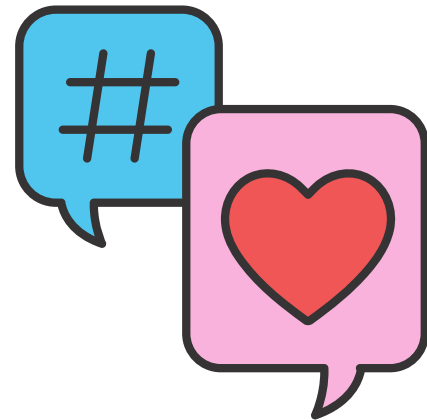
Attract and attain
top talent



Increase
sales prospects



Optimise highly targeted
marketing opportunities



Leverage on media exposure
& PR announcements



Showcase latest products,
services & technologies



Establish new
collaboration opportunities

THE RETAIL PULSE

A platform to provide value and potentially enhance relations with subscribers by sharing updates of the latest events and news related to the retail industry.

OPPORTUNITIES

- Surveys
- Sponsored Articles
- Advertisements



4,000 subscribers

CREDIBILITY

Showcase success stories to convince audience to take action

TARGETED REACH

Reach out to a niche audience that has a high potential for conversion.

LATEST INDUSTRY INSIGHTS

Provide subscribers with valuable retail insights from various expertise



SINGAPORE RETAILERS ASSOCIATION

JULY 2021

THE RETAIL PULSE



Dear SRA Community,

We have been busy!!

We've got a refreshed website for you to know your Association better! It is packed with the latest updates on upcoming SRA events and training programmes for your participation as well as resources on exclusive industry insights and what government grants are available for you. There is also a dedicated segment on the Code of Conduct (CoC) so do check in for more updates at www.sra.org.sg

A Retail Sector (Operations & Technology) roadmap titled "Re-Imagine Singapore Retail" has also been developed by SRA by the industry, for the industry. SRA will be organising a series of webinars to share with you and the retail community at large about this 5-year SRA Retail Sector Roadmap and welcome industry leaders to participate in the relevant Task Force which will be formed to implement the various key initiatives to achieve the various desired outcomes. Stay tuned!

With manpower a constant challenge to overcome, don't miss out on our Job Redesign Workshops where we will impart to retailers the necessary skills to build a future ready and productive workforce in response to today's growing digital economy.

Our collaboration with Lazada for SRA's signature Great Singapore Sales (GSS) has turned in great results! Looking forward to SRA members on LazMall load up great offers to end GSS on a high note on 7.7! Coming your way are more sales opportunities to help retailers generate more sales in our Gospreet 'Hari Raya Haji' Festive Sales promotions. Sign up if not already onboard!

Stay Safe!

Your SRA Secretariat Team

FEATURE ARTICLE: 5 THINGS TO FOCUS ON WHEN NAVIGATING THE NEW RETAIL LANDSCAPE



1. Earn the trust of shoppers
In a world where trust in institutions and organisations can feel in short supply, retailers who are felt to be working in the best interests of their customers will surely be disproportionately rewarded with their loyalty. Never has embedding and living the right values felt more important. This will be as true at a global level as it is at a hyper-local one.

2. (Re) Focus on purpose
Those retail firms that have endured are driven by a strong sense of purpose: that they exist to do more than purely transact with shoppers and make money for owners. The most admired retailers were all founded on a strong sense of purpose – to democratise affordable design (IKEA), to save people money so they can live better (Walmart), to promote the happiness of all of its customers (John Lewis). But it can feel that for some retailers a strong sense of purpose has been lost as financial goals came to dominate. All retailers will need a sharp focus on their deeper purpose if they are to earn or regain the trust of their shoppers.

