

# THE FULLERTON HERITAGE

SINGAPORE



2010 - 2011

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Sales & Marketing Kit

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## **About The Fullerton Heritage**

Located where the dynamic developments of Marina Bay intersect with the world famous Singapore skyline, and where the historic district meets the future, The Fullerton Heritage precinct is the focal point for luxury accommodation, waterfront fine dining, upscale shopping and entertainment.

The development is an exquisite master plan with a dining and hospitality complex comprising six buildings: The Fullerton Hotel Singapore, The Fullerton Waterboat House, Clifford Pier, One Fullerton, The Fullerton Bay Hotel Singapore and Customs House. The waterfront development's architecture combines both the historical and contemporary, and adds vibrancy to the area's long-established cultural heritage and central business district. Rich with the grandeur of the past, it also features one of the longest, most sought-after waterfronts in the city state and offers unrivalled views of Marina Bay and surrounding icons like The Esplanade, Singapore Flyer, Marina Bay Sands and the Marina Bay Financial Centre.

The Fullerton Heritage occupies a gross floor area of around 1.4 million square feet along the waterfront and will complement the stunning Marina Bay views.

Website: <http://www.thefullertonheritage.com>

## THE FULLERTON HOTEL SINGAPORE



*The Fullerton Hotel Singapore*

A destination of historical significance, The Fullerton Hotel Singapore has been voted “Best Hotel in Asia” in Condé Nast Traveler’s Readers’ Choice Awards 2006 and featured as “Best Hotel in Singapore” in Condé Nast Traveler’s Gold List in 2007. Its beautiful architecture and international reputation for service excellence and a diverse array of superb dining scenes offer a genuine window into a genteel and elegant past. The luxury hotel is located in the heart of the Central Business District. It is a short walk from the Raffles Place Mass Rapid Transit (MRT) station and enjoys close proximity to the cultural venues of the Asian Civilisations Museum, Victoria Theatre and Concert Hall, and Esplanade – Theatres on the Bay.

Be it a lavish banquet, an international conference, a formal business seminar, or an intimate cocktail reception, The Fullerton Hotel Singapore offers distinct quality, impeccable service and a select range of choices. Every event is exclusively managed by our team of experienced, flexible and committed professionals to ensure that your event is nothing short of a resounding success.

## The Fullerton Hotel Singapore – Restaurants & Bars



*The Courtyard, The Fullerton Hotel Singapore*

<b>Restaurants &amp; Bars</b>	<b>Description</b>	<b>Seating Capacity</b>	<b>Services</b>
Town Restaurant	Refined international cuisines	306	Breakfast, Lunch and Dinner
The Courtyard	Atrium lobby lounge	140	Lunch, Afternoon Tea and Cocktails
Post Bar	Stylish bar	143	Drinks, Snacks and Entertainment
Jade	Modern Chinese restaurant	120	Lunch and Dinner
The Lighthouse	Contemporary Italian Dining	52	Lunch and Dinner

## The Fullerton Hotel Singapore – The Ballroom



*Ballroom*

The grand staircases guarantee a refined entrance – befitting luminaries, official guests and wedding couples. With a capacity of up to 480 guests in a banquet setting, The Ballroom also features a large adjoining pre-function area ideal for cocktails. With modern furnishings, an exquisite range of banqueting options, and warm Asian hospitality, The Ballroom is the premier choice for grand, memorable occasions.

Venues	Dimensions			Capacity						
	Square Metres	Square Feet	Metres (L x W x H)	Banquet	Board Room	Classroom	Cluster (Table of 8)	Reception	Theatre	U-Shaped
Ballroom (1+2+3)	699	7,524	56 x 18 x 4	480	100	318	304	600	600	72
Ballroom 1	133	1,432	15 x 12 x 4	100	24	60	64	90	120	30
Ballroom 2	433	4,660	24 x 18 x 4	200	48	196	176	250	300	50
Ballroom 3	133	1,432	15 x 12 x 4	100	24	60	64	90	120	30

## The Fullerton Hotel Singapore – The Straits Room



*The Straits Room*

Formerly the Billiard Room of the prestigious Singapore Club, The Straits Room exudes an unparalleled richness of heritage. From its original arched ceiling and framed cornices, to the charming pre-function area flanked by majestic mirrors, The Straits Room is a favourite for meetings and events with a distinct difference. Reminiscent of the Renaissance era, The Straits Room offers you and your guests an unforgettable experience in yesteryear.

