



Mentorship Programme IHLs Brief

Overview

SG60 celebrates Singapore's 60 years of independence and our shared journey of nation-building. But it also looks ahead to what we need to do for Singapore to continue to thrive and for all Singaporeans to be able to achieve their aspirations, as we build a shared future together. Anchored on the theme "Building Our Singapore Together", it invites us to explore opportunities - to continually build each other up whether it's through encouragement in the appreciation of our differences, boldness to act, resilience in adversity or simply caring for each other.

Celebrating this milestone in Singapore's journey is an opportunity for us to reflect on what it means to be Singaporean and reaffirm what we stand for.

About Flex Your Passion

We want to hear from you! Flex Your Passion is an invitation to students from Institutes of Higher Learning to produce works representative of the SG60 values that resonate with fellow youths, with the opportunity to learn from industry professionals and be guided under their mentorship.

Participants may participate in one of the following 2 categories:

- Short Film (Up to 10 minutes)
- Song (Up to 5 minutes)

Entries should be inspired by, and reflective of, the relevant briefs below.

Successful applicants' work will stand a chance to be showcased at the one-day SG60 youth event taking place in early July (date TBC). More details on the event to follow. The selected work will also be featured on Gov.sg social media channels.



The Brief: Film Submissions

Showcase your dreams / aspirations for the future of Singapore. Demonstrate how a supportive community can help us to build a stronger shared future together. Base the film on one of the following themes. Please refer to **Annex A** for more information on the themes to guide the content creation.

- Diverse pathways of success
- Environment & Sustainability
- Lifelong learning
- Social Cohesion
- Civic Action
- Interpersonal relationships

Expected Final Film Duration: Must exceed 1 minute but no longer than 10 minutes

Instructions: Film Concept Submissions

Submission Requirements

Please submit all required items via go.gov.sg/flexyourpassion. Submissions open 15 January 2025.

- Concept Deck (5 – 7 slides)
 - Indicate the theme selected. Film should centre around 1 chosen theme and convey a sense of togetherness.
 - Include the genre, logline, synopsis, film treatment and references and why/how it relates to the 1 theme selected.
- A short write-up of up to 150 words detailing why the selected theme was chosen and the meaning behind the film in connection to the chosen theme
- A short write-up of no more than 150 words in response to the guiding questions (in Annex A) of the selected theme.
- Budget Proposal (Up to \$10,000)
 - No budget limitations but only up to \$10,000 can be reimbursed based on reimbursement guidelines. Reimbursement guidelines will be provided at a later stage when the entries open.
- Portfolio / Curriculum Vitae of key team members
 - Minimum 3 members but no more than 10 members per team

Concept Judgment Criteria

1. Theme and Message Relevance (50%)
2. Originality and Creativity (30%)
3. Storytelling (20%)

At the end of the selection process, **up to 10 concepts** will be chosen to bring their vision to life, with the following budget provided:

Film Budget: Up to \$10,000 can be reimbursed

Payment Method (Reimbursement): 50% upfront funding based on budget proposal before commencement of film production. The remaining budget will be reimbursed upon final delivery of film. (i.e., Proposed Budget \$9,000, upfront 50% amount = \$4,500. If the Proposed budget is \$10,000, upfront 50% amount will be \$5,000. Budget capped at \$10,000.)

Regulations for Final Submission:

- Only narrative short films. No music / documentary videos
- Content must be suitable for general audiences (PG rating)
 - Non-partisan: Content should not promote political bias or favour/disfavour any political party
 - Community Sensitivities: Avoid content that may offend racial, religious or cultural groups in Singapore
 - Explicit content or profanity is not permitted
- No commercial branding or product placement is permitted
- Language must be in English and/or any official Singapore language (Chinese, Malay, Tamil)
 - English subtitles are required for non-English dialogue
- Each team may only submit one entry. Multiple entries will not be entertained
- Proper credits must be included at the end of the film
- Participants must be agreeable to **Ministry of Digital Development and Information (MDDI)** featuring their works on social and / or at any MDDI events

Submission Deadline: 10 February 2025



The Brief: Song Submissions

Showcase your dreams / aspirations for the future of Singapore. Demonstrate how a supportive community can help us to build a stronger shared future together. Base the song on one of the following themes. Please refer to **Annex A** for more information on the themes to guide the content creation.

