



**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA BARISTA
CHAMPIONSHIP**



**MALAYSIA
BREWERS CUP**

Malaysia National Coffee Championships 2023

Sponsorship Opportunities Prospectus

Malaysia Barista Championship 2023

Malaysia Latte Art Championship 2023

Malaysia Brewers' Cup 2023

Organised by



MALAYSIA SPECIALTY COFFEE ASSOCIATION

Hosted by

Montgomery Group

In-conjunction with






INTERNATIONAL CAFÉ & BEVERAGE SHOW

A MONTGOMERY ASIA FINE FOOD EVENT

ABOUT THE ORGANISER



MALAYSIA SPECIALTY COFFEE ASSOCIATION

-  The Malaysia Specialty Coffee Association (MSCA) will play host and be the organising committee of the upcoming MBC, MLAC, & MBrC 2023.
-  MSCA is the official national body of the nation to overlook all World Coffee Event (WCE) competitions in Malaysia.
-  MSCA roles are as follows:
 - To uphold competition standards.
 - To ensure that the competition operates according to WCE Rules & Regulations for all WCE sanctioned competition.
 - Developing local judges to be recognized as qualified judges for WCE championship.

ABOUT MALAYSIA NATIONAL COFFEE CHAMPIONSHIP SERIES



MALAYSIA LATTE ART
CHAMPIONSHIP



MALAYSIA BARISTA
CHAMPIONSHIP



MALAYSIA
BREWERS CUP

Well Supported By Our Industry Partners since 2015,
Malaysia Barista Won The World Latte Art Champion in 2018



- Malaysia Barista Championship (MBC)
- Malaysia Latte Art Championship (MLAC)
- Malaysia Brewers' Cup (MBrC)

3 Major Coffee Competitions

Sanctioned by World Coffee Events (WCE), MSCA runs the competition annually with the key objective of levelling up Malaysia's Coffee Profession in all key areas on the world stage.

Malaysia National Coffee Championship (MNCC) has been attracting coffee enthusiasts, majority of whom are young professionals with spending power and are keen to pursue a quality cup and lifestyle in their everyday life. We have also witnessed strong interest within media and public in recent years; alongside with continued growing coffee consumption in Malaysia. MSCA will continue to unite, develop and enhance the Specialty Coffee Industry in Malaysia!



MALAYSIA LATTE ART CHAMPIONSHIP

The Malaysia Latte Art Championship (MLAC) will see top and creative baristas competing to create the best looking cup of latte. The winner will be awarded the honour to represent Malaysia in the World Latte Art Championship.

The championship highlights the artistic expression in a competition platform which challenges the barista in an on-demand performance and the audience can expect a riveting display of intricate skills and showmanship by contestants.



MALAYSIA BARISTA CHAMPIONSHIP

The Malaysia Barista Championship (MBC) is an inaugural competition that highlights the craft of baristas, encouraging the local baristas to participate in competitions to develop their skills. World Coffee Events (WCE) also officially sanctions the championship.

The objective of MBC is to highlight the skills of these baristas, promoting excellence in service, presentation as well as self-confidence. The nations champion will be able to compete in the world stage alongside some of the best baristas in the world.



MALAYSIA BREWERS CUP

The Malaysia Brewers Cup (MBRC) will line-up Malaysia's top baristas who will showcase their coffee brewing expertise. The winner will represent Malaysia in the World Brewer's Cup in the World Stage.

The World Brewers Cup competition highlights the craft of filtered coffee, brewed by hand; promotes manual coffee-brewing and service excellence in Specialty Coffee. This Championship not only challenges the depth of knowledge of the Barista but also tests his or her ability to truly bring out outstanding flavours through techniques in the brewing of coffee.

When Are the Championships?

2023 Edition

Venue : International Café and Beverage Show (ICBS),
KLCC, Malaysia

Date : 25 – 27 May 2023



www.intl-cbs.com

This Year, We Bring You Special Deals!



1 Sponsorship

Meaningful Access to 2 Events Audiences

B2B

B2C



25 - 27 May 2023
KLCC, KL



26 - 29 October 2023
1 Utama Shopping Centre, Selangor

We Maximise Your Return On Investment

1. Sponsorship entitlements allow you to promote your business direct to business owner (B2B) and consumer (B2C).
2. Gives you immediate recognition as an industry leader!
3. A great platform to showcase your latest services, developments and products.
4. Strengthen your existing bonds with your stakeholders.
5. Tap into unrivalled partnership.
6. Your company will gain merit as a good corporate citizen and positive publicity.
7. Maximize this opportunity now and do not left behind by your competitors!