3. Truly understand what shoppers want
Relatively less attention has been given to *how* shoppers want to engage with retailers. This needs to change. Retailers must be willing to move a long way from their historic roots and shopper engagement practices to secure their futures. Shopper behaviours have changed far more quickly than would have been thought possible before the pandemic and retailers must identify these changes, strip out the noise,

02 SRA WEBSITE



Over 2,000 page views a month

A platform that showcases what SRA is all about; inform visitors about the latest retail industry trends/reports, SRA events, resources to supplement businesses, and membership details

ONLINE 24/7

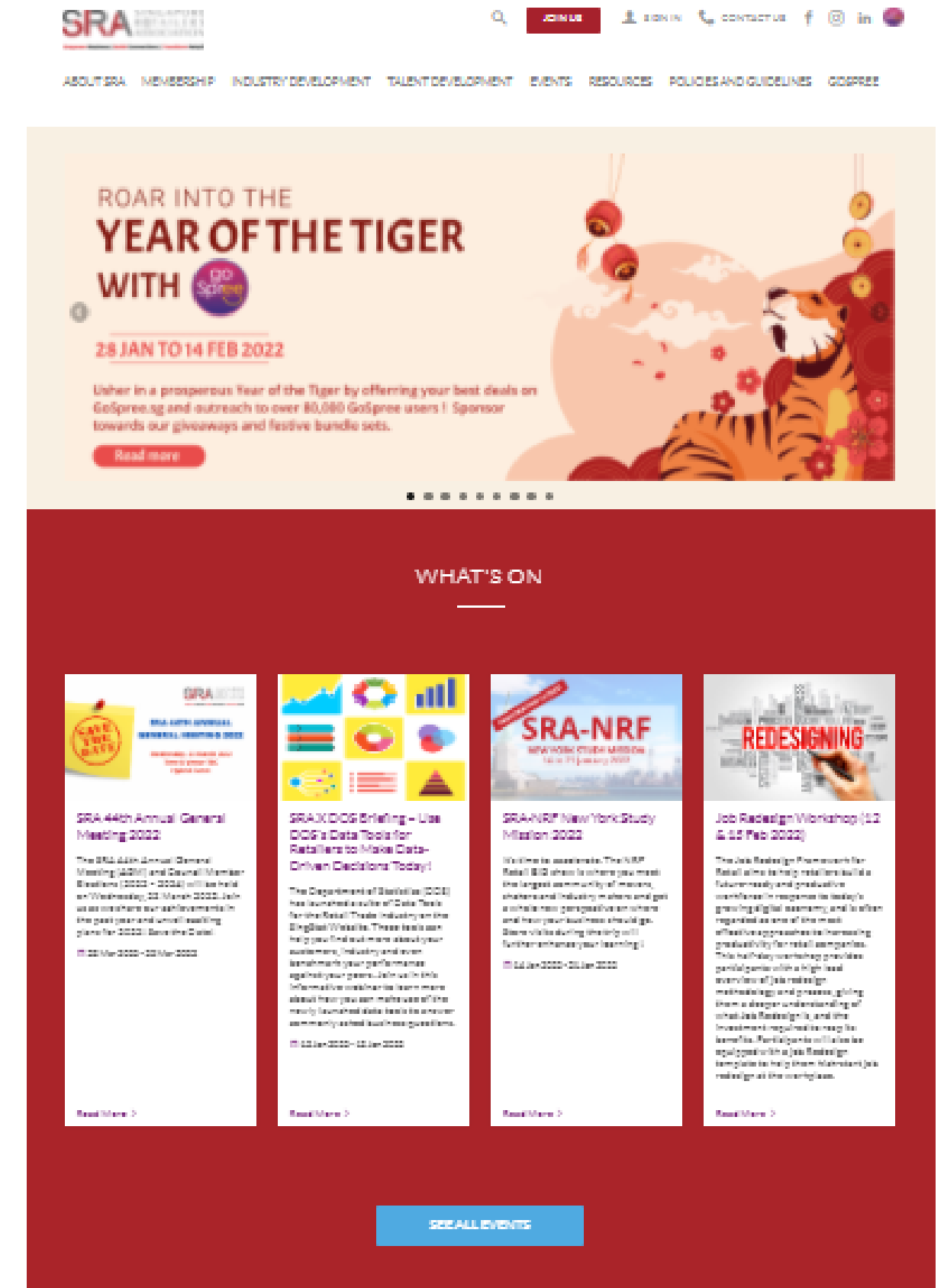
Your audience is able to view your advertisements at any time or place.

EXTENSIVE REACH

Accessible to the general public; an opportunity to reach out to a more diverse group of people.

