



**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA
BREWERS CUP**



**MALAYSIA BARISTA
CHAMPIONSHIP**



MALAYSIA NATIONAL COFFEE CHAMPIONSHIPS 2024/2025

ORGANISER:



MALAYSIA SPECIALTY COFFEE ASSOCIATION

PARTNER EVENT:



INTERNATIONAL CAFÉ & BEVERAGE SHOW

A MONTGOMERY ASIA FINE FOOD EVENT

Sponsorship Opportunities Prospectus

- Malaysia Barista Championship 2024 & 2025
- Malaysia Latte Art Championship 2024 & 2025
- Malaysia Brewers Cup 2024 & 2025



MALAYSIA SPECIALTY COFFEE ASSOCIATION

ABOUT MSCA

- The Malaysia Specialty Coffee Association (MSCA) will play host and be the organizing committee of the upcoming MBC, MLAC and MBrC 2024
- MSCA is the official national body of the nation to overlook all World Coffee Event (WCE) competitions in Malaysia
- MSCA roles are as follow:
 1. To uphold competition standards
 2. To ensure that the competition operates according to WCE Rules & Regulations for all WCE sanctioned competition
 3. Developing local judges to be recognized as qualified judges for WCE championships

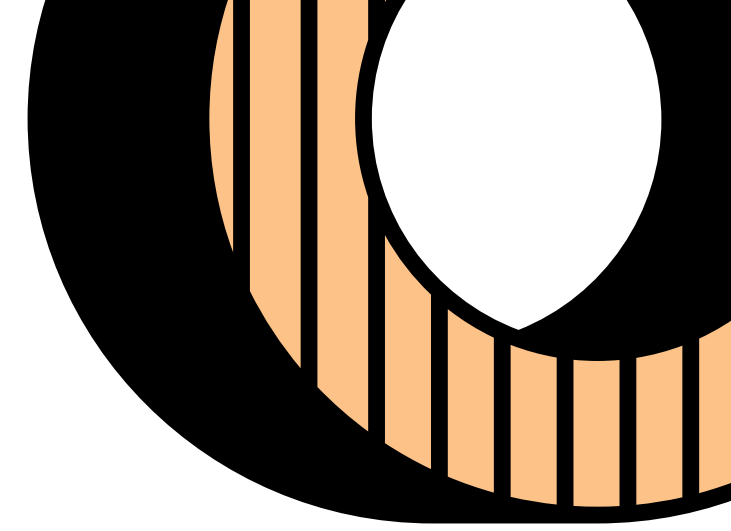


LETS GET STARTED





ABOUT MALAYSIA NATIONAL COFFEE CHAMPIONSHIP SERIES



**MALAYSIA LATTE ART
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**MALAYSIA
BREWERS CUP**



**MALAYSIA BARISTA
CHAMPIONSHIP**

3 Major Coffee Championships

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 young professionals with spending power are keen to pursue a quality cup and lifestyle in their everyday life. We also have 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 Specialty Coffee Industry in Malaysia!