Venues	Dimensions			Capacity						
	Square Metres	Square Feet	Metres (L x W x H)	Banquet	Board Room	Classroom	Cluster (Table of 8)	Reception	Theatre	U-Shaped
Straits Room	252	2,712	21 x 12 x 3	120	36	120	80	200	220	54

## The Fullerton Hotel Singapore – Meeting Rooms

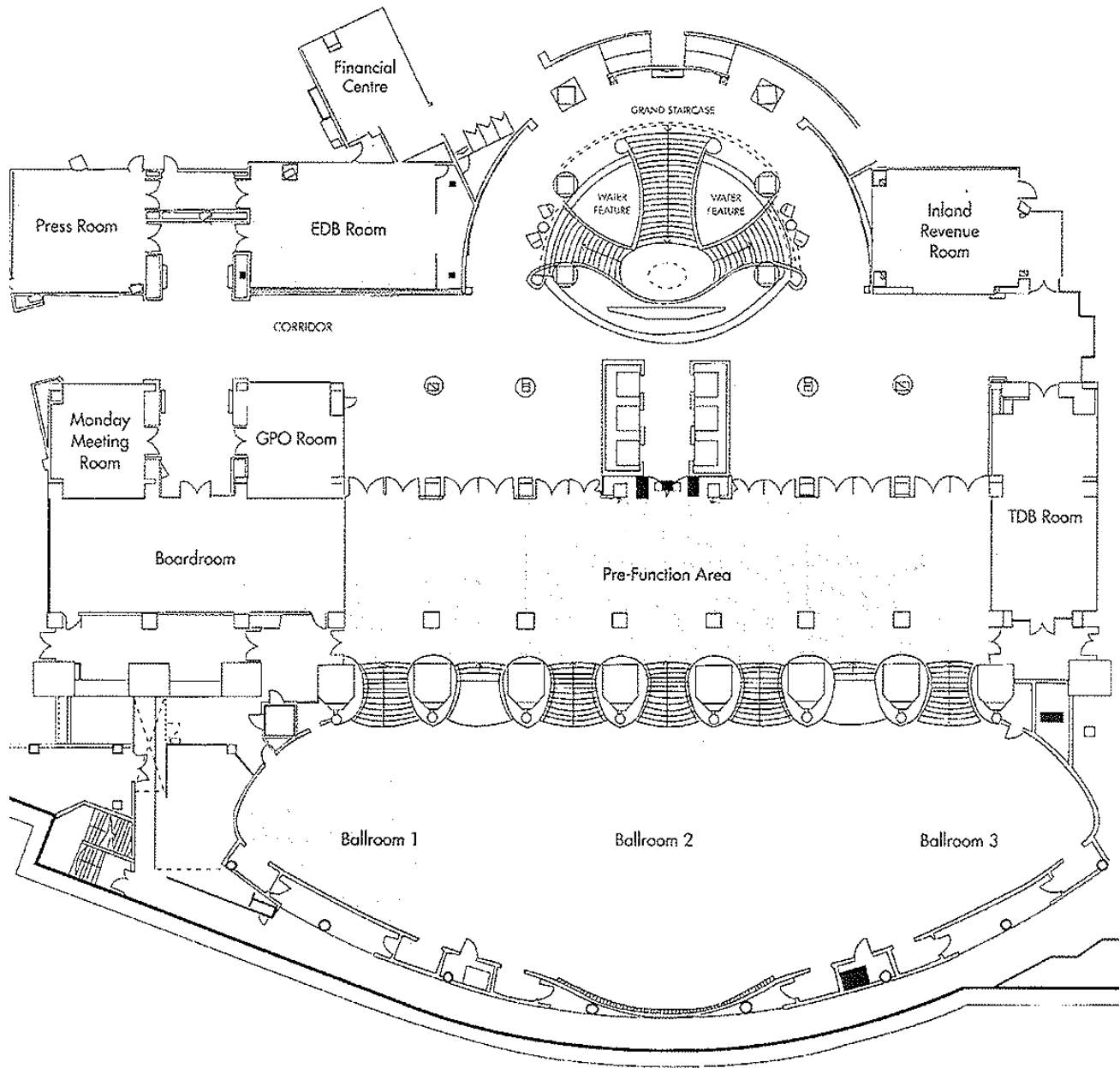


*Boardroom*

Our experienced planners will be on hand to ensure the success of your business meeting. Seven distinctively furnished function rooms can be customised to suit your requirements. With fully-serviced breaks and pre-tested state-of-the-art audio-visual equipment in place ahead of your event, you can focus your attention on your business and your guests.

