

PARTNERSHIP OPPORTUNITY · NDP 2026

National Day, but for the Mums in the crowd

6 Go!Mama lactation pods at the National Stadium across all seven NDP shows.
June–August 2026.

Built on a community of 20,000 mothers and trusted by Temasek Foundation, Asian Civilisations Museum, NVPC, JTC, Sentosa, and SAFRA.

7 NDP Shows

6 Go!Mama Lactation Pods

315K+ Total Audience



The Opportunity

Most brand campaigns talk to the audience. Almost none directly support the audience.

The Premise

Free to use fully furnished Go!Mama lactation pods, providing comfort & privacy offered across 7 shows with attendance up to 300,000 pax.

A few hundred mothers in that crowd, on a single night, will need somewhere private and safe to feed their child.

Pods of impact does both – reaches the crowd and supports the mother in it.



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The Insight

Families with young children are a significant share of every show. Mothers feed, pump, and recover in toilets and stairwells.

20 minutes of privacy is not a luxury. It's the difference between a mother enjoying the parade or leaving early.

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The Opportunity

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The Moment

NDP 2026 is Singapore's largest single public event. Brands that step in here are not filling a gap.

They are setting a new standard.

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Partner with us

What partners receive

Pod Skins . Digital OOH Screens . Online-to-Offline Ecosystem.

~20 min

Average opted-in dwell time per pod

3.6M+

On-site, broadcast & digital reach

Pod Skin Reskins +
Digital Screens

Go!Mama App
(every mother on network)

On-ground Sampling + Flyer
mechanics

Pre & Post
Content Drops

Surveys & Impact
Intelligence Reports

~20,000 Mothers National
Community



315K+ NDP audience
across 7 shows

20K Mothers in national
community

On-site, broadcast
& digital reach

How the campaign works

An integrated ensuite, co-created with **AKIN**

We measure both sides of the campaign in equal parts, and report them in the same line.

Campaign Metrics & Business Outcomes

Co-creation of campaign, Online integration, Offline engagement.

e.g. Samples and physical activation, metrics reporting including: Reach, frequency, dwell time, impressions & retargeting opportunities.

*Reach out to our campaign team for more information

Social Impact

Mothers supported, accessibility expanded, public sentiment tracked across the campaign window.

Both reported back inside thirty days of the final show.

Two tracks. One Cause.

Track 1 – Impact Media / Publication Partner

Purpose-aligned brands, family & lifestyle publications, mum-and-baby brands, employer-of-choice organisations, and community-impact teams.

Track 2 – Strategic Brand Partner

Category exclusive · Full ensuite. Brand teams, agencies, FMCG, banks, insurers, and telcos who weigh business and social impact in equal parts.

hello@gomama.com.sg · Limited slots available

The Next Chapter of Pods of Impact

In partnership with AKIN

Pods of Impact began in August 2025, when 60 pods were rolled out across Singapore with Temasek Foundation, Asian Civilisations Museum, and NVPC for SG60. More than 100 pods are now deployed nationally.

The pods do not pack down at midnight on the last show. Every partnership funds the longer goal: a dignified and safe space for every mother in Singapore who needs one — from the Stadium to the malls, museums, polytechnics, workplaces, and the public events still to come.

Mothers are there too, at every one of them. We are going to support every one of them.

www.gomama.com.sg