- Diverse pathways of success
- Environment & Sustainability
- Lifelong learning
- Social Cohesion
- Civic Action
- Interpersonal relationships

Expected Final Song Duration: Must exceed 1 minute but no longer than 5 minutes

Instructions: Song Concept Submission

Please submit all required items via go.gov.sg/flexyourpassion. Submissions open 15 January 2025.

- 1x originally-composed Lyrics Sheet with 60-second sample recording of the song (acapella / electronically produced) in MP3/WAV format
- A short write-up of up to 150 words detailing why the selected theme was chosen and the meaning behind the song in connection to the chosen theme
- A short write-up of no more than 150 words in response to the guiding questions (in Annex A) of the selected theme.
- Budget Proposal (Up to \$5,000)
 - No budget limitations but only up to \$5,000 can be reimbursed based on reimbursement guidelines. Reimbursement guidelines will be provided at a later stage when the entries open.
- Portfolio / Curriculum Vitae of key team members
 - Minimum 1 member but no more than 5 members per team

Concept Judgment Criteria

1. Theme and Message Relevance (50%)
2. Originality and Creativity (20%)
3. Choice of words and structure (10%) e.g., rhyming, wordplays, flow.
4. Impressions and Impactfulness (20%) e.g. catchiness, memorable melody

At the end of the selection process, **up to 6 concepts** will be chosen to bring their melody to life, with the following budget provided:

Song Budget: Up to \$5,000 can be reimbursed

Payment Method (Reimbursement): 50% upfront funding based on budget proposal before commencement of song production. The remaining budget will be reimbursed upon final delivery of the song. (i.e., Proposed Budget \$4,000, upfront 50% amount =

\$2,000. If the Proposed budget is \$7,000, upfront 50% amount will be \$2,500. Budget capped at \$5,000.)

Regulations for Final Submission:

- Song must be an original composition (covers and remixes are not permitted)
- Applicants must not use any copyrighted music and shall not infringe on any individuals' rights for compositions used in their song.
- Content must be suitable for general audiences (PG rating)
 - Non-partisan: Content should not promote political bias or favour/disfavour any political party
 - Community Sensitivities: Avoid content that may offend racial, religious or cultural groups in Singapore
 - Explicit content or profanity is not permitted
- Language must be in English and / or any official Singapore language (Chinese, Malay, Tamil)
 - Lyrics must be submitted in text format
 - Lyrics in non-English language must be submitted with English translation
- Each team and/or individual may only submit one entry. Multiple entries will not be entertained
- Participants must be agreeable to Ministry of Digital Development and Information (**MDDI**) featuring their works on social and / or at any MDDI events
- Shortlisted song will be showcased and performed at the SG60 youth event in early July. If shortlisted participant is unable to perform the song, he/she should find another performer for the showcase.

Submission Deadline: 10 February 2025



Annex A

Building Our Singapore Together ***Themes and Context for Content Creation***

Theme: Diverse Pathways of Success

Context

Youths express a strong desire for meaning and purpose in what they do. We want to foster a society where we value every individual, support them in their diverse aspirations and pathways, and celebrate their achievements and successes together. With shifting attitudes and mindsets, more types of jobs are now respected. We want to continue supporting youths to grow into the best versions of themselves, no matter their chosen paths.

Potential angles to explore for your short film / song

1. What do you imagine your ideal Singapore to be?
2. What are the opportunities or challenges when one pursues a different path in life?
3. What does success in life and work mean to you?
4. How might you collaborate with businesses, community organisations, or the Government to create opportunities for all youths to achieve their aspirations in Singapore?
5. Demonstrate how boldness in choosing a different pathway of success, or encouraging your peers to do that, can contribute to a better tomorrow.
6. Why is it important for society to accept and encourage diverse pathways of success?



