



CORPORATE PROGRAMME

N S M
National Museum
of Singapore

THE NATIONAL MUSEUM OF SINGAPORE

Founded in 1887, the National Museum of Singapore is the oldest cultural institution in the country. As a social history museum, the National Museum of Singapore strives to inspire with stories of Singapore and the world.

We do this through our permanent galleries which provide a strong platform for a museum-centric educational approach, special exhibitions which provides engaging and reflective experiences for visitors, as well as our complimentary public programmes which promotes interactive learning, intergenerational bonding and community engagement for people from all walks of life.

As the most visited museum in Singapore, the National Museum is also highly popular among tourists (pre-Covid) and is also part of the immersive journey of integration for new citizens. No other institution in Singapore gives its audience the opportunity to learn about the history and growth of Singapore in such an innovative and engaging way.

To inspire with stories of Singapore and the world

THE NMS CORPORATE PROGRAMME

The Corporate Programme at the National Museum of Singapore is designed for corporations, institutions and foundations who wish to achieve their corporate mandate while making an impact on the community through heritage in Singapore.

‘PEOPLE DON’T BUY
WHAT YOU DO,
THEY BUY WHY YOU
DO IT,
AND WHAT YOU DO
SIMPLY PROVES
WHAT YOU BELIEVE
IN’

-SIMON SINEK-



Who is the NMS Corporate Programme for?

The Corporate Programme at the National Museum of Singapore is designed for corporations who have a strong conviction for the preservation of history and culture. A company whose values extend beyond just generating business, but one who is focused on legacy building and long-term impact for the community.

In addition, the Corporate Programme is ideal for organisations looking to strengthen employee engagement as well as develop unique stakeholder experiences.

Offerings of the Corporate Programme

The Corporate Programme is an avenue to support the museum and fulfil your employee/stakeholder engagement opportunities. By joining the Corporate Programme, you are able to:

- Enjoy access to the museum's offerings all year round through all-access exhibition passes
- Gain exclusive experiences through invitations to special events and previews
- Host your stakeholders to a unique experience / event at any one of the museum's spaces
- Enjoy recognition and acknowledgment on the museum's public platforms
- Provide your employees the opportunity to engage with culture through exclusive offerings
- Be an active part of Singapore's legacy building

Impact of your Support

Donations raised from the Corporate Programme will be channeled towards efforts in promoting Singapore's history and heritage through:

- Offering free access to the museum's galleries and community programmes to locals and PRs
- Engaging the underserved community through specially tailored programmes
- Developing experimental and experiential showcases to engage younger audiences
- Strengthening our accessibility initiatives so that people of all walks of life feel welcomed at the museum
- Acquisition of new artefacts to further strengthen Singapore's history
- Promoting the museum's offerings to reach a wider pool of audiences both locally and internationally

WE WELCOME YOU

With a donation of \$45,000 over a three-year period, our corporate partners enjoy the following:

- Acknowledgement as the museum's patron on the NMS Donor Wall and museum website
- Acknowledged at the National Heritage Board's Patron of Heritage Awards (POHA) and Annual Reports
- One-time complimentary venue usage at NMS and subsequent discounted venue usage for corporate events
- Access to the museum's galleries after hour to host exclusive clients and events
- One exclusive/customized curator's tour
- 100 *all-access exhibition passes to be utilized by your staff/ clients
- One talk by the museum in the workplace or at the museum
- Invitations to exclusive Museum hosted events
- **Tax deduction on the donation

TO SUPPORT THE MUSEUM THROUGH THE CORPORATE PROGRAMME, PLEASE FILL IN THE DETAILS BELOW AND RETURN TO **SUPPORTNMS@NHB.GOV.SG**

[] I WOULD LIKE TO FIND OUT MORE

[] I AM KEEN TO SUPPORT NMS THROUGH THE CORPORATE PROGRAMME

NAME:

ORGANISATION:

CONTACT NO:


EMAIL ADDRESS:

*ACCESS TO NMS' SPECIAL EXHIBITIONS, INSTALLATIONS, PERMANENT GALLERIES AND SHOWCASES. EXCLUDES ACCESS TO THIRD PARTY ORGANISED EVENTS / EXHIBITIONS

**250% TAX DEDUCTION FOR QUALIFYING DONATIONS MAY BE APPLICABLE TO CASH DONATION VALUE NET OF PRIVILEGES TREATED AS HAVING COMMERCIAL VALUE, FOR QUALIFYING DONATIONS. NOTWITHSTANDING ANY ADVICE OR RECEIPTS ISSUED BY NHB, THE TAX TREATMENT OF DONATIONS IS ULTIMATELY DETERMINED BY THE INLAND REVENUE AUTHORITY OF SINGAPORE (IRAS).

YOUR SUPPORT MAKES A WORLD OF DIFFERENCE

Museums have become vital social spaces which help communities reflect, connect and express perspectives on our shared experiences from past to present. More importantly, the museum is a vital platform to unite people and deepen their cultural awareness. Your support fully enables the museum to continue making an impact on the communities in Singapore for generations.



*"ALL GOOD MEN AND
WOMEN
MUST TAKE RESPONSIBILITY
TO CREATE LEGACIES
THAT WILL TAKE
THE NEXT GENERATION
TO A LEVEL
WE CAN ONLY IMAGINE"*

-JIM ROHN-