OUR RESULT

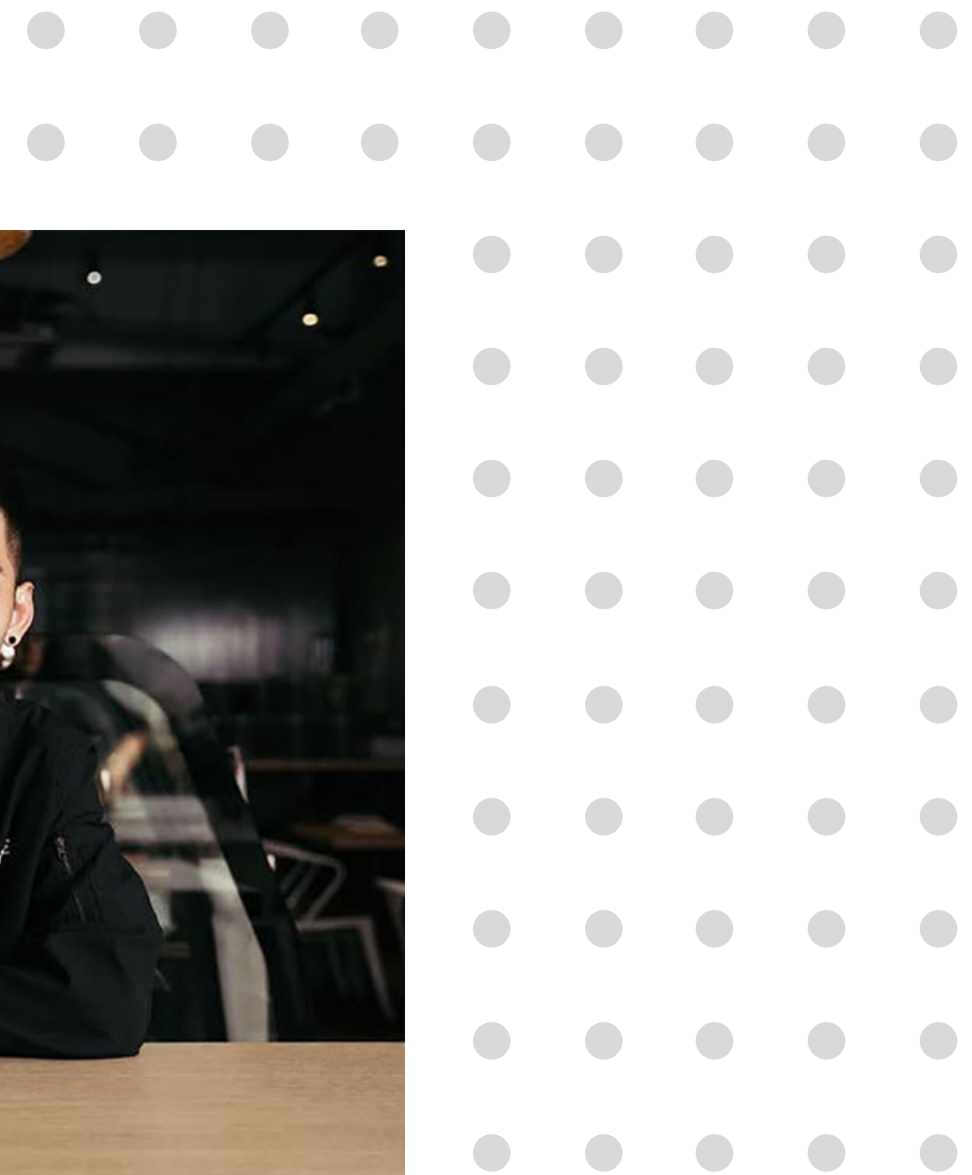
WORLD LATTE ART CHAMPIONSHIP &
WORLD BREWERS CUP 2018



Malaysia's representative Regine Wai from Page 2 Cafe won the First Runner Up at the World Brewers Cup 2018



Malaysia's representative Irvine Quek from 103 Coffee has been crowned as the World Latte Art Champion in 2018





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.

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.



MALAYSIA BREWERS CUP

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 LATTE ART CHAMPIONSHIP





CHAMPIONSHIP DETAILS

2024 EDITION

**TRADE SHOW: INTERNATIONAL CAFE & BEVERAGE
SHOW (ICBS)**

VENUE: KUALA LUMPUR CONVENTION CENTRE

DATE: 23 – 25 MAY 2024



WWW.INTL-CBS.COM

SPONSORSHIP



**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA
BREWERS CUP**



**MALAYSIA BARISTA
CHAMPIONSHIP**

One Investment



TWO Event Audiences

ICBS 2024
INTERNATIONAL CAFÉ & BEVERAGE SHOW
A MONTGOMERY ASIA FINE FOOD EVENT

23 - 25 May 2024
Kuala Lumpur Convention Centre

J O H O R

**COFFEE
WEEK 2024**
07-10 March 2024
JB City Square, Johor Bahru

Key Benefits:

- Put your business **front & center**
- Be **present** to your target market
- Brand **awareness** & media **exposure**
- **Increase** market reach and **exposure** to new clients, customers and businesses
- **Reconnect** with customers & **engage** with audiences
- **Generate** strong leads
- Exposure at Semi Finals & Final **live feed**

MAXIMIZING YOUR RETURN OF 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 leave your competitors behind you!