Theme: Environment & Sustainability

Context

Caring for our environment and ensuring its sustainability is one of the top issues that youths are concerned about. Youths have been taking the lead in this area, such as raising awareness on the need to transform our mindsets and lifestyles, as well as adopting green practices. We want to continue working with youths to rally the rest of society to protect our environment and to build a more sustainable Singapore for our future generations.

Potential angles to explore for your short film / song

1. What do you imagine your ideal Singapore to be?
2. How are you and your community affected by the issues related to climate change and sustainability?
3. How does a community that supports environmental and sustainability efforts look like?
4. How might you collaborate with businesses, community organisations, or the Government to create a greener and more sustainable Singapore for future generations?
5. How do you envision a stronger focus on sustainability and the environment could impact Singapore's shared future, and how does this future look like to you?



Theme: Lifelong Learning

Context

Technological advancement presents both opportunity and disruption for industries and our jobs. While some jobs will become obsolete, new ones, which require new skills, will be created. The journey to become an advanced and sustainable society will require every one of us to adopt a continual learning mindset. With 7 in 10 youths having plans to reskill or upskill in the next five years, youths recognise the need to keep their skills relevant, and the importance of lifelong learning.¹ Mentoring can also help youths better navigate opportunities and challenges in life, through the support of an experienced voice and mentor. Together, we want to provide youths with support and resources to build a fulfilling professional life – one that contributes positively to life and to Singapore.

Potential angles to explore for your short film / song

1. What do you imagine your ideal Singapore to be?
2. What are interesting and meaningful opportunities available for youths to pursue passions and knowledge outside of school or work?
3. What are your aspirations or worries about your careers today and in the future?
4. How might you collaborate with businesses, community organisations, or the Government to create more opportunities for everyone regardless of age to stay curious and enjoy learning?
5. Demonstrate how you and your peers encourage one another to adopt this mindset, and why this is important in building a better tomorrow.

¹ *Challenging Oneself to Achieve Life Goals is Crucial to Youths' Life Satisfaction*, 2 August 2024, National Youth Council and Institute of Policy Studies Social Lab



Theme: Social Cohesion

Context

We live in a multicultural and harmonious society, where we interact with people of diverse backgrounds. This is only possible through years of effort to promote understanding, expand our common space, and create shared experiences and memories throughout our schooling years and within the larger community. There will always be differences between ethnic and religious groups, young and older generations, as well as locals and foreigners. But that is why social cohesion is important – it is not just about accepting and tolerating each other’s differences, but developing greater empathy and a deeper appreciation of one another’s cultures, traditions, and perspectives. Together, we can build a cohesive and resilient society.

Potential angles to explore for your short film / song

1. What do you imagine your ideal Singapore to be?
2. What could cause divisions amongst us that can fracture our unity as One People, and what can we do to overcome or prevent such divisions from pulling us apart?
3. How does a diverse community that accepts each other and live harmoniously look like?
4. How might you collaborate with businesses, community organisations, or the Government to create a society with strong social cohesion and inclusivity?



Theme: Civic Action

Context

Everyone – individuals, communities, and businesses – plays a part in caring for our fellow citizens. The more any one of us contributes, the more we all receive. Financial contribution is not the only way. We can also volunteer our time to do good or kickstart ground-up projects to make a positive change within our communities. No action is too small to make a difference, and everyone can contribute towards creating our shared vision of a caring society.

Potential angles to explore for your short film / song

1. What do you imagine your ideal Singapore to be?
2. What are interesting ways and opportunities for someone to contribute to society?
3. How can we rally everyone to come onboard this movement to build a democracy of deeds, one made up of active citizens who would focus on solving problems and developing solutions for a better Singapore?
4. How might you collaborate with businesses, community organisations, or the Government to create a supportive society?



