



Oktoberfest

Sponsorship Opportunities

16 & 17 OCTOBER 2026 · 7 PM – 11.30 PM
BAVARIAN FAMILY BRUNCH · 17 OCTOBER · 11 AM - 4 PM
HYATT REGENCY HOTEL KUALA LUMPUR AT KL MIDTOWN



Malaysian-German Chamber
of Commerce and Industry
Deutsch-Malaysische
Industrie- und Handelskammer



WHAT'S HAPPENING THIS YEAR?



16 & 17 October 2026

The evening celebration: Bavarian band, Paulaner by the litre, long tables of clients and colleagues. **RM 420 nett per person per day, corporate tables of ten at RM 4,200.**

C-SUITE • MEMBERS • PARTNERS



17 October 2026

The approachable daytime edition: Bavarian brunch, garden games, kids of every age. **RM 200 nett per person** — an easy first invitation for guests new to the Chamber.

FAMILIES • GERMAN & LOCAL COMMUNITIES





Pricing & Details

OKTOBERFEST | 16 & 17 OCT FROM 7 PM TO 11.30 PM
PER PERSON · PER DAY

RM 420 nett · per member | RM 4,200 nett per table (10 persons)

RM 800 both days

SAVE RM 40 FOR MEMBERS ONLY

RM 480 nett · non-member

All-inclusive experience with 1 L of Paulaner Beer

BAVARIAN FAMILY BRUNCH | 17 OCT FROM 11 AM TO 4 PM

RM 200 nett · per entry

Inclusive of unlimited servings of Bavarian inspired spread, games and more

WHY BE A SPONSOR

BRANDING PEOPLE ACTUALLY TOUCH

Your logo sits on the games guests play, the wristband they wear all night and the photo wall they post from — not on a banner they walk past.

HOSTED BY THE OFFICIAL CHAMBER

MGCC is the official Malaysian-German Chamber of Commerce and Industry. Standing beside us reads as credibility, not sponsorship clutter.

TWO ROOMS, ONE COMMITMENT

Reach senior decision-makers on the Oktoberfest evenings and their families at the Saturday brunch — corporate reach and community goodwill together.



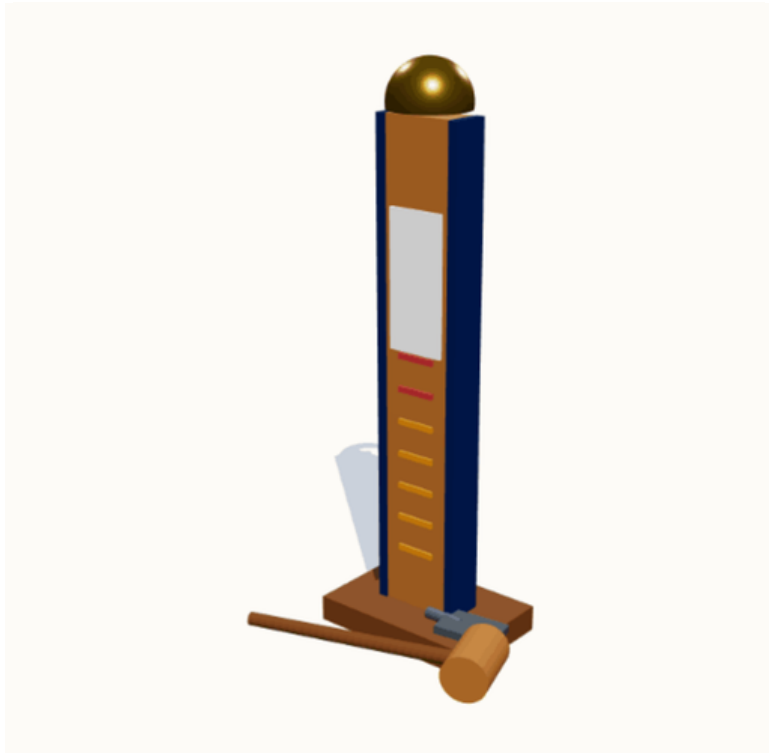
EXCLUSIVE BRANDING

EXCLUSIVE BRANDING OPPORTUNITIES

Six Bavarian games across the weekend. Each one carries a single company's name — no shared boards, no logo soup. Guests queue for them, play them and photograph them.

FOUR GAMES. FOUR COMPANIES.