BRAND EQUITY

Kickstart a long-term relationship with your customers and build brand equity; convert visitors to prospects.



03

EMAILINGS/EDMS



15 - 20% click through rate

A platform to communicate exclusively with our members; provide updates of the latest events and news related to the retail industry.

#1 TOOL FOR BUSINESSES

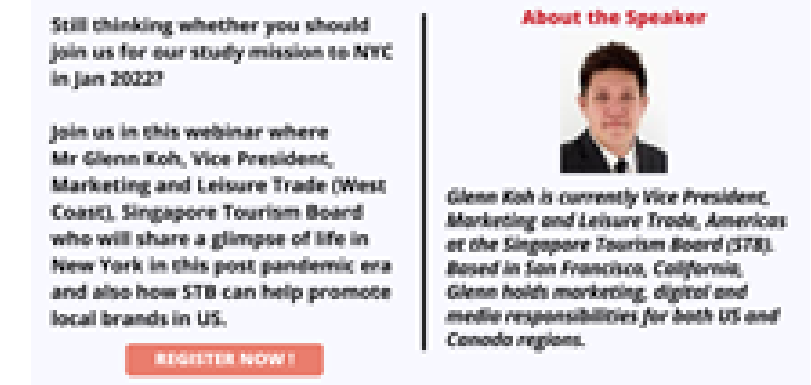
Fast and effective, email remains the top communication tool for businesses.

TARGETED REACH

Members will receive exclusive SRA initiatives arranged for them

TOP-OF-MIND AWARENESS

The regularity of our emails/ eDMs effectively engages and maintains a forefront position in the audience's minds.



SOCIAL MEDIA

A platform to share with all relevant stakeholders on the latest happenings of SRA from public access to professional network. SRA is active in all avenues and in constant outreach to the targeted audiences.

BOOST LEADS AND SALES

Easy and low-commitment way for potential customers to express interest

CLOSE TO HEART

Create Meaningful Engagements by introducing followers to the latest showcase on how existing customers are benefiting from your products

WEBSITE TRAFFIC

Directs followers to read the full article (and see more beautiful pictures) via the “link in website” and increase visitor rate

AVENUES

 **357** followers

 **916** followers

 **2,686** people like this

05

WEBINARS/ SEMINARS

Our webinars cover extensive topics such as branding, innovation, omnichannel retailing and digitalisation. Highly engaging and facilitates collaboration and communication with the audience.

PERSONAL CONNECTION

Engage your audience in real time, and foster deeper connections with your audience.

LASER TARGETED

Engage a niche audience that already expressed interest and is more inclined to convert.

NETWORK

An opportunity to meet and develop relationships with potential vendor, business partner or even investor.

OPPORTUNITIES

- Educational
- Product / Service
- Q&A
- Panel Discussion



Nanyang Technological University
Singapore



Nanyang Technopreneurship Center



yonyou



SRA
SINGAPORE
RETAILERS
ASSOCIATION

DIGITAL GROWTH AND BUSINESS OPTIMISATION FOR RETAIL INDUSTRY

In the "New Retail" era, go beyond adopting current e-commerce applications and consider developing your own dynamic middle platforms to conduct B2B and B2C marketing. Join industry experts as they share their insights on how digital transformation can be a way to pursue new and improved revenue streams and new business models.

REGISTER NOW

2 SEPT 2021, 3:00 - 4:30 PM
ONLINE WEBINAR
FOR ENQUIRIES, PLEASE CONTACT
MR DENZEL LIM AT 9329 8865

Keynote Speakers:



Mr. Sing Xin Yang, Stephen
Director, Industry Transformation
Singapore Retailers Association



Ms. Zhang Xinxin
Head of Trade & Distribution Division
Yonyou Singapore
No.1 ERP & Cloud Service Provider in Asia



Mr. Hu Jiafang
Chief Executive Officer
Addin.sg
The first vertically-integrated home products
e-commerce platform in Singapore

THIS EVENT IS JOINTLY BROUGHT TO YOU BY

NANYANG TECHNOLOGICAL UNIVERSITY
NANYANG TECHNOPRENEURSHIP CENTER
YONYOU (SINGAPORE) PTE LTD
SINGAPORE RETAILERS ASSOCIATION





SINGAPORE
RETAILERS
ASSOCIATION

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GOSPREE.SG

Consolidated promotions and deals from different retailers all around Singapore into one convenient portal; they can be redeemed both online and offline.