“

THERE IS NO SUCH THING AS A SELF-MADE MAN. YOU WILL REACH YOUR GOALS ONLY WITH THE HELP OF OTHERS.





**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA
BREWERS CUP**



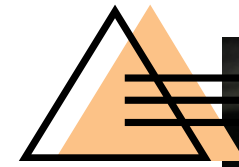
**MALAYSIA BARISTA
CHAMPIONSHIP**



THE BIDDING PROCESS

IMPORTANT:

1. This is a sealed bidding.
2. Hard copies of documents are requested to be mailed to MSCA's Secretariat Office: T111, Level 3 Centrepont, 3, Lebuhr Bandar Utama, 47800, Petaling Jaya, Selangor, Malaysia.
3. The winning bidder shall be sponsor of Malaysia National Coffee Championship for 2 editions, 2024 and 2025.
4. The sponsorship amount will be as per winning bid payable for Malaysia National Coffee Championship 2023.
5. Sponsorship payment shall be made in full upon confirmation of winning the bid.
6. In any case of clash of competitors in the same bidding category, the submission date will be taken into consideration to decide the winning bidder





MALAYSIA LATTE ART
CHAMPIONSHIP

MALAYSIA
BREWERS CUP

MALAYSIA BARISTA
CHAMPIONSHIP



THE BIDDING PROCESS IMPORTANT NOTICE



1. The winning bidder shall be a sponsor of MNCC for **two (2) editions**, 2024 & 2025. **The sponsorship amount will be as per winning bid payable per edition.**
2. Except with the consent in writing of the organisation the Bidder shall not disclose this sponsorship bidding, or any of its provisions, or any specifications, plans, drawings, patterns, samples or information issued by the organisation, or any Personal received from the organisation. The Bidder shall not disclose its participation, nor shall the Bidder use the name, logo or trademarks of the organisation, or any abbreviation thereof, without the consent in writing of the organisation.
3. To the extent that the Bidder has access to or receive Personal Data from the organisation:
 - (a) The Bidder represents and warrants to the university that it has at all times complied with the requirements of the Personal Data Protection Act of Malaysia (“PDPA”) in respect of the Bidder’s collection (if application), use, processing, disclosure (if applicable), protection, retention and other handling of such Personal Data, and the Bidder undertakes to continue to comply with the aforesaid requirements of the PDPA in respect of such Personal Data;
4. **Alteration, Erasures or Illegibility:**
Except for amendments to the entries made by the Bidder himself which are initialed by the Bidder, Offers bearing any other alterations or erasures and Offers in which prices are not legibly stated are liable to be rejected.
5. Following the confirmation of bidding, **confirmation of sponsors will only be made once the successful bidder has made the full payment accordingly.** Successful bidders are required to **make the payment two weeks after the confirmation of bidding.** Failure to make timely payment will result in the forfeiture of the bid.
6. If the Bidder decides to withdraw from the competition before the completion of two full editions, the following consequences will apply:
 - a. **Financial Consequences:**
 - i. The Bidder shall be liable to pay a withdrawal fee, as determined by the organisation, within a specified timeframe.
 - ii. The withdrawal fee shall be a reasonable percentage of the total bid amount or a fixed amount agreed upon during the bid acceptance process.
 - b. **Disqualification:**
 - i. The Bidder will be disqualified from participating in any future editions of the competition organized by the same entity or associated entities.
 - ii. The Bidder's reputation may be negatively impacted, and the Organizers reserve the right to share information regarding the withdrawal with relevant stakeholders.
7. The Bidder understands and accepts that the consequences mentioned in **Clause 6** are necessary to protect the interests of the organisation and maintain the integrity and continuity of the competition.
8. Any request for withdrawal must be made in writing to the organisation, clearly stating the reasons for the withdrawal. The organisation reserve the right to accept or reject the withdrawal request, taking into account the circumstances and impact on the competition.
9. The Bidder agrees that the consequences specified in the Bidder Acceptance shall be legally binding and enforceable, and the Bidder shall comply with them without any objection or dispute.
10. By submitting the bid, the Bidder acknowledges having read, understood, and agreed to abide by the Bidder Acceptance.