GOLD TIER · ONE COMPANY PER GAME

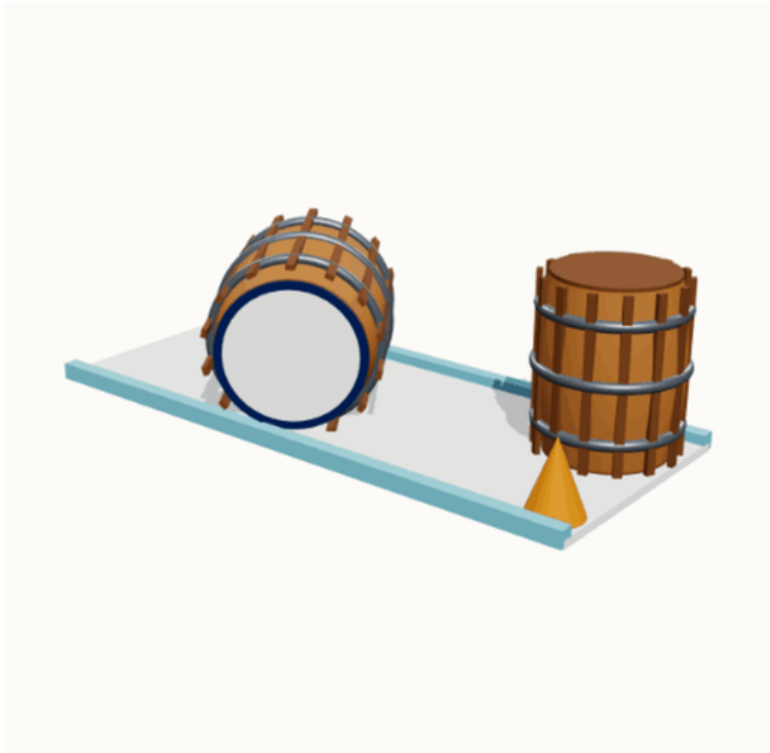


HAU DEN LUKAS

HIGH STRIKER

Swing the mallet, ring the bell. The loudest, most photographed game of the night.

Branding zone: full-height tower panel

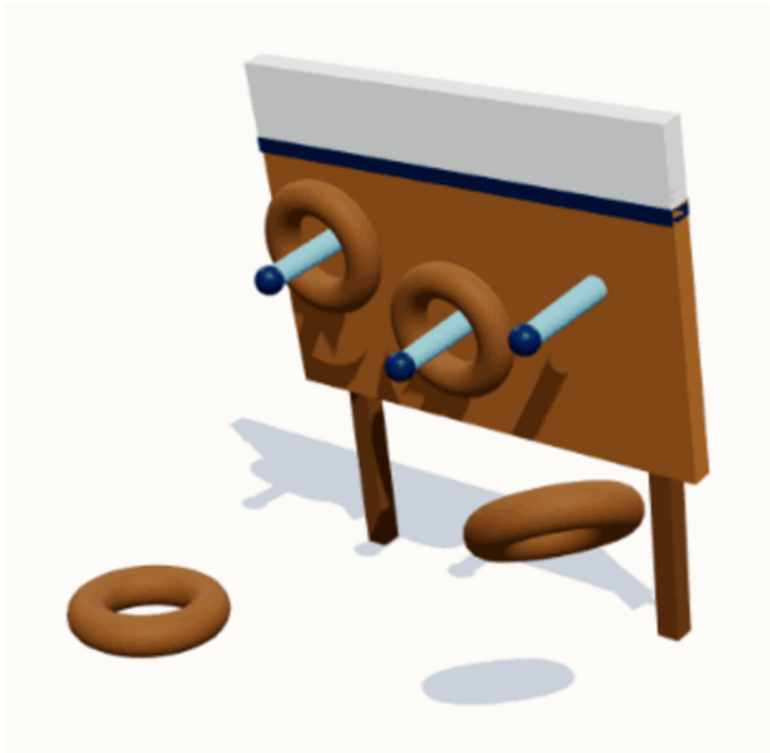


FASSROLLEN

BARREL ROLLING

Teams race a beer barrel down the lane — the classic Wiesn team game.

Branding zone: barrel head and lane rails



PRETZEL TOSS

BREZN RING TOSS

Three pegs, three throws. Quick, easy, and everyone has a go.

Branding zone: board header panel



MASSKRUG-STEMMEN

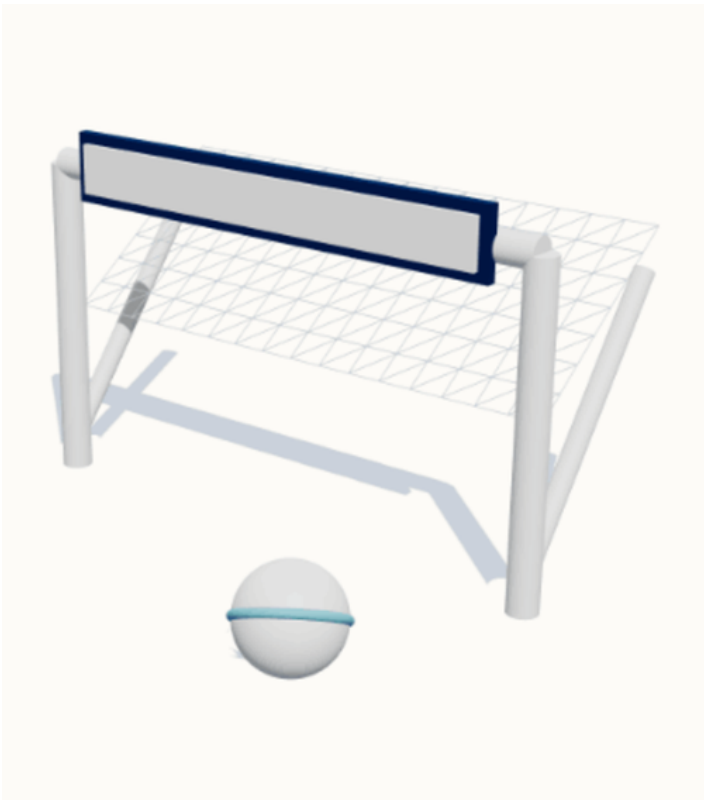
STEIN HOLDING

One litre, arm straight, last one standing wins. The crowd counts along.