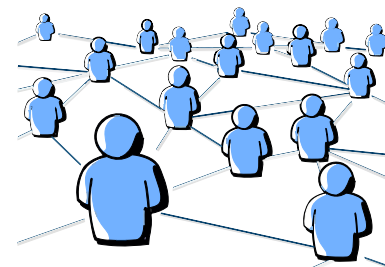
Promote your products & services through giveaways to engage with the consumers and create awareness on the online avenue.



Catalyst For GSS 2020

Undeterred by the pandemic, GoSpree played a pivotal role in transitioning to a new way of reaching customers in eGSS 2020.

GoSpree demonstrated its versatility in hosting multiple activities on the platform to elevate the customer experience.



Extensive Reach

Over 400 homegrown and global brands participated and offered more than 2,000 deals on gospreesg to drive domestic spending



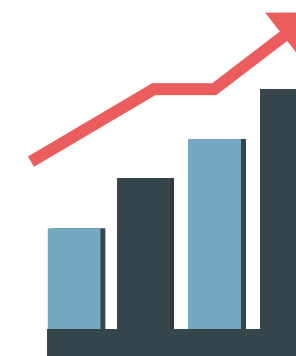
One Stop Shop

A centralised portal which houses a multitude of deals offered by different retailers; Allows for easy browsing and redemption of vouchers, all on one convenient platform.



International

The GoSpree platform reaches out to audience both locally and overseas.



Track Your Progress

Performance metrics are important in determining the effectiveness of your deals. Find out what works best for your brand!

SIGNATURE EVENTS

SRA strives to advance the industry through various events to forge relationships between businesses and government agencies via networking and market intel events.

As firm believers in the importance of recognition and lifelong learning, we host a multitude of events with the ultimate goal of driving businesses forward.

Partners throughout the years



Official Payment Card for
Singapore Golden Week 2017
and Official Payment Brand
for GSS 2018



Platinum eMall Partner and Platinum Telco
Partner for GSS 2020



Official eCommerce Partner for GSS 2021

STUDY MISSIONS/ BUSINESS MISSIONS

The SRA NRF study mission highlighted latest technology trends and learnings from the best-in-class retailers in the important areas of retail store innovation, technology implementation.

Be a sponsor for exclusive speaking opportunities on Retail insights and networking dinner to build connections through the mission



NRF Show 2022

THE GREAT SINGAPORE SALE (GSS)

Created by Singapore Retailers Association in 1994, GSS is an annual nationwide shopping event held in Singapore. It serves to amplify stores and malls shopping experience yearly while simultaneously promoting the tourism industry in Singapore.

Be our partner to be featured in multitude of activities with your products & services through various experience from online to offline.



GSS 2021

**SINGAPORE RETAIL
INDUSTRY
CONFERENCE &
EXHIBITION (SRIC.E)**

The largest annual gathering of retail leaders in Singapore. with over 700 attendees.

People from Institutes of Higher Learning and Trade Associations, as well as an esteemed line-up of speakers share insights, findings and case studies on the evolving consumer dynamics. Technological advancements in the industry are also discussed for the purposes of staying relevant and sustainable in the long run.

Join us as a keynote speakers in sharing your expertise with all the various Retail stakeholders.



SRIC.E 2019



Retail Tech Solutions



Presentations

**SRA RETAIL
AWARDS GALA
DINNER**

The awards seek to raise the standards, profile and image of the retail industry in Singapore so as to constantly add new and exciting dimensions to retail and take the industry to new heights.

Come together to award the achievements of the Retail organisations for their efforts in staying relevant and excel through the difficult times.



Gala Dinner 2019



EXSA (Retail) 2021

**EXCELLENT
SERVICE AWARD
(EXSA)**

This is a national award to recognise individuals who have delivered quality service.

EXSA Workshops are also provided to gain a deeper understanding of service excellence and make use of service innovation to enhance the customer experience.

