



SINGAPORE CRICKET CLUB

MEDIA KIT 2019

ABOUT SCC



Established in 1852, the Singapore Cricket Club is the premier sports and lifestyle club in the heart of the city. Framed by historic and modern buildings, the club sits on the iconic Padang.

The Singapore Cricket Club has a strong sports fraternity and hosts many sporting activities, including international level tournaments. With its range of local cuisine, fine dining options and many celebratory events, the Club is a choice meeting place for its distinctive community of members.

SCC SECTIONS



With our 13 Sports Sections and 1 Social Section, there are games, activities and events to suit our Members' different interests:

1. BALUT

2. BILLIARDS & SNOOKER

3. BOWLS

4. BRIDGE

5. CRICKET

6. DARTS

7. FOOTBALL

8. GOLF

9. HOCKEY

10. NETBALL

11. RUGBY

12. SQUASH

13. TENNIS

14. WINE CIRCLE

SCC DINING OUTLETS



Whatever it is that you are in the mood for - be it exquisite fine dining, relaxed *makan*, drinks and bar snacks while watching a game, etc - the SCC has a wide range of dining facilities for you:

- MAIN LOUNGE

- THE VICTORIA ROOM

- STUMPS

- MEN'S BAR

- THE OVAL & VERANDAH

- THE DELI

- THE PADANG RESTAURANT

SCC EVENTS & ACTIVITIES



SCC MARQUEE TOURNAMENTS



SCC INTERNATIONAL HOCKEY 6s TOURNAMENT : 2 - 3 MARCH 2019



SCC INTERNATIONAL SOCCER 7S : 23 - 24 MARCH 2019

SCC MARQUEE TOURNAMENTS



SCC INTERNATIONAL RUGBY7S : 1 - 3 NOVEMBER 2019



SCC INTERNATIONAL TWENTY20 : 2020 H2 (tentative)

SCC MEMBER PROFILE



PROFESSION

57% COMPANY DIRECTORS
16% SPECIALIST
9% FINANCIERS
6% GOVERNMENT
12% OTHERS

COUNTRY OF ORIGIN

61% SINGAPORE
16% EUROPE
14% SOUTH EAST ASIA & INDIA
6% AUSTRALIA & NEW ZEALAND
2% AMERICA
1% OTHERS

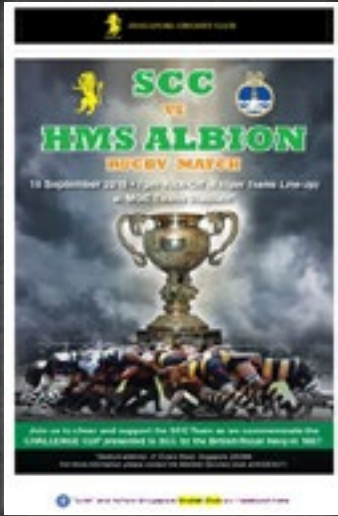
AGE

47% 46-65 YEARS
24% 66 YEARS & ABOVE
22% 26-45 YEARS
7% 12-25 YEARS

GENDER

64% MALE
36% FEMALE

SCC'S MARKETING CHANNELS



ONLINE@
scc.org.sg

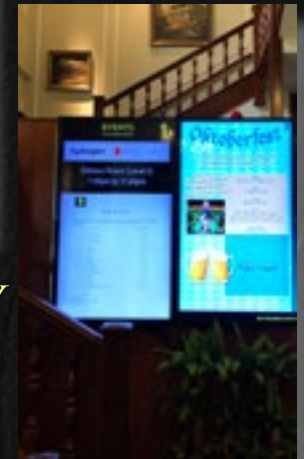


BI-MONTHLY
The Padang Magazine

EDM



Singapore Cricket Club
Established 1852



DIGITAL DISPLAY
SCREEN @
Main reception



TABLE TENT
CARD



SPONSORSHIP OPPORTUNITIES



THE PADANG ADVANTAGE

The Padang, SCC's official magazine, is one of the main communication channels between the Club and its 6,000 active Members.