Theme: Interpersonal Relationships

Context

Whether it is our family or friends, having strong relationships is similar to having a team of personal cheerleaders. They provide us with a support network and give us a sense of belonging. They are also our safe spaces to be ourselves, to collaborate, to learn how to communicate better, and to see the world through different perspectives. As youths transit to adulthood, these interpersonal skills become invaluable in forming healthy relationships, building professional networks, and contributing meaningfully to our communities. We are strong when we stand together, and having strong bonds with one another is one of the best ways to care for ourselves and our society.

Potential angles to explore for your short film / song

1. What do you imagine your ideal Singapore to be?
2. How does having healthy relationships and strong social bonds look like for youths, and how similar or different these relationships are for different social circles?
3. How can a community with strong social bonds create meaning and impact beyond the individuals?
4. How might you collaborate with businesses, community organisations, or the Government to support others in forming strong social bonds and expanding their social networks and support?



Annex B

Reimbursement Guidelines

1.1 Submission Process for Reimbursement

- a. A budget proposal to be submitted as part of the initial submission materials
- b. Upon notification of selection, ensure all expenses are recorded in a production budget tracker clearly, and all receipts to be saved. These are to be submitted to: flexyourpassion@mm2entertainment.com
- c. Funds will be directly deposited into participant's bank account

1.2 Category-Specific Details

1.2.1 Film Category (Budget up to \$10,000)

Step 1: Upon notification of selection, applicants will receive 50% of the allocated budget based on the budget proposal submitted. The applicants will then commence pre-production.

Step 2: Additional expenditure on top of the initial payout will be reimbursed upon final submission of the film. Applicants are to keep track of their production budget and actual expenses.

For example, if the team's proposed budget is \$8,000, the team will receive 50% of the budget i.e. \$4,000 before start of production.

Upon submission of the final film, if the team has accrued a total actual expense of \$7,500, the remaining \$3,500 (i.e., actual expense of \$7,500 less initial funding of \$4,000) will be reimbursed.

If the team exceeds their original budget of \$8,000, the maximum amount that will be reimbursed is \$10,000.

All production budget trackers and receipts are to be submitted to flexyourpassion@mm2entertainment.com. Funds will be deposited directly into participants' bank accounts.



1.2.2 Song Category (Budget up to \$5,000)

Step 1: Upon notification of selection, applicants will receive 50% of the allocated budget based on the budget proposal submitted. The applicants will then commence pre-production.

Step 2: Additional expenditure on top of the initial payout will be reimbursed upon final submission of the song. Applicants are to keep track of their production budget and actual expenses.

For example, if the team's proposed budget is \$4,000, the team will receive 50% of the budget i.e. \$2,000 before start of production.

Upon submission of the final song, if the team has accrued a total actual expense of \$3,500, the remaining \$1,500 (i.e., actual expense of \$3,500 less initial funding of \$2,000) will be reimbursed.

If the team exceeds their original budget of \$4,000, the maximum amount that will be reimbursed is \$5,000.

All production budget tracker and receipts are to be submitted to flexyourpassion@mm2entertainment.com. Funds will be deposited directly into participants' bank accounts.

1.3 General Terms of Reimbursement Claims

1. All reimbursement claims must be submitted within two months of final film / song submission.
2. Reimbursements are only applicable for expenses incurred during the official project period 21 Feb 2025 to 6 June 2025. Should there be any changes to this reimbursement period, the organising committee will notify the teams.
3. All expenses must be directly related to the production of the submitted work. Please see section 1.3.2 for Eligibility of Reimbursement for more details.



4. The organising committee, shall have the sole discretion to determine the supportable amount of the cost items and/or computation of the disbursement amount.
5. Right to Audit. The Applicants shall allow the organising committee to conduct audits to monitor the Project and verify compliance with this Agreement. The Applicants shall grant access to all Project and related documents for copy, extraction, and visual recordings (including photos or videos) upon reasonable notice in writing by the organising committee.
6. The organising committee reserves the right to reject any reimbursement claims that do not comply with these guidelines.