Be a part to witness and support the celebration of outstanding service staff in their passion of work.



Golf Tournament 2019



**SRA ANNUAL
GOLF
TOURNAMENT**

The annual golf tournament makes full use of the spirit of sportsmanship to facilitate networking and team bonding.

Bond with our fellow retailers through a game to unwind and foster comradery.

BOOKING FORM - The Retail Pulse

RATES

Per insertion

Position	Member	Non-Member
① Prime Banner	\$500 <input type="checkbox"/>	\$1,000 <input type="checkbox"/>
.....		
② Middle Banner	\$400 <input type="checkbox"/>	\$800 <input type="checkbox"/>
.....		
③ Footer Banner	\$300 <input type="checkbox"/>	\$600 <input type="checkbox"/>
.....		

SPECIFICATIONS

- 620 W x 100 H
- JPEG format
- Resolution: 72 ppi
- Deadline: Within 5 working days before placement



*Not representative of exact dimensions

Per article

	Member	Non-Member
Half page Advertisement	\$1,500 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>
Full page Advertisement	\$3,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>
.....		

Total: \$

-Prices are subject to prevailing taxes
-Kindly tick the necessary according and the total will be calculated by the SRA secretariat.

BOOKING FORM - WEBSITE

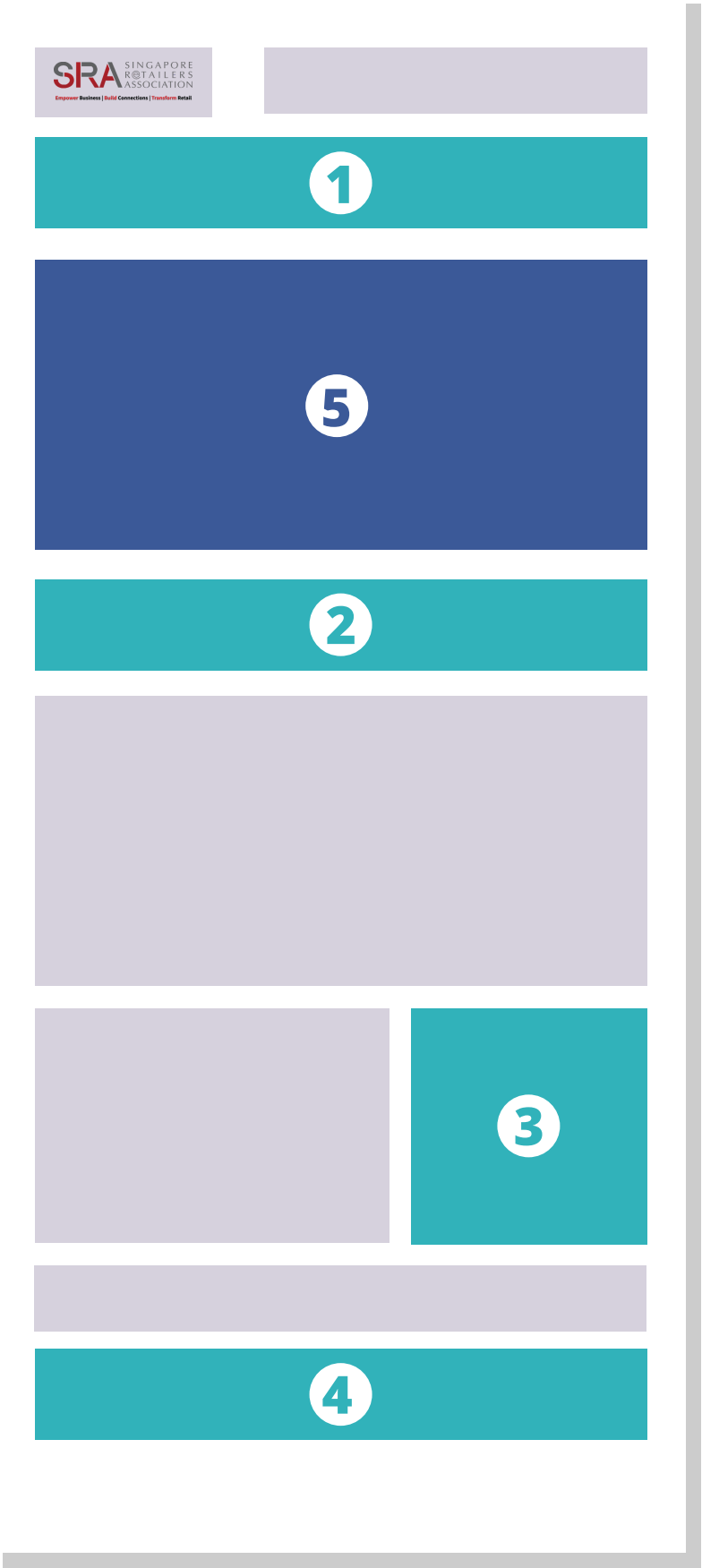
RATES

Per 30 days

Position	Member	Non-Member
1. Leaderboard Banner	\$1,500 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>
.....		
2. Middle Banner	\$1,200 <input type="checkbox"/>	\$2,400 <input type="checkbox"/>
.....		
3. Square Banner	\$800 <input type="checkbox"/>	\$1,600 <input type="checkbox"/>
.....		
4. Footer Banner	\$600 <input type="checkbox"/>	\$1,200 <input type="checkbox"/>
.....		

SPECIFICATIONS

- 793 W x 233 H
- JPEG format
- Resolution: 72 ppi
- Deadline: Within 5 working days before placement



*Not representative of exact dimensions