Venues	Dimensions			Capacity						
	Square Metres	Square Feet	Metres (L x W x H)	Banquet	Board Room	Classroom	Cluster (Table of 8)	Reception	Theatre	U-Shaped
Monday Meeting Room (MMR)	30	322	6 x 5 x 2.5	12	10	9	8	25	21	12
GPO Room	30	322	6 x 5 x 2.5	12	10	9	8	25	21	12
Boardroom	112	1,205	16 x 7 x 2.5	80	28	54	64	100	110	36
Press Room	42	452	6 x 7 x 2.5	40	12	18	24	45	27	18
EDB Room	84	904	12 x 7 x 2.5	60	24	36	48	70	63	26
Inland Revenue Room	70	753	10 x 7 x 2.5	40	16	18	24	50	36	18
TDB Room	78	839	13 x 6 x 2.5	50	24	24	56	70	56	28

## Floor Plan of The Fullerton Hotel Singapore's Ballrooms and Meeting Rooms:



*Floor Plan*

## The Fullerton Hotel Singapore – Roof Garden, East Garden & Rooftop of The Lighthouse



*East Garden*

The natural sun-dappled indoor Roof Garden, with views of the Hotel's lavish Palladian-style interior at the centre of the atrium, is ideal as a venue for intimate cocktails and events.

The tranquillity of East Garden lends itself to any outdoor celebratory occasion. Its unique charm lies in the subtle touch of chinois, with lion sculptures and elegant lilies by the pond, and a lush shelter of greenery that affords guests privacy in a wide expanse of outdoor space.

Hold a dinner event at The Lighthouse and enjoy exclusive access to the Rooftop, which provides exclusivity amidst the resplendent views of the Singapore city skyline and the Marina Bay.

## The Fullerton Hotel Singapore – The Fullerton Heritage Gallery



The Fullerton Heritage Gallery is designed to showcase the rich heritage and history behind the precinct through photographs, artefacts, maps, building plans, stamps and philatelic materials. The captivating collection of photographs showcases the idyllic and tumultuous past surrounding the precinct that comprises The Fullerton Hotel Singapore, The Fullerton Waterboat House, One Fullerton, Clifford Pier, The Fullerton Bay Hotel Singapore and Customs House.

Alongside memorabilia such as a vintage weighing scale and letters, visitors will also be able to view two of the only three iconic British red post boxes in Singapore. Together, these artifacts and memorabilia weave the story of the legacy behind the historic buildings of The Fullerton Heritage precinct.

Venue	Dimensions	
	Square Metres	Square Feet
The Fullerton Heritage Gallery	74	800

## THE FULLERTON BAY HOTEL SINGAPORE



F&B Outlets



The Landing Point



Clifford



Lantern

An ultra luxurious hotel adjoining the classic landmark Clifford Pier, and backed by the hospitality expertise of The Fullerton Hotel Singapore – the “Best Hotel in Singapore” (Condé Nast Traveler’s Gold List 2007), and ranked among the “Top 100 Hotels in the World” (Travel + Leisure – World’s Best Awards 2007). The Fullerton Bay Hotel Singapore is the latest addition to the sparkling Marina Bay waterfront, with breathtaking architecture and stunning interiors that combine modernity and rich heritage. Seated on a prime waterfront location in the Central Business District and arts and cultural precinct, the hotel offers classic luxurious hospitality and exquisite service with rooms featuring 360 degree spectacular views of the Marina Bay and Singapore skyline. A contemporary boutique hotel, it offers the ultimate chic address for the most discerning business and leisure travellers and defines the upmarket feel for the entire area as well as setting the tone for the precinct.