SPONSORSHIP

Key Benefits

Put your business front and centre | Get in front of your target market | Brand awareness & media exposure | Increase your reach and exposure to new clients, customers and businesses | Reconnect with customers and engage with an audience | Generate strong leads



**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA BARISTA
CHAMPIONSHIP**



**MALAYSIA
BREWERS CUP**











**Before Your Bid,
Please Note!**



- 1. This is a sealed bidding.**
- 2. Hard copies of documents are requested to be mailed to MSCA's Secretariat Office.**
- 3. The winning bidder shall be a sponsor of MNCC for 1 edition of 2023.**
- 4. The sponsorship amount will be as per winning bid payable for MNCC 2023.**










The Packages (For Year 2023)

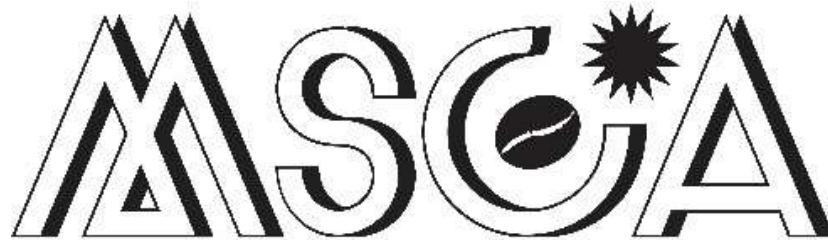
The Packages & Entitlements	Key Presenter Title Sponsor	Official Machine	Official Milk	Official Grinder
Minimum Bid Amount	 TAKEN MYR 20,000.00 Exclusive TAKEN MYR 20,000.00 Exclusive TAKEN MYR 20,000.00 Exclusive	 TAKEN MYR 20,000.00 Exclusive	 TAKEN MYR 20,000.00 Exclusive	 TAKEN MYR 15,000.00 Exclusive
Naming Rights for the Competitions	Yes	N.A.	N.A.	N.A.
Logo Acknowledge @ Competition Backdrop (Large Size)	Yes	N.A.	N.A.	N.A.
Logo Acknowledge @ Competition Backdrop (Medium Size)	N.A.	Yes	Yes	Yes
Logo Acknowledge @ Competition Backdrop (Standard Size)	N.A.	N.A.	N.A.	N.A.
Logo Acknowledge on MSCA Website	Yes	Yes	Yes	Yes
Advertising Video Clip @ Competition's LED Wall	Yes	Yes	Yes	Yes
Exhibition Booth @ Host Tradeshow, ICBS 2023 (B2B)	12sqm (Worth RM 14,400)	9sqm (Worth RM 10,800)	9sqm (Worth RM 10,800)	9sqm *Co-share booth (Worth RM 5,400)
New! Display <u>Booth</u> @ Malaysia Coffee Week 2023 (B2C)	6qm (Worth RM 4,800)	4.5qm (Worth RM 3,600)	4.5qm (Worth RM 3,600)	3sqm (Worth RM 2,400)
New! MSCA E-Newsletter (B2B)	2 X Issue	2 X Issue	2 X Issue	2 X Issue
New! MSCA B2C Café Map (B2C)	Yes	Yes	Yes	Yes
Electronic Direct Mailers (EDM) Blasting & Social Marketing to MSCA Database	5 X EDM Blasts	3 X EDM Blasts	3 X EDM Blast	3 X EDM Blast
New! Targeted Marketing @ <u>Social</u> Media - B2B Group (Barista / Brewer / Latte Art)	3 X Posts	2 X Posts	2 X Posts	2 X Posts
Emcee Mention	Yes	Yes	Yes	Yes
Appreciation Plaque & Certificate of Appreciation	Yes	Yes	Yes	Yes
MSCA Membership	2 Years	1 Year	1 Year	1 Year
Invitation to present trophies to winners	Yes	Yes	Yes	Yes
Post Event Networking Session with Winners	Yes	Yes	Yes	Yes
Provision	N.A.	To provide 3 +1 sets of <u>machine</u> for competition including practice time, setup, technical support throughout competition period	To provide supplies of milk for competition use	To provide 3 +1 sets of <u>machine</u> for competition including practice time, setup, technical support throughout competition period