Position	Member	Non-Member
5 Carousel
1st Slide	\$5,000 <input type="checkbox"/>	\$10,000 <input type="checkbox"/>
.....		
Total: \$		

-Prices are subject to prevailing taxes
-Kindly tick the necessary according and the total will be calculated by the SRA secretariat.

BOOKING FORM - EMAILINGS/ EDMS

RATES

Per Circulation

Member

Non-Member

\$1,000 ☐

\$2,000 ☐

*For 1 time circulation only

Frequency

Monday ☐ Number of months ☐

Wednesday ☐ Total: \$

Friday ☐

.....

SRA EDM schedule

- 3 times a week
- Monday, Wednesday and Friday

SPECIFICATIONS

- Full-screen, full colour
- Either HTML or JPEG format with links
- Max width limit - 600 W
- Deadline: Within 5 working days before circulation

-Prices are subject to prevailing taxes
-The total cost will be tabulated by the SRA secretariat.



SRA X DOS Briefing - Use DOS's Data Tools for Retailers to Make Data-Driven Decisions Today!

The Department of Statistics (DOS) has recently launched a suite of [Data Tools for the Retail Trade Industry](#) on the SingStat Website. These tools can help you find out more about your customers, industry and even benchmark your performance against your peers. SRA is pleased to organise an online briefing and Q&A session by DOS for our members. Join us in this informative webinar to learn more about how you can make use of the newly launched data tools to answer commonly asked business questions.

Speakers

- Mr Joel Tan Feng Jie, Statistician, Department of Statistics
- Mr Tow Joon Han, Statistician, Department of Statistics

For enquiries, please contact Kemi at kemi.wong@sra.org.sg

**Kindly note that registration is only approved upon receipt of confirmation email 3 days prior to the event

BOOKING FORM - SOCIAL MEDIA

RATES

Per Posting

Member

Non-Member

\$500

☐

\$1,000

☐

Avenues

.....