## The Fullerton Bay Hotel Singapore – Restaurants & Bar

Restaurants & Bars	Description	Seating Capacity	Services
Clifford	Modern brasserie	128	Breakfast, Lunch and Dinner
The Landing Point	Waterfront lounge	136	Breakfast, Lunch, Afternoon Tea and Cocktails
Lantern	Rooftop chic bar	150	Drinks, Snacks and Cocktails

### Minimum Gross Spending Required for Food and Beverage for Exclusive Use

Outlets	Sunday - Wednesday			Thursday - Saturday			Capacity	
	Lunch	Dinner	24 Hours	Lunch	Dinner	24 Hours	Indoor	Terrace
<b>The Landing Point</b>	\$14,800++	\$16,800++	\$23,800++	\$16,800++	\$18,800++	\$25,800++	86	50
Terrace only	\$5,800++	\$8,800++	\$10,800++	\$5,800++	\$10,800++	\$12,800++	-	50
<b>Clifford</b>	\$12,800++	\$14,800++	\$20,800++	\$14,800++	\$16,800++	\$23,800++	90	40
Terrace Only	\$5,800++	\$8,800++	\$10,800++	\$5,800++	\$10,800++	\$12,800++	-	40
Semi Private Dining	\$1,688++	\$1,888++	-	\$1,888++	\$2,288++	-	10	-
<b>Lantern</b>	-	\$25,800++	\$29,900++	-	\$28,800++	\$39,900++	-	150

## The Fullerton Bay Hotel Singapore – Function Rooms

The Function Rooms are designed as formal and private rooms hence this called for a relatively austere ambience. Walls are heavily paneled in burlwood and windows framed in marble. Floors are carpeted and ceilings reflect the paneled walls albeit in a lacquered off white finish. The upper frieze walls offer a brief respite and feature gold tinted handpainted wallpaper from the famed DeGournay of London. Each Function Room is graced with a double tiered 24-lamp Murano blown glass chandelier from Italy.

Venues	Capacity (Boardroom)
Silk	18
Silver	12
Saffron	10

## THE FULLERTON WATERBOAT HOUSE



*The Fullerton Waterboat House*

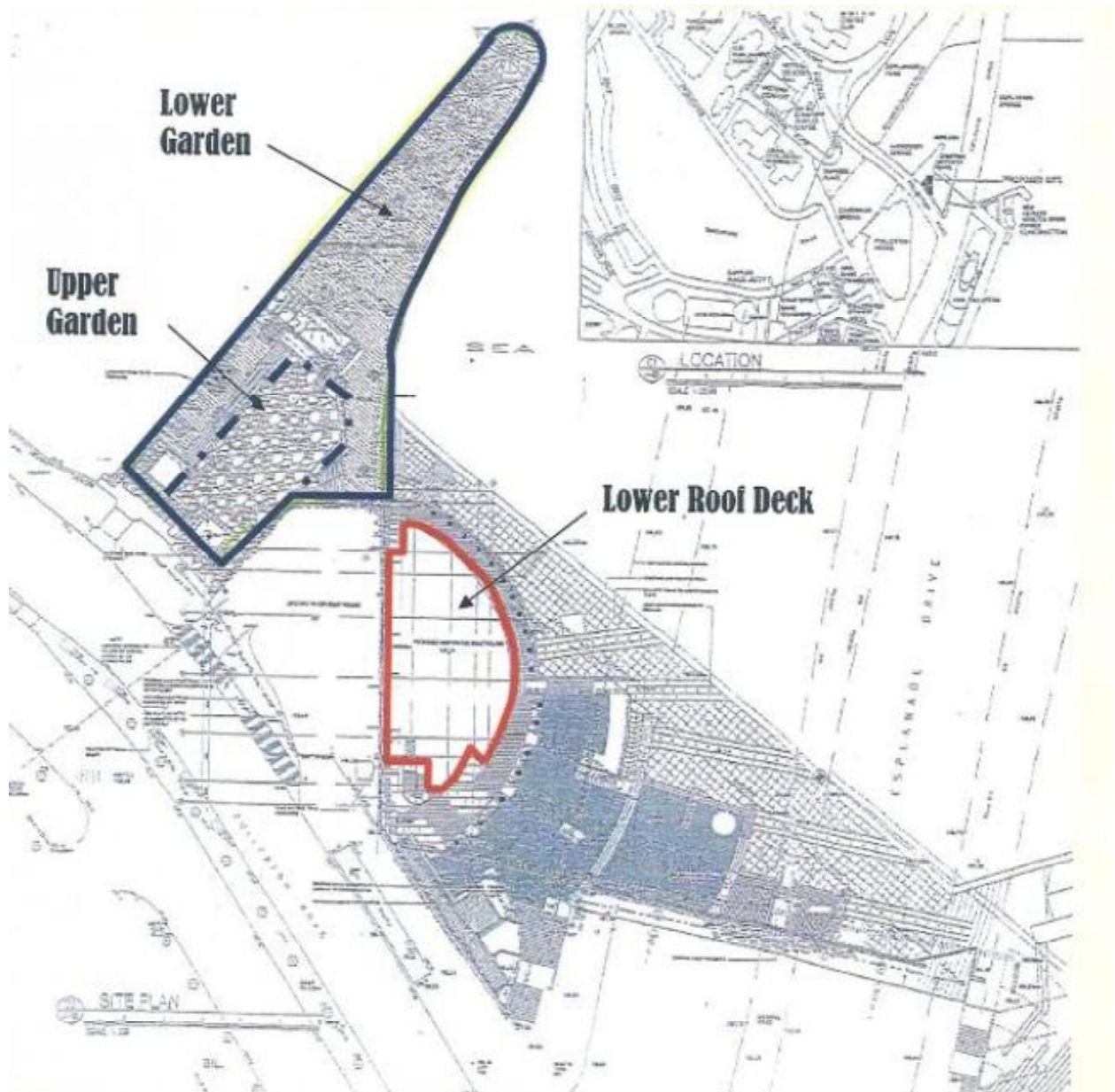
The Fullerton Waterboat House is a historic landmark that has been reinvented and reinvigorated with a deep appreciation of its classic architectural design, making it a preferred destination for all-day intimate fine dining experiences. Overlooking Marina Bay and the Esplanade, Singapore's distinctive arts hub, the Fullerton Waterboat House is an enclave of sophistication for the discerning.

