

J O H O R



SPONSORSHIP KIT

16 - 19 MARCH 2023

CITY SQUARE, JOHOR BAHRU

- MEMORIES IN A CUP -

ORGANISED BY:

VENUE PARTNER:



OUR STORY

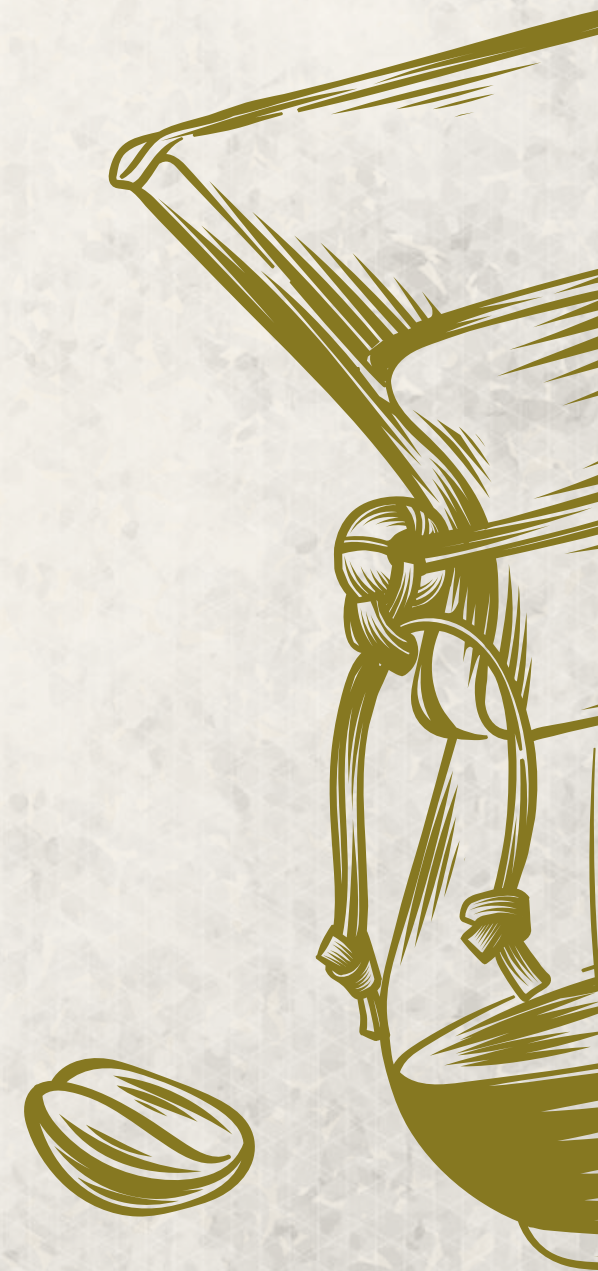
Organised by Malaysia Specialty Coffee Association (MSCA), the successfully concluded Malaysia Coffee Week 2022 engaged more than 80 exhibitors and 15,000 visitors.

With high anticipation, **Johor Coffee Week 2023** has landed in the southernmost and third largest state of Peninsular Malaysia! It will be held from 16 - 19 March 2023 at City Square, Johor Bahru which has grown more than tripled in size, connecting specialty coffee enthusiasts from local and overseas.

With the theme of "Memories In A Cup" captures the sentiments of coffee bridging generations, depicting moments in life that lives in memories. This 4-day event aims to connect consumers, café owners, roasters, equipment manufacturers, service suppliers to elevate the unique coffee experience and facilitate real business opportunities.



J O H O R
COFFEE
WEEK
2023



PARTNER WITH US!

Let's explore sponsorship opportunities.

SPONSORSHIP'S BENEFITS

- Nationally recognized by the industry.
- Be the preferred brand in the marketplace.
- Build a positive brand's image and goodwill by supporting & propel the growth of nation's specialty coffee industry.
- Build a good business & community profile with our specially curated event highlights.
- A great opportunity to connect, present and enlighten the consumers about your latest products and brand.
- Access to influential specialty coffee professionals

AND MORE!



EVENT PROJECTION

Expected Visitor No.:

25,000 VISITORS



WHO WILL VISIT?

F&B and Coffee Trader/
Importer/ Distributor/ Suppliers
Restaurant/ Hospitality Operator

Café Owners

Baristas

Coffee Roasters

Suppliers / Distributors of All
other Coffee Related Products

Tourists

Coffee Enthusiast

AND MANY MORE!