1.3.1 Documentation Requirements

1. All reimbursement claims must include:
 - a. Original receipts
 - b. Itemised budget sheet
 - c. Bank account details for reimbursement
 - d. Completed reimbursement form
2. Receipts must clearly show:
 - a. Vendor name and contact information
 - b. Date of purchase / expenditure
 - c. Itemised list of purchase / expenditure
 - d. Total amount paid
3. Digital receipts are acceptable only if they contain all required information and are accompanied by proof of payment.



1.3.2 Eligibility of Reimbursement

The following serves as a guideline as to the types of expenditure that would be eligible for reimbursement. In the event of uncertainty, please send queries to flexyourpassion@mm2entertainment.com.

1. Film Category

- a. Equipment rental
- b. Location permits
- c. Props and costumes
- d. Transportation for production purposes
- e. Post-production costs*
- f. Talent fees
- g. Crew / Additional Manpower required for production**
- h. Catering for production days
- i. Insurance (advisable)

Note that eligible post-production claims are only for the months used during the production period. (i.e., creative software, stock images/video, music licensing, etc.)Note that crew / additional manpower refers to non-key roles of film production, e.g., light / sound / grip. Key roles of film production, i.e., director, director of photography, producer, etc. must be occupied by team members and cannot be outsourced, and thus cannot be reimbursed.*

2. Song Category

- a. Studio recording time
- b. Music equipment rental
- c. Session musicians
- d. Mixing and mastering
- e. Audio software licenses (for the period of production only)
- f. Transportation for recording purposes

The following expenses are not eligible for reimbursement across both categories:

- a. Personal equipment purchases
- b. Alcohol or tobacco products
- c. Entertainment expenses
- d. Regular meals outside of production days
- e. Personal transportation for non-production purposes
- f. Software or equipment purchased before project shortlist
- g. Expenses incurred after the submission deadline



Annex C

Terms and Conditions

1. Eligibility Requirements

The SG60 Mentorship Programme is exclusively open to current students enrolled in Institutes of Higher Learning (IHLs), i.e. ITEs, polytechnics or universities, in Singapore who satisfy all eligibility criteria. Participants must be between 16 and 35 years of age as of January 2025. This programme is restricted to Singapore citizens and Permanent Residents throughout the entire programme period. Holders of Singapore Immigration Passes, including but not limited to student passes, work permits, and employment passes, are not eligible for participation.

The Co-organisers reserve the right to request verification documentation at any time during the programme. Participants must be prepared to present valid identification, proof of residence, and any other required documentation upon request. Failure to comply with verification requests or meet eligibility requirements will result in immediate disqualification.

2. Programme Structure

2.1 Film Category

Teams participating in the Film Category must maintain a minimum of 3 members and may not exceed 10 members throughout the programme duration. All final films submission must:

- Maintain a duration between 1 to 10 minutes
- Be narrative short films (music videos and documentary formats will not be considered)
- Comply with all technical specifications provided in the programme brief

For example, if the team's proposed budget is \$8,000, the team will be reimbursed 50% of the budget i.e. \$4,000 before start of production.

Upon submission of the final film, if the team has accrued a total actual expense of \$7,500, the remaining \$3,500 (i.e., actual expense of \$7,500 less initial funding of \$4,000) will be reimbursed.



If the team exceeds their original budget of \$8,000, the maximum amount that will be reimbursed is \$10,000.

All production budget trackers and receipts are to be submitted to flexyourpassion@mm2entertainment.com. Funds will be deposited directly into participants' bank accounts.

2.2 Song Category

The Song Category accepts submissions from both individuals and teams of up to 5 members. All final songs submission must:

- Maintain a duration between 1 to 5 minutes
- Be original compositions (covers and remixes are not permitted)
- Comply with all technical specifications provided in the programme brief

For example, if the team's proposed budget is \$4,000, the team will be reimbursed 50% of the budget i.e. \$2,000 before start of production.