## The Fullerton Waterboat House Roof Deck

**Area (Approximate):** 1,200 square feet / 111 square metres

**Rental Fees:** Monday – Thursday SGD 4,000  
Friday – Sunday & Public Holidays SGD 6,000

### Floor Plan of The Fullerton Waterboat House:



## CLIFFORD SQUARE

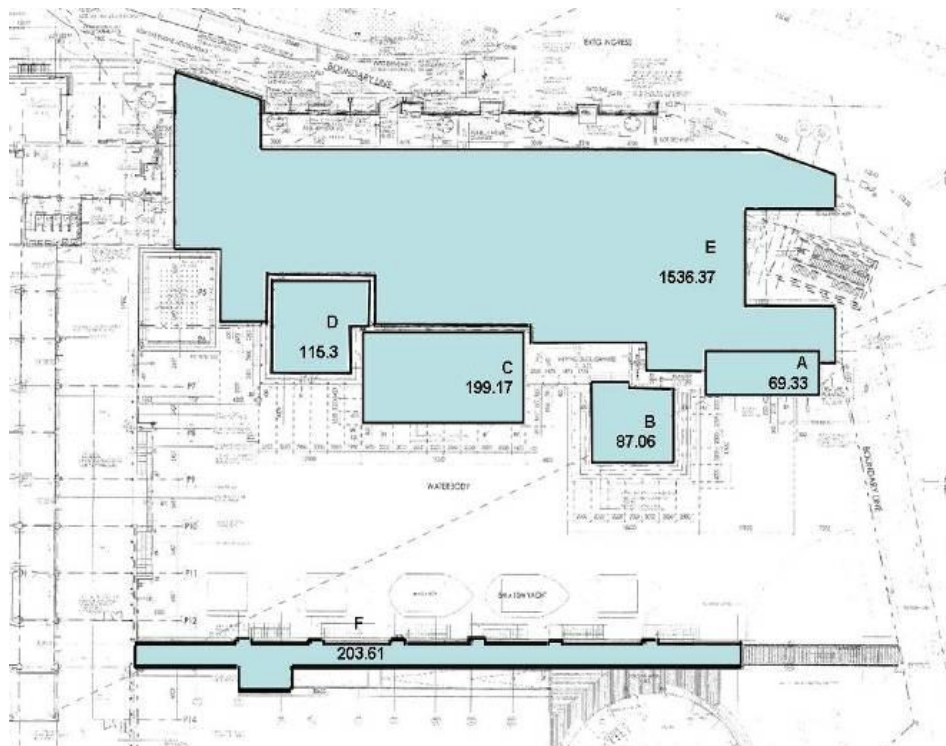


*Clifford Square*

**Area (Approximate):** 21,000 square feet / 1,951 square metres

**Rental Fees:** Monday – Thursday                      SGD 8, 500  
Friday – Sunday & Public Holidays    SGD 12, 000

**Floor Plan:**



## ONE FULLERTON



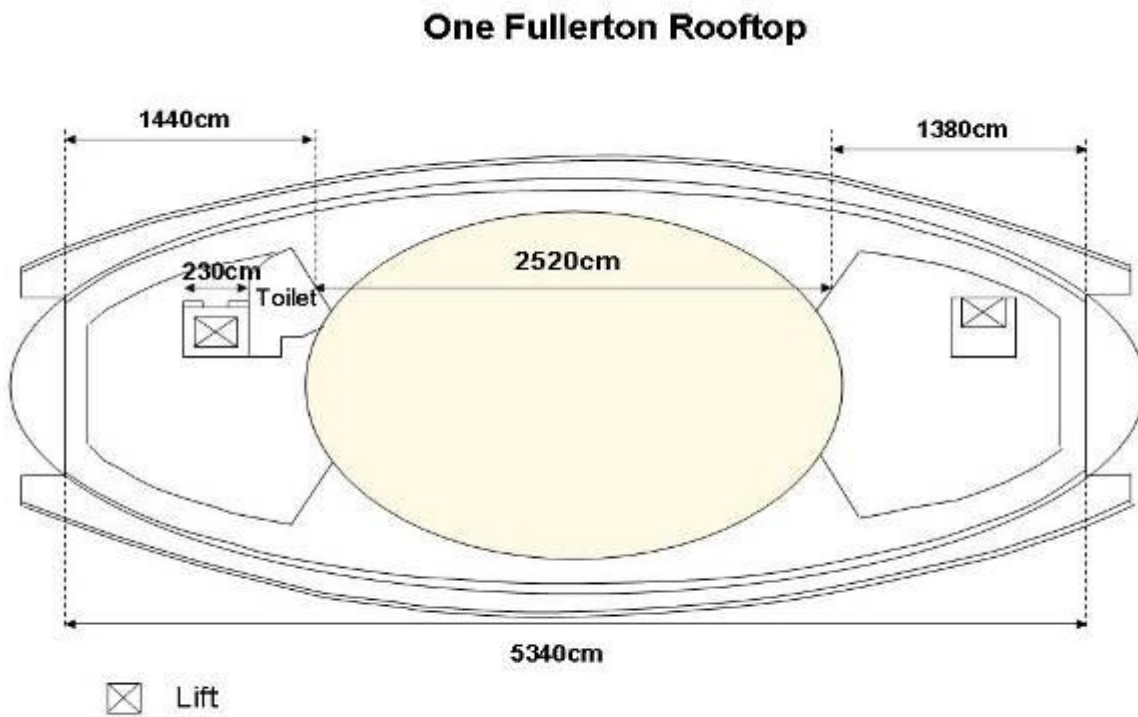
A graceful, modern two-storey waterfront development blessed with stunning vistas of Marina Bay developments, One Fullerton is perfectly poised to take advantage of the all-day attention of tourists as well as the over 50,000 business executives and residents in the area. With its alfresco flair and unique urban promenade with permanent art installations by world-class artists, the all-day waterfront dining and entertainment destination is also directly adjacent to the well-recognised, historic Merlion Park, home to the Merlion – Singapore’s icon that attracts over 1 million unique visitors every year. This is a focal point for the entire Marina Bay area with vast appeal to tourists and locals alike and a vibrant urban gathering point. It is well served by over 350 parking spaces within five minutes walk.

## One Fullerton Roof Top

**Area (Approximate):** 3,000 square feet / 279 square metres

**Rental Fees:**            Monday – Thursday                    SGD 4, 000  
   Friday – Sunday & Public Holidays    SGD 6, 000

### Floor Plan of the One Fullerton Roof Top:



Note: Not drawn to scale. All measurements are approximation

## CUSTOMS HOUSE



A stunning celebration of Singapore's past, the classic lines of the Customs House is carefully preserved as it is transformed into the most sophisticated F&B and nightspot zone in the city. This double storey structure with direct waterfront access features unique fine dining and entertainment concepts. The place to see and be seen, Customs House will attract a sophisticated and energetic crowd of jet-setters, celebrities, socialites and locals as well as tourists. The location is ideal for world-class restaurants as well as creative and unique lifestyle concepts that leverage on the duplex structures and panoramic views the Customs House offers.