SPONSORSHIP OPPORTUNITY

J O H O R



COFFEE
WEEK

2023

SIGNATURE BEVERAGE COMPETITION



SPONSORSHIP OPPORTUNITY: SIGNATURE BEVERAGE COMPETITION



Squeeze Your Brain Juice

OFFICIAL
MILK
RM 15,000

EXCLUSIVE FEATURE

EXHIBIT SPACE

9SQM
(WORTH RM8,798)

**JOHOR COFFEE WEEK WEBSITE
BANNER (BRANDING EXPOSURES
AFTER EVENT)**

4 MONTHS
(WORTH RM600)

E-NEWSLETTER

3 EDITIONS
(WORTH RM600)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

2 POSTS + 2 STORIES
(WORTH RM1,200)

INFLUENCER ENGAGEMENT

YES

PROVISION

**TO PROVIDE SUPPLY
OF MILK FOR
COMPETITION**



EXCLUSIVE FEATURE

EXHIBIT SPACE

9SQM
(WORTH RM8,798)

**JOHOR COFFEE WEEK WEBSITE
BANNER (BRANDING EXPOSURES
AFTER EVENT)**

4 MONTHS
(WORTH RM600)

E-NEWSLETTER

3 EDITIONS
(WORTH RM600)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

2 POSTS + 2 STORIES
(WORTH RM1,200)

INFLUENCER ENGAGEMENT

YES

PROVISION

**TO PROVIDE SUPPLY
OF ALTERNATIVE MILK
FOR COMPETITION**
*NOT COMPULSORY TO
BE USED

OFFICIAL
ALTERNATIVE
MILK
RM 15,000



SPONSORSHIP OPPORTUNITY: SIGNATURE BEVERAGE COMPETITION



Squeeze Your Brain Juice

EXCLUSIVE FEATURE

EXHIBIT SPACE

9SQM
(WORTH RM8,798)

JOHOR COFFEE WEEK WEBSITE BANNER (BRANDING EXPOSURES AFTER EVENT)

4 MONTHS
(WORTH RM600)

E-NEWSLETTER

3 EDITIONS
(WORTH RM600)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

2 POSTS + 2 STORIES
(WORTH RM1,200)

INFLUENCER ENGAGEMENT

YES

PROVISION

**TO PROVIDE SUPPLY
OF SYRUP FOR
COMPETITION**
**NOT COMPULSORY TO
BE USED*

OFFICIAL
SYRUP
RM 15,000



EXCLUSIVE FEATURE

OFFICIAL
COFFEE MACHINE
RM 8,000



EXHIBIT SPACE

3SQM
(WORTH RM2,933)

JOHOR COFFEE WEEK WEBSITE BANNER (BRANDING EXPOSURES AFTER EVENT)

2 MONTHS
(WORTH RM300)

E-NEWSLETTER

2 EDITIONS
(WORTH RM400)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

1 POST + 1 STORY
(WORTH RM600)

PROVISION

**TO PROVIDE 2 + 1 SETS
OF MACHINE FOR
COMPETITION**
(INCLUDING PRACTICE
TIME, SETUP AND
TECHNICAL SUPPORT
THROUGHOUT THE
COMPETITION PERIOD)



SPONSORSHIP OPPORTUNITY: SIGNATURE BEVERAGE COMPETITION



Squeeze Your Brain Juice

OFFICIAL
**ESPRESSO
GRINDER
RM 8,000**



EXCLUSIVE FEATURE

EXHIBIT SPACE

3SQM
(WORTH RM2,933)

**JOHOR COFFEE WEEK WEBSITE
BANNER (BRANDING EXPOSURES
AFTER EVENT)**

2 MONTHS
(WORTH RM300)

E-NEWSLETTER

2 EDITIONS
(WORTH RM400)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

1 POST + 1 STORY
(WORTH RM600)

PROVISION

**TO PROVIDE 2 + 1 SETS
OF ESPRESSO GRINDER
FOR COMPETITION
(INCLUDING PRACTICE
TIME, SETUP AND
TECHNICAL SUPPORT
THROUGHOUT THE
COMPETITION PERIOD)**

EXCLUSIVE FEATURE

E-NEWSLETTER

1 EDITION
(WORTH RM200)

ELECTRONIC DIRECT MAIL (EDM)