Instagram

☐

How many times

☐

Linkedin

☐

Total: \$

Facebook

☐

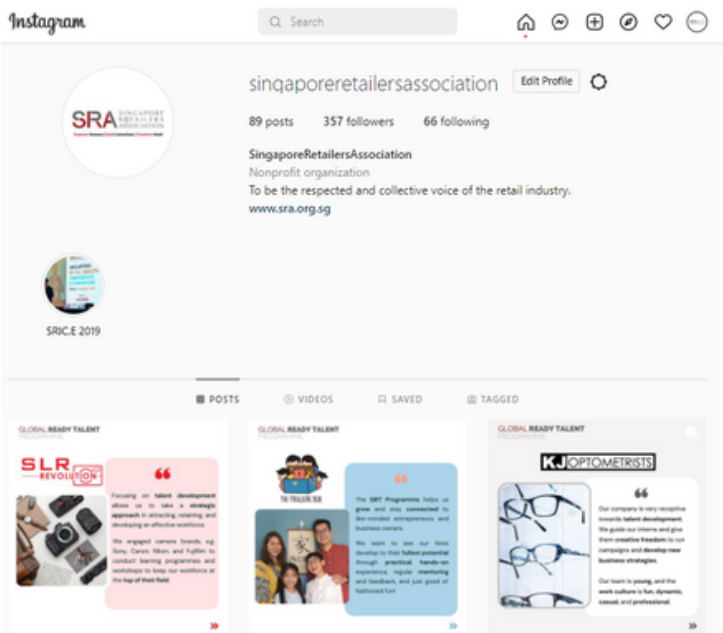
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*For 1 social media channel

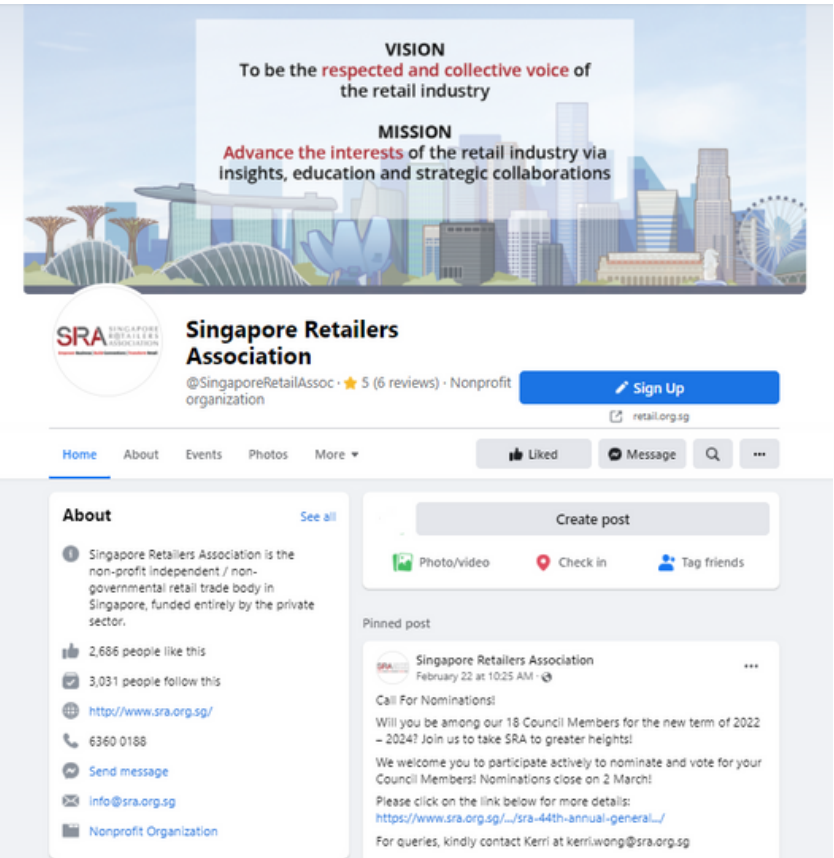
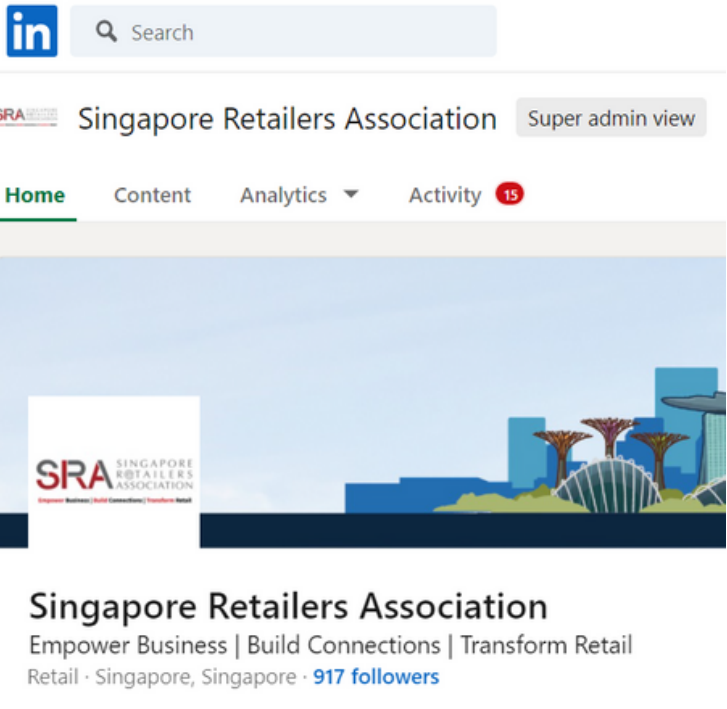
*Schedule is of 1 week 2 sponsored posts