KEY PRESENTER TITLE SPONSOR



RM30,000 – per category (EXCLUSIVE)



PACKAGES & ENTITLEMENTS

1. **Naming rights** for competitions
2. Logo acknowledgement on competition backdrop (large)
3. Logo acknowledgement on MSCA Website
4. Advertising video clip on competition's LED wall (2mins)
5. Exhibition Booth at Host Tradeshow, ICBS 2024 (B2B) - 12sqm
6. Display Booth at Johor Coffee Week 2024 (B2C) - 6sqm
7. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
8. MSCA E-Newsletter (B2B)
9. Emcee Mention
10. Appreciation plaque & certificate of appreciation during prizing ceremony
11. MSCA membership (2 Year - T&C applies)
12. Invitation to present trophies to winners
13. Post event networking session with winners



**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA
BREWERS CUP**



**MALAYSIA BARISTA
CHAMPIONSHIP**

EXCLUSIVE

OFFICIAL MILK
RM30,000



PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (medium)
2. Logo acknowledgement on MSCA Website
3. Advertising video clip on competition's LED wall (2mins)
4. Exhibition Booth at Host Tradeshow, ICBS 2024 (B2B) - 9sqm
5. Display Booth at Johor Coffee Week 2024 (B2C) - 3sqm
6. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
7. MSCA E-Newsletter (B2B)
8. Emcee Mention
9. Appreciation plaque & certificate of appreciation during prizing ceremony
10. MSCA membership (1 Year - T&C applies)
11. Invitation to present trophies to winners
12. Post event networking session with winners

PROVISION

TO provide supplies of milk for competition use (not compulsory use)



EXCLUSIVE



PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (medium)
2. Logo acknowledgement on MSCA Website
3. Advertising video clip on competition's LED wall (2mins)
4. Exhibition Booth at Host Tradeshow, ICBS 2024 (B2B) - 9sqm
5. Display Booth at Johor Coffee Week 2024 (B2C) - 4.5sqm
6. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
7. MSCA E-Newsletter (B2B)
8. Emcee Mention
9. Appreciation plaque & certificate of appreciation during prizing ceremony
10. MSCA membership (1 Year - T&C applies)
11. Invitation to present trophies to winners
12. Post event networking session with winners



**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA BARISTA
CHAMPIONSHIP**

OFFICIAL MACHINE

RM25,000



PROVISION

TO provide 3 + 1 sets of machines for competition including practice time, setup, technical support throughout

EXCLUSIVE



OFFICIAL GRINDER

RM20,000



MALAYSIA LATTE ART
CHAMPIONSHIP



MALAYSIA BARISTA
CHAMPIONSHIP

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (medium)
2. Logo acknowledgement on MSCA Website
3. Advertising video clip on competition's LED wall (2mins)
4. Exhibition Booth at Host Tradeshow, ICBS 2024 (B2B) - 9sqm
5. Display Booth at Johor Coffee Week 2024 (B2C) - 4.5sqm
6. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
7. MSCA E-Newsletter (B2B)
8. Emcee Mention
9. Appreciation plaque & certificate of appreciation during prizing ceremony
10. MSCA membership (1 Year - T&C applies)
11. Invitation to present trophies to winners
12. Post event networking session with winners