1 BLAST
(WORTH RM350)

SOCIAL MEDIA POST

1 POST
(WORTH RM300)

PROVISION

**TO PROVIDE CERAMICS
CUP FOR COMPETITION**

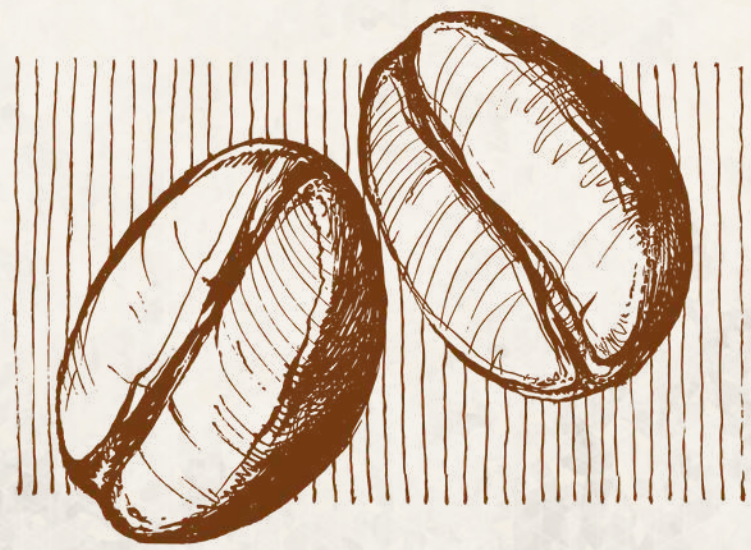
OFFICIAL
**CERAMICS CUP
RM 3,000**



BE A KEY PART OF JOHOR COFFEE WEEK 2023!

SPONSORSHIP OPPORTUNITY

J O H O R



COFFEE
WEEK

2023

SAMPLE
ROASTING
COMPETITION

SPONSORSHIP OPPORTUNITY: SAMPLE ROASTING COMPETITION



Rock & Roast

OFFICIAL SAMPLE ROASTING MACHINE RM 12,000



EXCLUSIVE FEATURE

EXHIBIT SPACE

6SQM
(WORTH RM5,866)

**JOHOR COFFEE WEEK WEBSITE
BANNER (BRANDING EXPOSURES
AFTER EVENT)**

3 MONTHS
(WORTH RM450)

E-NEWSLETTER

3 EDITIONS
(WORTH RM600)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

2 POSTS + 1 STORY
(WORTH RM600)

INFLUENCER ENGAGEMENT

YES

PROVISION

**TO PROVIDE 2 + 1 SETS
OF SAMPLE ROASTING
MACHINE FOR
COMPETITION**
(INCLUDING PRACTICE,
SAMPLE ROASTING, SETUP
AND TECHNICAL SUPPORT
THROUGHOUT THE
COMPETITION PERIOD)

EXCLUSIVE FEATURE

EXHIBIT SPACE

6SQM
(WORTH RM5,866)

**JOHOR COFFEE WEEK WEBSITE
BANNER (BRANDING EXPOSURES
AFTER EVENT)**

3 MONTHS
(WORTH RM450)

E-NEWSLETTER

3 EDITIONS
(WORTH RM600)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

2 POSTS + 1 STORY
(WORTH RM600)

INFLUENCER ENGAGEMENT

YES

PROVISION

**TO PROVIDE GREEN
COFFEE BEANS (SINGLE
ORIGIN, 1 VARIETY, 4KG
EACH COMPETITORS, MAX
15 COMPETITORS) FOR
PROFILING, PRACTICE
AND COMPETITION USE**

OFFICIAL GREEN COFFEE RM 12,000



SPONSORSHIP OPPORTUNITY: SAMPLE ROASTING COMPETITION



Rock & Roast

EXCLUSIVE FEATURE

EXHIBIT SPACE

3SQM
(WORTH RM2,933)

JOHOR COFFEE WEEK WEBSITE BANNER (BRANDING EXPOSURES AFTER EVENT)

2 MONTHS
(WORTH RM300)

E-NEWSLETTER

2 EDITIONS
(WORTH RM400)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

1 POST + 1 STORY
(WORTH RM600)

PROVISION

**TO PROVIDE 2 + 1 SETS OF
FILTER GRINDER AT
OPEN CUPPING/TASTING
AREA (INCLUDING
PRACTICE TIME, SETUP
AND TECHNICAL SUPPORT
THROUGHOUT THE
COMPETITION PERIOD)**

