

**PRESS RELEASE**

## MARINA BAY SANDS COMMISSIONS LAGARDÈRE SPORTS TO MARKET SPONSORSHIP OPPORTUNITIES

*As Marina Bay Sands' sponsorship consultant, Lagardère Sports will leverage its international network to attract marketing content and drive commercial interest in the venue*

**Singapore, 4 March 2019** – Asia's leading business, leisure and entertainment destination, Marina Bay Sands, has appointed Lagardère Sports, one of the world's top sports and entertainment marketing agencies, as its Sponsorship Consultant to market commercial opportunities for the world-class integrated resort in Singapore.

With its state-of-the-art convention facilities, cutting-edge exhibitions at the ArtScience Museum, celebrity chef restaurants, 2,561 hotel rooms and suites, an unrivalled shopping mall, and other premium facilities, Marina Bay Sands attracted a record number of 46 million visitors in 2018 – predominantly from Singapore, Southeast Asia, North Asia, Europe, and North America.

The resort's celebrated architecture – comprising three iconic towers, capped by the extraordinary Sands SkyPark which boasts the world's largest infinity rooftop pool – is the quintessential image of Singapore. Its hotel enjoys an occupancy rate of nearly 97 per cent<sup>1</sup>, underscoring Marina Bay Sands' appeal as a premier entertainment destination for a broad range of consumers, from experience-seeking millennials to family decision-makers and prolific high net-worth individuals.

Maunik Thacker, Senior Vice President of Marketing at Marina Bay Sands, said: "Marina Bay Sands is set to play host to highly anticipated events and openings in 2019. Through our collaboration with Lagardère Sports, we hope to identify more opportunities for the integrated resort to forge meaningful partnerships and create impactful events that will resonate well with our visitors."

Adrian Staiti, Executive Vice President of Global Partnerships at Lagardère Sports, added, "Marina Bay Sands is endowed with a spectacular physical environment as well as multi-faceted entertainment options that makes it one of the most enviable locations in the world. Based on Lagardère Sports' experience in marketing premium global assets such as the English Premier League, Formula One and some of the world's top athletes, we are convinced that Marina Bay Sands offers an equally compelling proposition for brands to build meaningful relationships with a vast, captive audience."

"We are already in conversations with potential sponsors who are keen to leverage Marina Bay Sands' multifarious platforms to engage with the passion points of their target consumers, across shopping, food, entertainment, night life, art, and so much more. The possibilities for brands extend from new content creation to immersive experiences."

Since its launch in 2010, Marina Bay Sands has continually reinvested in the property's infrastructure and programming to offer unique and new experiences. Premier events such as *Epicurean Market*, a hallmark event that celebrates world-class wine, food and spirits, as well as *The Signature Series* – a week-long event with celebrity chef masterclasses, exclusive menus and late night parties – have struck a chord with visitors.

1. For the full year ended 31 December 2018.

On the entertainment front, its *Sands Live* concert series has enthralled audiences with blockbuster performances by some of the biggest stars in music, including Celine Dion, Michael Buble and Aaron Kwok. *Open Stage*, the integrated resort's quarterly concert series on the Event Plaza, continues to provide a platform to showcase up and coming musicians from Singapore and the Asian region.

Over the last eight years, ArtScience Museum has also welcomed ground-breaking and thought-provoking exhibitions, including *Titanic: The Artifact Exhibition (2011)*, *DreamWorks Animation: The Exhibition (2015)*, *NASA – A Human Adventure (2016)*, *HUMAN+ (2017)*, to name a few. The museum is currently showing *All Possible Paths: Richard Feynman's Curious Life*, *Minimalism: Space. Light. Object* and a refreshed permanent exhibition *Future World*.

More recently, the integrated resort launched new-to-market and first-to-Singapore dining concepts including LAVO Italian Restaurant & Rooftop Bar, Black Tap Craft Burgers & Beer, and Yardbird Southern Table & Bar. It also revamped attractions and introduced *Digital Light Canvas* at The Shoppes as well as light and water show *Spectra* on the waterfront of the Event Plaza.

This year, celebrated nightclub MARQUEE will be making its Asian debut at Marina Bay Sands on April 12. Set to be a game changer in the nightlife scene, MARQUEE will feature unique elements including a full sized eight-armed indoor Ferris wheel. It will be joined by the launch of AVENUE, a speakeasy-style lounge, in May, followed by KOMA, a modern Japanese eatery and sushi bar set to open within the year.

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#### **About Lagardère Sports**

One of the world's top sport marketing agencies, Lagardère Sports has operated in Asia Pacific for over 25 years and boasts a strong track record in realising long-term value for brands, venues, rights-holders and broadcasters. The agency manages some of the world's most renowned sporting talents and has exclusive access to more than 60,000 rights-holders, brands, hospitality clients and broadcasters globally. In addition, Lagardère Sports has long-term partnerships with three FIFA confederations, over 100 European football clubs, as well as two major U.S. professional sports leagues. As the Sponsorship Consultant Agency of Marina Bay Sands, Lagardère Sports will leverage its vast international network to attract a wide range of marketing content as well as drive commercial interest in the venue.

#### **About Marina Bay Sands**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

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