PROVISION

TO provide 3 + 1 sets of machines for competition including practice time, setup, technical support throughout

EXCLUSIVE





PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (medium)
2. Logo acknowledgement on MSCA Website
3. Advertising video clip on competition's LED wall (2mins)
4. Exhibition Booth at Host Tradeshow, ICBS 2024 (B2B) - 9sqm
5. Display Booth at Johor Coffee Week 2024 (B2C) - 3sqm
6. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
7. MSCA E-Newsletter (B2B)
8. Emcee Mention
9. Appreciation plaque & certificate of appreciation during prizing ceremony
10. MSCA membership (1 Year - T&C applies)
11. Invitation to present trophies to winners
12. Post event networking session with winners



**MALAYSIA
BREWERS CUP**

**OFFICIAL
GRINDER
RM20,500**

PROVISION

TO provide 3 + 1 sets of machines for competition including practice time, setup, technical support throughout

EXCLUSIVE

OFFICIAL COFFEE

RM15,000



MALAYSIA LATTE ART
CHAMPIONSHIP

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (medium)
2. Logo acknowledgement on MSCA Website
3. Advertising video clip on competition's LED wall (2mins)
4. Exhibition Booth at Host Tradeshow, ICBS 2024 (B2B) - 9sqm
5. Display Booth at Johor Coffee Week 2024 (B2C) - 3sqm
6. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
7. MSCA E-Newsletter (B2B)
8. Emcee Mention
9. Appreciation plaque & certificate of appreciation during prizing ceremony
10. MSCA membership (1 Year - T&C applies)
11. Invitation to present trophies to winners
12. Post event networking session with winners

PROVISION

TO provide roasted beans for competition use



EXCLUSIVE

OFFICIAL COFFEE

RM15,000

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (medium)
2. Logo acknowledgement on MSCA Website
3. Advertising video clip on competition's LED wall (2mins)
4. Exhibition Booth at Host Tradeshow, ICBS 2024 (B2B) - 9sqm
5. Display Booth at Johor Coffee Week 2024 (B2C) - 3sqm
6. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
7. MSCA E-Newsletter (B2B)
8. Emcee Mention
9. Appreciation plaque & certificate of appreciation during prizing ceremony
10. MSCA membership (1 Year - T&C applies)
11. Invitation to present trophies to winners
12. Post event networking session with winners



PROVISION

TO provide roasted beans for competition use (need to meet criteria)



EXCLUSIVE

TROPHY SPONSOR

RM10,000



PROVISION

TO cover production cost of trophies

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (medium)
2. Logo acknowledgement on MSCA Website
3. Advertising video clip on competition's LED wall (2mins)
4. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
5. MSCA E-Newsletter (B2B)
6. Emcee Mention
7. Appreciation plaque & certificate of appreciation during prizing ceremony
8. MSCA membership (1 Year - T&C applies)
9. Invitation to present trophies to winners



OFFICIAL WATER FILTRATION SYSTEM

RM10,000

SOLD



MALAYSIA LATTE ART
CHAMPIONSHIP



MALAYSIA
BREWERS CUP



MALAYSIA BARISTA
CHAMPIONSHIP

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (medium)
2. Logo acknowledgement on MSCA Website
3. Advertising video clip on competition's LED wall (2mins)
4. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
5. MSCA E-Newsletter (B2B)
6. Emcee Mention
7. Appreciation plaque & certificate of appreciation during prizing ceremony
8. MSCA membership (1 Year - T&C applies)
9. Invitation to present trophies to winners

PROVISION

TO provide equipment for competition use (need to meet criteria)