Branding zone: podium face and timing board

GAMES FOR THE FAMILY CROWD

SILVER TIER



GOAL POST CHALLENGE

SHOOT-OUT FOR KIDS AND PARENTS

Penalty shoot-out on the brunch lawn, run in partnership with Adidas. Queues of children, cameras out, parents watching.

Branding zone: crossbar banner



SACK RACES

SACKHÜPFEN

Heats all afternoon, and your logo travels down the lane on every sack — the single most shared photo of the brunch.

Branding zone: printed panel on every sack

DATE	TIME	TICKET	AUDIENCE
Saturday 17 October	11 AM – 4.30 PM	RM 200 nett	Families, all ages

All game visuals are indicative 3D studies. Final builds follow the branding zones shown, produced by MGCC with your artwork.

BRAND AWARENESS

WHERE ELSE YOUR LOGO LIVES



■ GUEST WRISTBANDS

Worn by every guest, both nights. Gold and Silver logos printed on band.

■ CUSTOM TABLE FLAG

Your own flag at your corporate table, front row beside the band. Gold only.

■ SCREENS & STAGE

Your advertisement video on the main screens across Oktoberfest and the brunch, plus a song dedication of your choice. Gold only.

■ COMMUNICATION MATERIAL

EDMs to the MGCC member base, social channels, event page and on-site print.

■ MEDIA & INFLUENCER OUTREACH

Extend your brand's reach through MGCC's targeted media and influencer engagement. Benefit from pre-event publicity, event-day coverage, social media features, influencer content, and post-event exposure.

GOLD

RM 25,000 nett

The headline partnership: your company owns one Bavarian game for both evenings, and your brand runs through the room from the wristband to the stage.

- Exclusive branding on one game — Hau den Lukas, Fassrollen, Pretzel Toss or Masskrugstemmen
- Custom company flag at your table
- Your song dedication, played by the band
- Logo on guest wristbands, both nights
- Front-row corporate table, closest to the band
- Advertisement video on the main screens at Oktoberfest and the Family Brunch
- Logo on all communication material, print and digital
- Logo on the photo wall and a dedicated social feature post



SILVER

RM 10,000 nett

Visible where guests gather and share: the photo wall, the wristband, and — for two of the five partners — a Bavarian Family Brunch game of their own.

- Branding on a Bavarian Family Brunch game — Goal Post Challenge by Adidas or the Sack Races
- Logo on guest wristbands
- Included in the sponsor line-up post across MGCC channels
- Logo on the photo wall at both events
- Logo on all digital communication: EDMs, social, event page
- Named on the stage thank-you screen



BRONZE

RM 5,000 nett

A clean, affordable way for smaller members to stand with the Chamber — presence in the room and in the communications, without competing with the game sponsors.

- Logo on the photo wall at both events
- Listed as a supporter on the event page, malaysia.ahk.de
- Logo in the footer of every event EDM to the member base
- Named in the group thank-you post after the event
- Name on the table tent cards at the Bavarian Family Brunch
- Named on the stage thank-you screen



ALL TIERS AT A GLANCE

WHAT EACH TIER INCLUDES

All amounts in Malaysian Ringgit, nett.
Game branding is exclusive — one company per game.

BENEFITS	GOLD RM 25,000	SILVER RM 10,000	BRONZE RM 5,000
Exclusive branding on a Bavarian game	1 of 4 evening games	1 of 2 brunch games	—
Front-row table beside the band	●	—	—
Custom company flag at your table	●	—	—
Advertisement video on the main screens	Oktoberfest + Brunch		—
Song dedication played by the band	●	—	—
Logo on guest wristbands	●	●	—
Logo on the photo wall	●	●	●
Logo on communication material	Print + digital	Print + digital	Print + digital
Social media presence	Dedicated feature post	Sponsor line-up post	Group thank-you post
Listed on the event page	●	●	●
Named on the stage thank-you screen	●	●	●
SLOTS AVAILABLE	4	5	10

NEXT STEPS

THREE STEPS TO SECURE YOUR TIER

01

CHOOSE YOUR TIER

Tell us the tier and, for Gold and Silver, the game you would like to hold.

02

SEND YOUR ARTWORK

Vector logo and, for Gold, your advertisement video and song request. We handle production.

03

WE ACTIVATE

Your branding goes live across the campaign, and we walk you through it before the doors open.

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O'zapft is!

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malaysia.ahk.de/en/events