SPECIFICATIONS

- JPEG format with links
- 1080 W x 1080 H
- Deadline: Within 5 working days before posting



-Prices are subject to prevailing taxes
-The total cost will be tabulated by the SRA secretariat.



BOOKING FORM - WEBINARS/ SEMINARS

RATES

Per Session

	Member		Non-Member	
Webinar	\$3,000	<input type="checkbox"/>	\$6,000	<input type="checkbox"/>
Seminar	\$3,500	<input type="checkbox"/>	\$7,000	<input type="checkbox"/>

*Prices are subject to prevailing taxes

PRE EVENT

- Customised event eDM with your logo
- 3 eDM insertions to communicate about event
- Promotion on SRA's social media
- Dedicated event page on SRA website with company logo featured

DURING WEBINAR/SEMINAR

- Speaking opportunity
- Sponsor acknowledgement by SRA
- Brand acknowledgement on holding slides

POST EVENT

- Brand exposure - event writeup on SRA website
- Lead generation
 - Post Event Report attendees list (with consent)
 - Video recording* on SRA website with your logo
 - Video recording* extended for your own communication
 - Post Webinar message/ eDM to all attendees

*subject to Terms & Conditions

SPONSORSHIP RECIPROCAL ACKNOWLEDGEMENTS

Benefits as per sponsorship package*	Platinum @ \$107,000*	Gold @ \$53,500*	Bronze @ \$21,400*	Customised* Kindly tick accordingly
Logo acknowledgement on SRA website for 1 year under Sponsors & Partners with hyperlink to sponsor website (each worth \$3,600)	★	★	★	
Speaking opportunities at events (main topic to be decided by SRA)	★ 3 events	★ 2 events	★ 1 event	
Feature of Sponsor in SRA all 3 Social Media channels (content to be provided by Sponsor and agreed by SRA) (each worth at least \$500)	★ 3 times	★ 2 times	★ 1 time	
Dedicated email blasts to SRA Member base (each worth at least \$1,000)	★ 8 EDMs	★ 4 EDMs	★ 2 EDMs	
Tables at the SRA Retail Awards Gala Dinner – Max 10 Pax (in view of SMM measures)	★ 1 Platinum Table Worth \$18,000	★ 1 Gold Table worth \$12,000	★ 1 Bronze Table worth \$3,000	

Benefits as per sponsorship package*	Platinum @ \$107,000*	Gold @ \$53,500*	Bronze @ \$21,400*	Customised* Kindly tick accordingly
Customised Retail events series in 2022 (each worth at least \$3,000)	★ 4 events	★ 3 events	★ 2 events	
Website banner advertising space for 1 year on SRA Website (worth at least \$9,600)	★ Leaderboard	★ Middle	★ Square	
Dedicated full page ad on the Retail Pulse (content to be provided by sponsor) (worth \$3,000)	★ 3 ads	★ 2 ads		
Complimentary SRA Associate membership (worth of \$750)	★ 5 years	★ 3 years		
Event partner on 2 SRA signature events (eg. Golf, Gala Dinner)	★			
Total worth	~106,000	~56,000	~\$28,000	

* All prices are subjected to 7% GST.

^ For customised package, kindly refer to the booking form for more information.

FOR OTHER CUSTOMISABLE PACKAGES?

CONTACT US

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