EXCLUSIVE



OFFICIAL ALTERNATIVE MILK RM10,000



MALAYSIA BARISTA
CHAMPIONSHIP

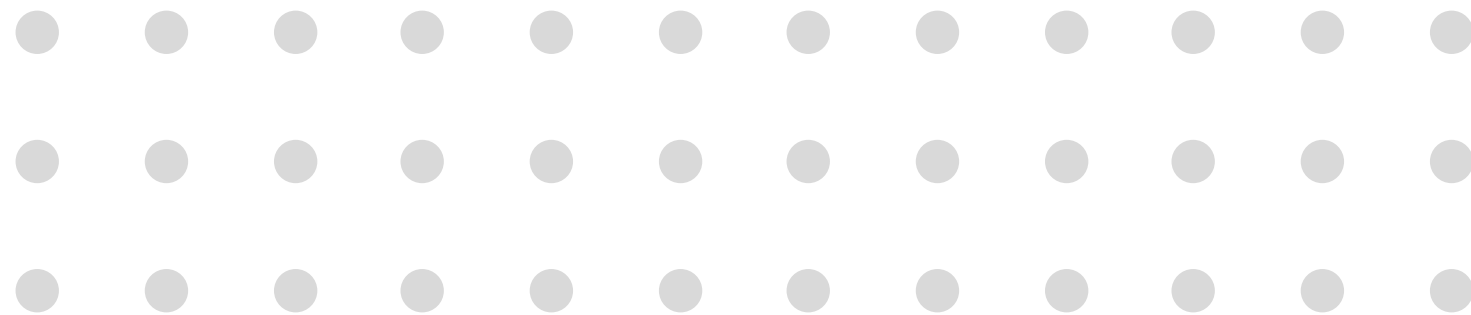


PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (medium)
2. Logo acknowledgement on MSCA Website
3. Advertising video clip on competition's LED wall (2mins)
4. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
5. MSCA E-Newsletter (B2B)
6. Emcee Mention
7. Appreciation plaque & certificate of appreciation during prizing ceremony
8. MSCA membership (1 Year - T&C applies)

PROVISION

TO provide supplies of alternative milk for competition use (not compulsory use)



EXCLUSIVE



OFFICIAL SCALE

RM8,000



**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA
BREWERS CUP**



**MALAYSIA BARISTA
CHAMPIONSHIP**

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (standard)
2. Logo acknowledgement on MSCA Website
3. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
4. MSCA E-Newsletter (B2B)
5. Emcee Mention
6. Appreciation plaque & certificate of appreciation during prizing ceremony
7. MSCA membership (1 Year - T&C applies)

PROVISION

TO provide equipment for competition use (need to meet criteria)



EXCLUSIVE



OFFICIAL BREWING EQUIPMENT

RM5,000



PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (standard)
2. Logo acknowledgement on MSCA Website
3. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
4. MSCA E-Newsletter (B2B)
5. Emcee Mention
6. Appreciation plaque & certificate of appreciation during prizing ceremony
7. MSCA membership (1 Year - T&C applies)

PROVISION

TO provide equipment for competition use



EXCLUSIVE



OFFICIAL BREWING KETTLE RM5,000



PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (standard)
2. Logo acknowledgement on MSCA Website
3. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
4. MSCA E-Newsletter (B2B)
5. Emcee Mention
6. Appreciation plaque & certificate of appreciation during prizing ceremony
7. MSCA membership (1 Year - T&C applies)

PROVISION

TO provide equipment for competition use



■ ■ ■

OFFICIAL WATER BOILER

RM5,000



PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (standard)
2. Logo acknowledgement on MSCA Website
3. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
4. MSCA E-Newsletter (B2B)
5. Emcee Mention
6. Appreciation plaque & certificate of appreciation during prizing ceremony
7. MSCA membership (1 Year - T&C applies)

PROVISION

TO provide equipment for competition use



EXCLUSIVE

OFFICIAL CLEANING PRODUCTS

SOLD

RM5,000

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (standard)
2. Logo acknowledgement on MSCA Website
3. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
4. MSCA E-Newsletter (B2B)
5. Emcee Mention
6. Appreciation plaque & certificate of appreciation during prizing ceremony
7. MSCA membership (1 Year - T&C applies)



