

# Take your brand to the next level



## We are the voice of the independent wealth sector in Singapore

Established in 2011 and recognised by the Monetary Authority of Singapore (MAS), the Association of Independent Wealth Managers (Singapore) (AIWM), represents the interests of Independent Wealth Managers/External Asset Managers and Family Offices. We aim to foster collective efforts to further the advancement of the independent wealth management model in Singapore.

By upskilling the practitioners, promoting dialogues with the regulators, facilitating more interactions and upholding the highest standards of excellence for independent wealth management services in Singapore, we empower the community to thrive and add vibrancy to Singapore's wealth management landscape.

## Our Purpose

**Architect a robust, inclusive and cohesive independent wealth ecosystem by**

- **Upskilling** practitioners with capability and capacity building
- **Uplifting** the independent wealth and family office community
- **Upholding** the highest standards of excellence for independent wealth management services in Singapore

## Our Core Values



**COMMITMENT**



**EXCELLENCE**



**INTEGRITY**



**PROFESSIONALISM**

## When you're committed to partnering, we're more than 100% behind you.

AIWM sponsors would be recognised and celebrated for their partnerships and commitment to the development of the independent wealth/EAM sector. Your sponsorship will allow us to keep the event costs low, and contribute towards our shared purpose of building a more robust, inclusive and cohesive AIWM community.

### Partnership Benefits Amplifying the Brand



**1,300+**  
**Subscribers**  
from over 80 active member firms



**20+**  
**Events**  
to connect and engage



**1,800+**  
**Unique Visitors**  
to AIWM website with  
over 2k followers on LinkedIn

Note: Figures are accurate as at 10 December 2024

# Sponsorship Categories & Entitlements

## Sponsorship Categories



### DIAMOND PARTNER

All-year round brand exposure on AIWM marketing platforms



### EVENT PARTNER

Choice of events to suit your needs



### IN-KIND PARTNER

Customise a package that suits your needs

## Sponsorship Entitlements



### DIAMOND PARTNER - SOLE SPONSOR

 <b>Sponsorship Entitlements</b>	<b>S\$20,000</b>
Logo on the home page of our website (1,800 visitors per month )	✓
Logo featured in the monthly newsletter	✓
Logo on roll-up banners	✓
Company tags included on social media handle, i.e. LinkedIn	✓
Additional seats on top of limit for each event	✓



## EVENT PARTNER

There are many different events to showcase your brand, credibility and thought leadership to a captive audience. Accommodating varying needs for visibility and financial capacities, we have designed three sponsorship packages. Sponsors for each event will be recognised according to the level of package purchased and receive the entitlements detailed in the table.

### I) SPONSORSHIP PACKAGE A

Valid for:

- AIWM CNY Dinner
- AIWM Year-End Dinner
- AIWM Executive Sparks
- Charity Event
- AIWM Annual General Meeting
- Networking Events

Sponsorship Entitlements / Tiers	Platinum S\$20,000 <small>(One available per event)</small>	Gold S\$10,000	Silver S\$5,000
Logo on all event collaterals: invitations, emails, banners, website	✓	✓	✓
Company tags included on social media (LinkedIn)	✓	✓	✓
Sponsorship featured in the monthly newsletter	✓	✓	✓
Display marketing materials and/or provide goodie bags at the event	✓	✓	
Additional guests on top of limit for the event	4	2	
Display of corporate banner on-site	✓	✓	
Acknowledgement of sponsorship in welcome remarks	✓	✓	✓
Opportunity for a 3- to 5-minute presentation at the event	✓		

## II) SPONSORSHIP PACKAGE B

Valid for AIWM Independent Wealth Summit 2025

The Association of Independent Wealth Managers (AIWM) Singapore, in collaboration with the Singapore Management University (SMU), is proud to host its inaugural AIWM Independent Wealth Summit on 3<sup>rd</sup> April 2025, which will bring together leading figures from the independent wealth ecosystem, academia, and industry experts to discuss the evolution of the industry in Singapore and beyond.

Sponsorship Entitlements / Tiers	Platinum S\$20,000 (Sole Sponsor)	Gold S\$10,000	Silver S\$5,000	Panel Discussion / Fireside Chat S\$10,000	Cocktail Reception S\$10,000 (Sole Sponsor)	Premiums S\$3,000 (Lanyard)
Logo on all event collaterals: invitations, emails, banners, website	✓	✓	✓	✓	✓	✓
Company tags included on social media (LinkedIn)	✓	✓	✓	✓	✓	✓
Sponsorship featured in the monthly newsletter	✓	✓	✓	✓	✓	✓
Acknowledgement of sponsorship in welcome remarks	✓	✓	✓	✓	✓	✓
Display marketing materials	1 booth on-site	1 booth on-site			1 booth on-site	
Opportunity for introductory address at the event					5- to 10-minute speech	
Speaking slot in panel discussion / fireside chat				As moderator or panellist		
Total registrations*	10	7	5	7	7	3
Sponsor designation across marketing collaterals	Platinum Partner	Gold Partner	Silver Partner	“In partnership with” designation during the panel session or fireside chat	Networking Partner	Logo co-branded on lanyard

\*Total registrations include the total number of participants attending the event, including speakers.

### III) SPONSORSHIP PACKAGE C

Valid for:

- AIWM Professional Excellence
- AIWM Regulatory & Compliance Update

Sponsorship Entitlements / Tiers	Gold S\$10,000 (One available per event)	Silver S\$5,000
Logo on all event collaterals: invitations, emails, banners, website	✓	✓
Company tags included on social media (LinkedIn)	✓	✓
Sponsorship featured in the monthly newsletter	✓	✓
Speaking slot(s) for a 30 to 45-min presentation at the event	2	1
Display marketing materials and/or provide goodie bags at the event	✓	
Additional guests on top of limit for the event	2	
Display of corporate banner on-site	✓	

### IN-KIND PARTNER

If you have other ideas or looking for a more customised sponsorship package, please let us know! We will work with you to create a more customised experience to meet your objectives!

## CONTACT US

If you have any questions or would like further clarifications of the sponsorship packages, please reach out via email to [sponsoring@aiwm.sg](mailto:sponsoring@aiwm.sg)

# 2025 CALENDAR OF EVENTS

<p>23 JAN</p> <p>CNY Dinner</p>	<p>14 FEB</p> <p>SMU Career Lunch Talk</p>		<p>14 MAR</p> <p>Leaders Roundtable</p>
<p>19 MAR</p> <p>AIWM Regulatory &amp; Compliance Update</p>		<p>3 APR</p> <p>AIWM Independent Wealth Summit</p>	<p>29 MAY</p> <p>AIWM Professional Excellence</p>
<p>13 JUN</p> <p>AIWM Regulatory &amp; Compliance Update</p>	<p>JUN</p> <p>Business Apero</p>	<p>5 SEP</p> <p>Charity Event</p>	
	<p>12 SEP</p> <p>AIWM Regulatory &amp; Compliance Update</p>	<p>SEP</p> <p>13<sup>th</sup> Annual General Meeting</p>	<p>16 OCT</p> <p>AIWM Professional Excellence</p>
<p>23 OCT</p> <p>AIWM Executive Sparks</p>	<p>27 NOV</p> <p>Year-End Dinner</p>		<p>12 DEC</p> <p>AIWM Regulatory &amp; Compliance Update</p>

Please note that event dates are subject to change. Any updates will be announced on our website.





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