## Customs House – Pavilion

Area (Approximate): 8,934 square feet

Rental Fees:           Monday – Thursday                   SGD 4,500  
                                  Friday – Sunday & Public Holidays   SGD 6,500



## PROMOTIONAL PACKAGES

### Special Discounted Room Rates at The Fullerton Hotel Singapore & The Fullerton Bay Hotel Singapore

Special discounted room rates will be accorded for Local/Overseas guests staying at The Fullerton Hotel Singapore and/or The Fullerton Bay Hotel Singapore for events above 100 persons.

### Special Value-adds

Complimentary parking will be offered for events, with the number of complimentary coupons being **UP TO 30%** of total number of guests for the event.

**OR**

Choice of either ONE night complimentary stay for the Event Organiser at The Fullerton Hotel Singapore or The Fullerton Bay Hotel Singapore (to be utilised during the dates of the event)

**OR**

FOUR Vouchers for Chocolate Buffet at The Courtyard.

## TERMS AND CONDITIONS

1. All rates listed are before GST, security deposit and charges for electrical points (if any).
2. Please note that surcharges will apply for peak periods. Please check with the Management for further details with regards to these peak periods.
3. The Fullerton Heritage welcomes all outside caterers **except** for catering provided by a hotel other than The Fullerton Hotel Singapore or The Fullerton Bay Hotel Singapore.
4. All such events will be subject to terms and conditions set by the Management of The Fullerton Heritage.

The Fullerton Heritage team looks forward to working with you to make the most of your events. Please feel free to contact the Management at +65 6557-2590 with any questions. Alternatively, you may direct your queries in writing to:

Cheryll Chan  
E: cheryllchan@fullerton-heritage.com

Chia Choon Leng  
E: chiachoonleng@fullerton-heritage.com

## THE FULLERTON HOTEL SINGAPORE

<b>Restaurants and Bar:</b>	Town Restaurant	Refined international cuisines
	The Courtyard	Atrium lobby lounge
	Post Bar	Stylish bar
	Jade	Modern Chinese restaurant
	The Lighthouse	Contemporary Italian Dining
<b>Ballroom:</b>	Ballroom (1+2+3) – 7,524 sq ft Ballroom 1 – 1,432 sq ft Ballroom 2 – 4,660 sq ft Ballroom 3 – 1,432 sq ft	
<b>The Straits Room:</b>	Straits Room – 2,712 sq ft	
<b>Meeting Rooms:</b>	Monday Meeting Room (MMR) – 322 sq ft GPO Room – 322 sq ft Boardroom – 1,205 sq ft Press Room – 452 sq ft EDB Room – 904 sq ft Inland Revenue Room – 753 sq ft TDB Room – 839 sq ft	
<b>The Fullerton Heritage Gallery:</b>	Fullerton Heritage Gallery – 800 sq ft	

## THE FULLERTON BAY HOTEL SINGAPORE

<b>Restaurants and Bar:</b>	Clifford	Modern brasserie
	The Landing Point	Waterfront lounge
	Lantern	Rooftop chic bar
<b>Function Room:</b>	Silk Silver Saffron	

Venue	Area (Approximate)	Rental Fees	
		Monday – Thursday	Friday – Sunday & Public Holidays
<b>THE FULLERTON WATERBOAT HOUSE</b>	1,200 sq ft	SGD 4,000	SGD 6,000
<b>CLIFFORD PIER</b>	14,000 sq ft	SGD 8,500	SGD 12,000
<b>CLIFFORD SQUARE</b>	21,000 sq ft	SGD 8,500	SGD 12,000
<b>ONE FULLERTON</b>			
<b>Roof Top</b>	3,000 sq ft	SGD 4,000	SGD 6,000
<b>Sea View Channel</b>	5,500 sq ft	SGD 3,500	SGD 5,000
<b>CUSTOMS HOUSE</b>			
<b>Pavilion</b>		SGD 4, 500	SGD 6,500