The Packages & Entitlements	Official Grinder 	Official Coffee 	Official Coffee 	Official Water Filtration System 	Trophy Sponsor 
Minimum Bid Amount	MYR 15,000.00 Exclusive	MYR 15,000.00 Exclusive	MYR 15,000.00 Exclusive	MYR 10,000.00 Exclusive	MYR 10,000.00 Exclusive
Naming Rights for the Competitions	N.A.	N.A.	N.A.	N.A.	N.A.
Logo Acknowledge @ Competition Backdrop (Large Size)	N.A.	N.A.	N.A.	N.A.	N.A.
Logo Acknowledge @ Competition Backdrop (Medium Size)	Yes	Yes	N.A.	N.A.	N.A.
Logo Acknowledge @ Competition Backdrop (Standard Size)	N.A.	N.A.	N.A.	N.A.	N.A.
Logo Acknowledge on MSCA Website	Yes	Yes	Yes	Yes	Yes
Advertising Video Clip @ Competition's LED Wall	Yes	Yes	Yes	Yes	Yes
Exhibition Booth @ Host Tradeshow, ICBS 2022 (B2B)	9sqm *Co-share booth (Worth RM 5,400)	9sqm *Co-share booth (Worth RM 5,400)	9sqm *Co-share booth (Worth RM 5,400)	N.A.	N.A.
New! Display Booth @ Malaysia Coffee Week 2022 (B2C)	3sqm (Worth RM 2,400)	3sqm (Worth RM 2,400)	3sqm (Worth RM 2,400)	N.A.	N.A.
New! MSCA E-Newsletter (B2B)	1 X Issue	1 X Issue	1 X Issue	1 X Issue	1 X Issue
New! MSCA B2C Café Map (B2C)	Yes	Yes	Yes	Yes	Yes
Electronic Direct Mailers (EDM) Blasting & Social Marketing to MSCA Database	3 X EDM Blast	3 X EDM Blast	3 X EDM Blast	3 X EDM Blast	3 X EDM Blast
New! Targeted Marketing @ B2B Social Media Group	2 X Posts	2 X Posts	2 X Posts	2 X Posts	2 X Posts
Emcee Mention	Yes	Yes	Yes	Yes	Yes
Appreciation Plaque & Certificate of Appreciation	Yes	Yes	Yes	Yes	Yes
MSCA Membership	1 Year	1 Year	1 Year	1 Year	1 Year
Invitation to present trophies to winners	Yes	Yes	Yes	Yes	Yes
Post Event Networking Session with Winners	Yes	Yes	Yes	N.A.	N.A.
Provision	To provide 3 + 1 sets of machine for competition including practice time, setup, technical support throughout competition period	To provide roasted beans for competition use	To provide roasted beans for competition use	To provide equipment for competition use	N.A.

The Packages (For Year 2023)

The Packages (For Year 2023)

The Packages & Entitlements	Official Scale 	Official Alternative Milk 	Official Water 	Official Syrup 	Official Brewing Equipment 	Official Espresso Cleaning Products 	Official Water Boiler 	Official Ceramics Cup 	Strategic Partner 
Minimum Bid Amount	MYR 5,000.00 Exclusive	MYR 5,000.00 Exclusive	MYR 5,000.00 Exclusive	MYR 5,000.00 Exclusive	MYR 5,000.00 Exclusive	MYR 5,000.00 Exclusive	MYR 5,000.00 Exclusive	MYR 5,000.00 Exclusive	MYR 3,000.00 No Bidding - Multiple
Naming Rights for the Competitions	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Logo Acknowledge @ Competition Backdrop (Large Size)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Logo Acknowledge @ Competition Backdrop (Medium Size)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Logo Acknowledge @ Competition Backdrop (Standard Size)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo Acknowledge on MSCA Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Advertising Video Clip @ Competition's LED Wall	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Exhibition Booth @ Host Tradeshow, ICBS 2022 (B2B)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
New! Display Booth @ Malaysia Coffee Week 2022 (B2C)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
New! MSCA E-Newsletter (B2B)	1 X Issue	1 X Issue	1 X Issue	1 X Issue	1 X Issue	1 X Issue	1 X Issue	1 X Issue	1 X Issue
New! MSCA B2C Café Map (B2C)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Electronic Direct Mailers (EDM) Blasting & Social Marketing to MSCA Database	1 X EDM Blasts	1 X EDM Blasts	1 X EDM Blasts	1 X EDM Blasts	1 X EDM Blasts	1 X EDM Blasts	1 X EDM Blasts	1 X EDM Blasts	1 X EDM Blasts
New! Targeted Marketing @ B2B Social Media Group	1 X Posts	1 X Posts	1 X Posts	1 X Posts	1 X Posts	1 X Posts	1 X Posts	1 X Posts	1 X Posts
Emcee Mention	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Appreciation Plaque & Certificate of Appreciation	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
MSCA Membership	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year
Invitation to present trophies to winners	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Provision	To provide equipment for competition use	To provide supplies of alternative milk (Not Compulsory to be used)	To provide equipment for competition use	To provide equipment for competition use (Not Compulsory to be used)	To provide equipment for competition use	To provide equipment for competition use	To provide equipment for competition use	To provide equipment for competition use	N.A.



MALAYSIA SPECIALTY COFFEE ASSOCIATION

Be Part of the Malaysia Coffee Industry Partnership

For More Information, please contact:

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