Upon submission of the final song, if the team has accrued a total actual expense of \$3,500, the remaining \$1,500 (i.e., actual expense of \$3,500 less initial funding of \$2,000) will be reimbursed.

If the team exceeds their original budget of \$4,000, the maximum amount that will be reimbursed is \$5,000.

All production budget tracker and receipts are to be submitted to flexyourpassion@mm2entertainment.com. Funds will be deposited directly into participants' bank accounts.



3. Mentorship Structure and Expectations

The programme includes a structured mentorship period that extends from selection notification through the production phase until final submission. Selected participants will receive guidance from assigned industry professionals throughout their project development.

Participants must maintain active engagement with their mentors, including:

- Regular attendance at scheduled mentorship sessions
- Implementation of provided feedback and guidance
- Professional communication throughout the programme
- Participation in required progress updates and check-ins

4. Financial Terms and Budget Management

4.1 Film Category

Selected film projects are eligible for reimbursement up to SGD 10,000. Payment structure includes:

- 50% upfront payment upon project's budget approval
- Remaining amount reimbursed based on project completion and submitted documentation

4.2 Song Category

Selected song projects are eligible for reimbursement up to SGD 5,000. Payment structure includes:

- 50% upfront payment upon project's budget approval
- Remaining amount reimbursed based on project completion and submitted documentation



4.3 Eligible Expenses

Film Category eligible expenses include:

- Equipment rental
- Location permits
- Props and costumes
- Transportation for production purposes
- Post-production costs
- Talent fees
- Crew / Additional Manpower required for production
- Catering for production days
- Insurance (advisable)

Song Category eligible expenses include:

- Studio recording time
- Music equipment rental
- Session musicians
- Mixing and mastering
- Audio software licenses (for the period of production only)
- Transportation for recording purposes

5. Reimbursement Process

- a. All reimbursement claims must be submitted within two months of final film / song submission.
- b. Reimbursements are only applicable for expenses incurred during the official project period 21 Feb 2025 to 6 June 2025. Should there be any changes to this reimbursement period, the organising committee will notify the teams.
- c. All expenses must be directly related to the production of the submitted work. Please see section 1.3.2 for Eligibility of Reimbursement for more details.
- d. The organising committee, shall have the sole discretion to determine the supportable amount of the cost items and/or computation of the disbursement amount.



- e. Right to Audit. The Applicants shall allow the organising committee to conduct audits to monitor the Project and verify compliance with this Agreement. The Applicants shall grant access to all Project and related documents for copy, extraction, and visual recordings (including photos or videos) upon reasonable notice in writing by the organising committee.

- f. The organising committee reserves the right to reject any reimbursement claims that do not comply with these guidelines.

6. Intellectual Property Rights

Participants grant the organising committee a perpetual, worldwide, non-exclusive, royalty-free license to:

- Use, reproduce, and distribute the work
- Display the work across all media platforms
- Modify or adapt the work for promotional purposes

While the organising committee will endeavour to provide appropriate credit for all works, such credit is not guaranteed, and no additional compensation will be provided for usage of the work.

7. Project Completion and Showcase

Selected works must meet all technical specifications and be accompanied by complete documentation of the production process, including final budget reconciliation. Works may be featured at related events and on Gov.sg social media channels. Participants agree to take part in promotional activities as required.

8. Force Majeure

In the event of circumstances beyond reasonable control preventing project completion, teams must immediately notify the organising committee. Special consideration for reimbursement will be evaluated on a case-by-case basis, and alternative submission arrangements may be considered when appropriate.



9. Amendments and Contact Information

The organising committee reserves the right to modify these terms and conditions at any time during the programme. All changes will be communicated to participants in writing. All programme-related inquiries should be directed to flexyourpassion@mm2entertainment.com.

10. Binding Agreement

By submitting an entry to the SG60 Mentorship Programme, participants acknowledge and agree to all terms and conditions outlined in this document. This agreement becomes binding upon submission of any entry to the programme.