



Singapore Manufacturers'  
Federation  
新加坡制造商联合会



Dear SMA members,

**Invitation to participate in the National Day Parade (NDP) Coupon Booklet 2009 at very Special Rate for SMA members**

The National Day Parade (NDP) is one of the highlights of the annual national day celebration. NDP 08 is made even more special as the parade will be held on the world's largest performance floating platform at Marina Bay.

Every year, close to 200,000 fun packs is given out to performers and spectators during the 3 NE shows, preview and the actual day. Another 30,000 are distributed to sponsors, community centres and at heartlands. Inside the fun packs, besides the regular goodies, you will also find a discount coupon booklet that is well-sorted after by members of the public.

The idea of the discount coupon booklet is to drive traffic to sponsors of NDP 09 and it also serves as a form of incentives to members of the public.

In collaboration with Greendot Media and NDP 09, Singapore Manufacturers' Federation has negotiated a very special rate for all SMA members. Instead of the usual \$6,500, all SMA members need only to pay **\$6,000** per coupon.

For **\$6,000**, your company is entitled to the following perks:-

1. 1 x discount coupon in 200,000 fun packs (4C x 1C)
2. 1 eCoupon on NDP 09 website and [www.mylifestylemap.com](http://www.mylifestylemap.com) website with 180,000 registered users and hyperlink to [www.ndp.org.sg](http://www.ndp.org.sg)
3. Artwork is provided
4. 1 prime banner on [www.mylifestylemap.com](http://www.mylifestylemap.com) for 2 months worth \$2,400

**Benefits of participation**

- Association with a national event
- Exposure to high ranking officials, ministers and VIPs
- Top-of-mind awareness for your company, products and services

- Generate additional revenues for your company

We warrant that this marketing channel will greatly benefit your company. Should you be interested to meet up for a discussion, kindly contact the exclusive marketing agent, Greendot Media Pte Ltd as follows:-

See Shir Li  
Executive Director  
Greendot Media Pte Ltd  
DID: 6222 1961  
HP: 9855 3264  
Email: [shirli@greendotmedia.com.sg](mailto:shirli@greendotmedia.com.sg)

Alternatively, you may fill up the form below and fax back to **6323 2391**.

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Please tick box below and fax back to **6323 2391**.

Yes. I am interested. Please provide me with more information.

Name:

(Mr/Mrs/Ms) \_\_\_\_\_

Company Name:

\_\_\_\_\_

Contact Details: \_\_\_\_\_(O)

\_\_\_\_\_ (HP)

No, I am not interested.