**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA
BREWERS CUP**



**MALAYSIA BARISTA
CHAMPIONSHIP**

PROVISION

TO provide equipment for competition use



EXCLUSIVE



OFFICIAL SYRUP

RM5,000



**MALAYSIA LATTE ART
CHAMPIONSHIP**



**MALAYSIA BARISTA
CHAMPIONSHIP**

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (standard)
2. Logo acknowledgement on MSCA Website
3. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
4. MSCA E-Newsletter (B2B)
5. Emcee Mention
6. Appreciation plaque & certificate of appreciation during prizing ceremony
7. MSCA membership (1 Year - T&C applies)

PROVISION

TO provide equipment for competition use (not compulsory use)



EXCLUSIVE

OFFICIAL DRINKING WATER

RM5,000

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (standard)
2. Logo acknowledgement on MSCA Website
3. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
4. MSCA E-Newsletter (B2B)
5. Emcee Mention
6. Appreciation plaque & certificate of appreciation during prizing ceremony
7. MSCA membership (1 Year - T&C applies)

PROVISION

TO provide water for event use (bottled water)



OFFICIAL CERAMIC CUPS

RM5,000



MALAYSIA LATTE ART
CHAMPIONSHIP



MALAYSIA BARISTA
CHAMPIONSHIP

PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (standard)
2. Logo acknowledgement on MSCA Website
3. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
4. MSCA E-Newsletter (B2B)
5. Emcee Mention
6. Appreciation plaque & certificate of appreciation during prizing ceremony
7. MSCA membership (1 Year - T&C applies)

PROVISION

TO provide equipment for competition use



EXCLUSIVE

STRATEGIC PARTNER

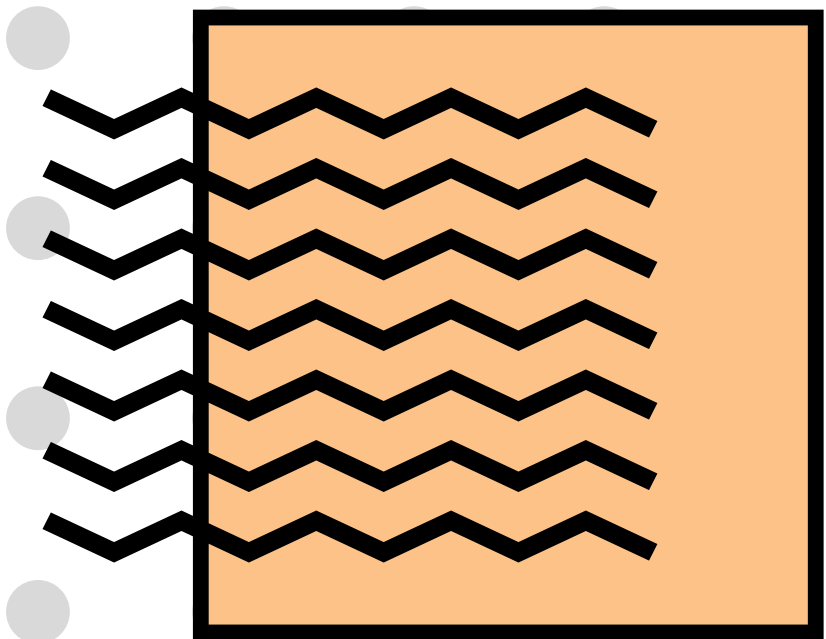
RM3,000



PACKAGES & ENTITLEMENTS

1. Logo acknowledgement on competition backdrop (standard)
2. Logo acknowledgement on MSCA Website
3. Electronic Direct Mailers (EDM) blasting & social marketing to MSCA Database
4. MSCA E-Newsletter (B2B)
5. Emcee Mention
6. Appreciation plaque & certificate of appreciation during prizing ceremony
7. MSCA membership (1 Year - T&C applies)





STAY CONNECTED WITH THE COFFEE INDUSTRY



Ms Vinnie Law
Malaysia Specialty Coffee Association (MSCA)
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