OFFICIAL FILTER GRINDER RM 8,000



OFFICIAL BATCH BREWER RM 8,000



EXCLUSIVE FEATURE

EXHIBIT SPACE

3SQM
(WORTH RM2,933)

JOHOR COFFEE WEEK WEBSITE BANNER (BRANDING EXPOSURES AFTER EVENT)

2 MONTHS
(WORTH RM300)

E-NEWSLETTER

2 EDITIONS
(WORTH RM400)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

1 POST + 1 STORY
(WORTH RM600)

PROVISION

**TO PROVIDE 2 SETS OF
BATCH BREWER AT OPEN
CUPPING/TASTING AREA
(INCLUDING PRACTICE
TIME, SETUP AND
TECHNICAL SUPPORT
THROUGHOUT THE
COMPETITION PERIOD)**



SPONSORSHIP OPPORTUNITY: SAMPLE ROASTING COMPETITION



Rock & Roast

OFFICIAL WATER FILTRATION SYSTEM RM 5,000



EXCLUSIVE FEATURE

E-NEWSLETTER

2 EDITIONS
(WORTH RM400)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

1 POST + 1 STORY
(WORTH RM600)

PROVISION

TO PROVIDE EQUIPMENT FOR COMPETITION USE (INCLUDING PRACTICE TIME, SETUP AND TECHNICAL SUPPORT THROUGHOUT THE COMPETITION PERIOD AND COFFEE CUPPING/TASTING)

EXCLUSIVE FEATURE

E-NEWSLETTER

2 EDITIONS
(WORTH RM400)

ELECTRONIC DIRECT MAIL (EDM)

2 BLASTS
(WORTH RM700)

SOCIAL MEDIA POST

1 POST + 1 STORY
(WORTH RM600)

PROVISION

TO PROVIDE 20 SETS OF CUPPING ACCESSORIES FOR COMPETITORS' PRACTICE AND FOR JUDGING

OFFICIAL CUPPING ACCESSORIES (FOR JUDGING ONLY) RM 5,000



OFFICIAL COFFEE BEAN PACKAGING RM 3,000



EXCLUSIVE FEATURE

E-NEWSLETTER

1 EDITION
(WORTH RM200)

ELECTRONIC DIRECT MAIL (EDM)

1 BLAST
(WORTH RM350)

SOCIAL MEDIA POST

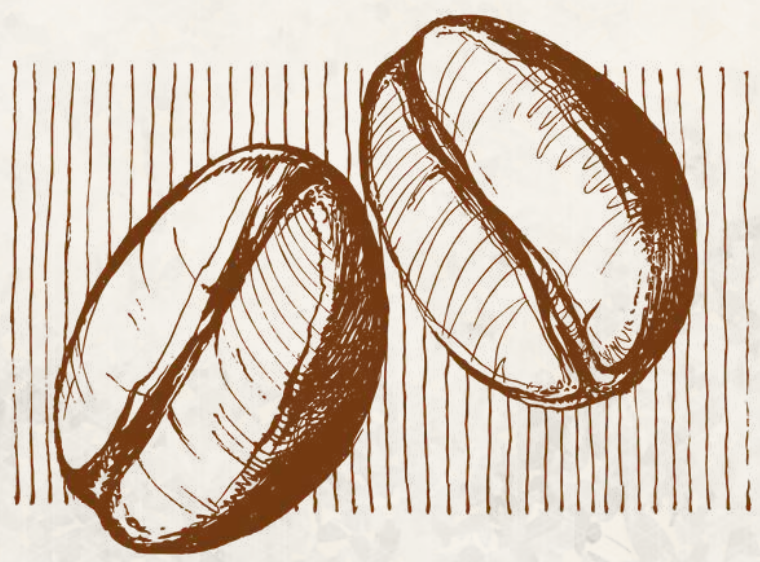
1 POST
(WORTH RM300)

PROVISION

TO PROVIDE THE SUPPLY OF COFFEE BEAN PACKAGING FOR COMPETITION USE

SPECIAL SPONSORSHIP COLLABORATION

J O H O R



**COFFEE
WEEK**

2023

**DISCOVERED NEW
OPPORTUNITIES FOR
SPECIAL COLLABORATION?**

CONTACT US NOW!

JOHOR COFFEE WEEK 2023

SIGNATURE BEVERAGE COMPETITION

SAMPLE ROASTING COMPETITION

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