Distributed bi-monthly to our exclusive Membership, The Padang is the ideal platform to reach our 20,000 readership - your target markets and effectively build brand awareness and promote your products and services.

CLUB NEWS



CLUB EVENTS



FOOD AND BEVERAGE



SPORTS





EDITORIAL CALENDAR

ISSUE	MAIN EVENTS	EDITORIAL FOCUS
JANUARY/FEBUARY	Chinese New Year	Family & Lifestyle,
MARCH/APRIL	International Women's Day	Key Female Personalities, Women's Health
MAY/JUNE	SCC Sports Awards Night	Sporting Achievements & Personalities, Health & Wellness
JULY/AUGUST	National Day	Local Brands, The Singapore Story & Heritage
SEPTEMBER/OCTOBER	SCC Night Race	Singapore Grand Prix. Lifestyle

Submission Deadline

10th of the month prior to publication

Preparation Tip

Keep text in the copy area to ensure that the copy is not trimmed off. Copy area is 5-7mm from the trimmed size

Submission Format

High resolution softcopy (300dpi) on CD or email in EPS, PSD, PDF or JPEG. File sizes more than 8MB may be emailed via a web-sharing engine



THE PADANG MAGAZINE

SPECIFICATIONS	TRIMMED SIZE	PUBLISHED RATES
OUTSIDE BACK COVER	297mm x 210mm	\$1,800
INSIDE FRONT COVER		\$1,600
INSIDE BACK COVER		\$1,600
FULL PAGE (A4)		\$1,400
HALF PAGE (PORTRAIT)	287mm x 95mm	\$700
HALF PAGE (LANDSCAPE)	138mm x 200mm	
QUARTER PAGE	138mm x 95mm	\$400
LOOSE INSERT	Size Varies	\$1,800

*Frequency discounts apply.

** Discounts are available for advertorials.

*** Specified prime position (e.g Page 3 or right hand page) request will be charged additional 10%.

**** All artwork require 5mm bleed.



DIGITAL ADVERTISING

DIGITAL DISPLAY SCREEN

Static poster (A3 portrait)

\$700 per week

DIGITAL SCREENSAVER DISPLAY FOR TOUCHSCREEN

Static poster (A3 landscape)

\$700 per week

Dynamic video (landscape)

\$900 per week

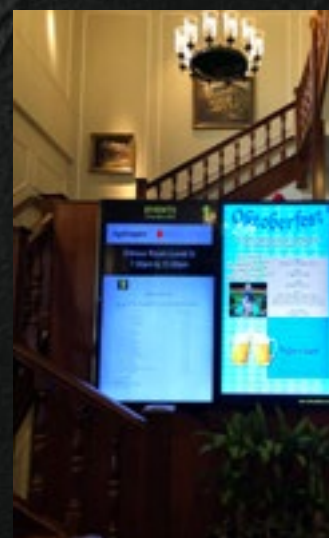
EDM

Static banner ad with hyperlink
850px x 350px (w x h)

\$500 per banner per EDM



EDMs



Digital Screen Display



Digital TV Screen



OUT OF HOME ADVERTISING



TABLE TENT CARD DISPLAY

(not inclusive of production)

Location: Oval & Verandah, Victoria Room	\$900 per week
Location: Padang Restaurant	\$1,000 per week
Location: Main Lounge	\$800
Location: Stumps Bar	\$800
Location: Men's Bar	\$700



BROCHURE DISTRIBUTION

(not inclusive of production)

Displayed at Main Reception Desk	\$400 per week
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SPONSORSHIP OPPORTUNITIES

If you would like to host or take part in one of our events, please speak to our Marcom Manager for further discussions about :

- CO-TITLE SPONSOR
- EVENT SPONSOR
- GOODIE BAG SPONSOR





FOR MORE INFORMATION AND AD BOOKINGS, PLEASE CONTACT

Trina Tan, Marcom Manager, at

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Singapore Cricket Club
Established 1892