

每个啤酒爱好者都不可错过的狂欢

2023天津普拉那第九届慕尼黑啤酒节

OKTOBER

FEST

from 17 th Aug
to 20 th Aug



2023 Oktoberfest Tianjin

Aug 18, 19:00 - 22:30 Paulaner Bräuhaus



GERMAN CHAMBER
of Commerce in China • North
中国德国商会 • 华北及东北地区

啤酒节介绍 What is Oktoberfest ?

- **慕尼黑啤酒节 (the Munich Oktoberfest)** 又称“十月节” (Oktoberfest) ，起源于1810年的10月12日，每年九月末到十月初在德国慕尼黑举行，为期两周。啤酒节起源于巴伐利亚王储路德维希和萨克森王国公主特蕾莎的盛大婚礼，巴伐利亚王国为此举行了两天的庆祝活动，与民同乐。庆祝典礼的草坪被命名为特蕾莎大草坪 (Theresienwiese) ，此后几年逐渐形成传统，成为每年一度的固定节日。
- **The Munich Oktoberfest**, aka the "Oktoberfest", is held annually for two weeks from late September to early October in Munich, Germany. Oktoberfest originated on October 12, 1810 from the grand wedding of Prince Ludwig of Bavaria and Princess Theresa of the Kingdom of Saxony, for which the Kingdom held two days of celebrations with the people. The lawn for the ceremony was named Theresienwiese (Theresa's Great Lawn). In the years that followed it gradually developed into a tradition and a regular annual festival.



- **2023天津啤酒节**将德国最具特色的节日，慕尼黑十月啤酒节引入意大利风情区，将通过啤酒美食文化展示设置系列活动。天津啤酒节将以德国自酿啤酒和地道慕尼黑美食为媒介，着力唤醒中德共同的美食记忆，厚植中德彼此深厚友谊。
- 2023 Oktoberfest Tianjin introduces Germany's most distinctive festival, the Munich October Oktoberfest, to the Italian Style Area, where a series of demonstrations of beer, food and culture will be set up. With German home-brewed beer and authentic Munich cuisine as the medium, 2023 Oktoberfest Tianjin tends to awaken the gastronomic memories of China and Germany, and to cultivate the deep friendship between China and Germany.



[Aug 18 | Tianjin] GCC Networking: 2023 Oktoberfest Tianjin 天津啤酒节

乐队介绍 Band

主唱歌手 Singer: INNA

主唱歌手 Singer: IGOR

键盘手 Keyboard: SLAVIC

吉他手 Guitar: YURA

贝斯手 Bass: ARTEM



赞助方案 Partnership

Benefit	Diamond	Gold	Silver	Door gift sponsor	Lucky draw sponsor
10 tickets	√	√	√		
seats at the VIP table	2	-	-		
logo on all websites	√	√	√	√	√
logo on own sponser table	√	√	√	√	√
logo in event advertisements	√	√	√	√	√
logo in event brochure	√	√	√	√	√
logo on event review	√	√	√	√	√
advertisement in event brochure	full page	half page	-		
乐队特别鸣谢	√	-	-		
开场特别鸣谢	√	√	-		
fee(RMB)	15,000	10,000	8,000		



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THANK YOU

We are looking forward to your participation!

