



Organizer

SINGAPORE JEWELLERS ASSOCIATION

38D North Canal Road, S059294

Tel : (65) 6533 4053 Fax : (65) 6533 0867

Email : info@sja.org.sg Website : www.sja.org.sg

Working Partner

ROTARY CLUB OF SINGAPORE EAST

Our Ref No : 003/47/2012

9 Apr 2012

Dear All Members

MANUFACTURING SPONSOR FOR SINGAPORE JEWELLERY DESIGN AWARD 2013

Singapore Jewellery Design Award 2013, a project spearheaded by the Singapore Jewellers Association, is specially structured to enable students to apply their design skills for the commercial market under the guidance of leading industry professionals. Students will be given the design requirements which reflect the current jewellery trend.

The most outstanding designs will be selected and made into jewellery to be marketed alongside with other jewellery of leading jewellery retailers.

The ultimate validation of a successful design is market acceptance. Winners will have the satisfaction of knowing how many pieces will be sold at the end of the year from the date of competition.

The **objectives** of this award are as follows:

- 1) To raise the quality of jewellery design in Singapore Jewellery Industry
- 2) To recognize aspiring young designers
- 3) To promote Singapore Jewellery Design

To enable smooth progress of SJDA 2013, our Association would like to invite your esteemed company to be the sole jewellery manufacturing sponsor for our Singapore Jewellery Design Award 2013.

As a sponsor, you will have the following benefits:

- Opportunity to create a theme for your jewellery collection and marketing.
- Being mentioned in all publicity materials of the Singapore Jewellery Design Award.
- Be associated with Singapore design trend.
- Ability to sell the winning pieces in your exclusive rights.
- Added marketing mileage for company's advertising campaign.
- Ability to attract young jewellery talents.

As a sponsor, you will be required to:

- Set criteria for the designs for the coming competition. These shall be within the manufacturer's marketing needs.
- Give advice to the 30 finalists to enhance their designs so as to fit into the jeweller's marketing needs.
- Produce the winning designs into jewellery. There are a total of nine (9) winning designs from three (3) categories, but only two pieces are to be made from each category.



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- Display and market the winning jewellery in the sponsor's retail showrooms. For every piece sold, a replacement piece has to be made. The jewelley would have to be displayed in the showrooms for twelve (12) months.
- Offer 10% of the nett sale to the winning designer as an additional incentive, but to be capped at a maximum of \$1,000.00 per piece. The difference goes to the sponsor.
- Cash sponsorship of S\$6,000.00 to cover part of the running costs.

The sponsor's name will be mentioned in the SJDA website, facebook, flyer, brochure, poster and newspaper as the sole manufacturing sponsor of SJDA 2013.

As only one manufacturing sponsor is needed, we would appreciate it if you could indicate your interest to us **by 15 April 2013.**

Please do contact us if you require further clarification.

Looking forward to your favourable reply.

Regards

Singapore Jewellers Association

Reply Form

Fax : **6533 0867**

We, _____ (company name) want to be the manufacturing sponsor for Singapore Jewellery Design Award 2013 and we agree to abide by the sponsorship requirements as stated.

Contact Person : _____ Tel : _____

Email : _____ Fax : _____

Signature / Name / Company Stamp

Date



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Information about Singapore Jewellery Design Award 2012

Total entry received : 1278

No of countries : 15

	Category A (A 组)	Category B (B 组)	Category C (C 组)
Winner (第一名)	Ms Winnie Wong Chin Jewellery Art Centre, Malaysia, KL	Ms Ho Man Ki Lee-Wai-Lee, Hong Kong	Ms Cherie Ting NAFA, Singapore
1 st Runner-up (第二名)	Ms Weng YiPing Nanyang Polytechnic, Singapore	Mr Liu Shu Jin Panyu Polytechnic, China	Mr Liu Shu Jin Panyu Polytechnic, China
2 nd Runner-up (第三名)	Mr Chong Jian Fei Chin Jewellery Art Centre, Malaysia KL	Mr Deng Dong Biao Panyu Polytechnic, China	Ms Michelle Doho Raffles Design Institute, Singapore

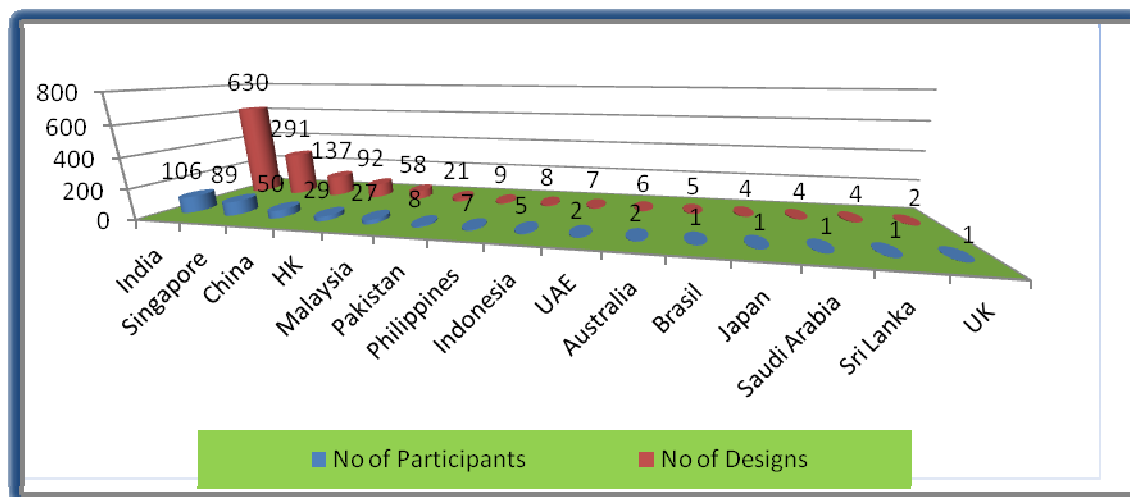
Singapore Jewellery Design Award ceremony is one of the highlight events of the Singapore International Jewellery Show (SIJS) . Last year, SIJS achieved a media value of S\$5.6 million.

Marketing of SJDA 2012

- Email blast to schools as listed on the internet
We sent a total of 92 emails to art schools in different countries, such as UK, Thailand, USA, HK, Australia, Philippines, Japan, Italy, Indonesia, China, Singapore, India, Canada, Sri Lanka, Malaysia, Colombo, and etc.
- SMS blast to students
A total of 40,000 SMSes were sent out.
- Follow-up phone calls
We have follow-up phone calls to local and overseas students.
- Banners, posters, and flyers
Put up banners and posters during Singapore International Jewellery Show, SIJS 2011. Thereafter, these banners were placed at local schools; Raffles, JDMIS, and NAFA.
- Social Media campaign
We have achieved a total of 6474 “likes” in our Facebook page, <http://www.facebook.com/pages/Singapore-Jewellery-Design-Awards/109356609161016>
- Visit local and overseas schools
We have visited three local and nine overseas schools to canvass for participants.

Statistic

SJDA 2012 participants



No	Country	No of Participants	No of Designs
1	India	106	630
2	Singapore	89	291
3	China	50	137
4	HK	29	92
5	Malaysia	27	58
6	Pakistan	8	21
7	Philippines	7	9
8	Indonesia	5	8
9	UAE	2	7
10	Australia	2	6
11	Brasil	1	5
12	Japan	1	4
13	Saudi Arabia	1	4
14	Sri Lanka	1	4
15	UK	1	2
	Total	334	1278