

Über 200 Jahre alte deutsche Tradition nach Indien gebracht



- BEER
- FOOD
- MUSIC
- DANCE

# Oktoberfest

BENGALURU 2024



Venue: Taj MG Road, Bengaluru  
Date: 26 October, 2024  
Saturday 7:30 PM Onwards

Presented by



**INDO-GERMAN CULTURAL SOCIETY**  
BENGALURU

Marketed & Managed by



*This October, Bengaluru goes Bavarian again! Don't miss Oktoberfest!*





## A Bavarian Tradition Comes to Bengaluru!

Oktoberfest is a world-renowned festival originating in Munich, Germany. It began in 1810 as a celebration of the royal wedding between Crown Prince Ludwig (later King Ludwig I) and Princess Therese of Saxony-Hildburghausen. The festivities concluded with a horse race held in an open field called Theresienwiese (Theresa's Field). This field continues to be the heart of Oktoberfest celebrations today.

Over time, the event evolved into a two-week long extravaganza filled with beer, food, music, and amusement rides. It's a joyous occasion where people gather to celebrate Bavarian culture, community spirit, and the arrival of autumn. The iconic image of Oktoberfest is often associated with people dressed in traditional Bavarian clothing like lederhosen (leather breeches) for men and dirndls (colourful dresses) for women.

The Indo German Cultural Society (IGCS) is delighted to invite you to be a part of the Bangalore Oktoberfest 2024. Since 1960, the IGCS has been a bridge between India and Germany, fostering friendship and cultural exchange through a variety of events.



**MUSIC, DANCE, COLOURS, DIRNDL + LEDERHOSE** Traditional Bavarian Benches to seat you (the guests),  
The moods of Munich Beer brewed specially in Bengaluru.





## 'Inseparable part of Oktoberfest Bengaluru since 2001'

### Reisbacher Musikanten



- The marketplace in Reisbach with about 7500 inhabitants is the 'home' for our brass band
- Reisbach is situated in lower Bavaria 15 km South of the town Dingolfing and about 100 km east of the capital city of Bavaria, Munich
- About 20 young musicians between the ages of 18 and 45 years from this 40-member brass band are specially flown into Bangalore for this program every year
- Authentic Oktoberfest music unique in its beat rhythm and tempo
- From America to Singapore! The music of the Reisbach musicians have been heard in over 20 countries and more than 50 cities around the world



This year's Oktoberfest scheduled to be held on October 26, 2024 promises to be an unforgettable experience, brimming with traditional Bavarian cheer. Immerse yourself in the lively atmosphere filled with music, dance, authentic food, and of course, the finest brews!

**Bengaluru, Prost & Party! It's Oktoberfest!**



## Partner with the Bengaluru Oktoberfest!

Sponsorship Category	Sponsorship fee (INR)	Number of Sponors
Diamond	8,00,000	1
Gold	5,00,000	2
Dinner	5,00,000	1
Silver	3,00,000	5
Associate	2,00,000	5

**NB : All Sponsorship charges are excluding TDS and GST.**

## What's in it for you as our Sponsor:

Category	Branding						Invitation to the Head of the company on the Stage	Attendee Passes (Tickets)	Separate Dinner Hall for Sponsors & VVIPs	Reserved Table
	Backdrop	Entry Ticket	Hand Band	Buffet	Standee	Facade at the Lobby				
Diamond	✓	✓	✓	✗	✓	✓	✓	✓ 25 Invities	✓	✓ 2 Tables
Gold	✓	✓	✗	✗	✓	✓	✓	✓ 15 Invities	✓	✓ 1 Table
Dinner	✓	✓	✗	✓	✓	✓	✓	✓ 15 Invities	✓	✓ 1 Table
Silver	✓	✓	✗	✗	✓	✓	✓	✓ 10 Invities	✓	✓ 1 Table
Associate	✓	✓	✗	✗	✓	✓	✓	✓ 02 Invities	✓	✗

- Reach a large and diverse audience (national & international), majorly comprising the top level executives from various corporate sectors.
- A great opportunity for Brand association with a popular cultural event.
- High quality Employee & Customer engagement opportunity
- A good sprinkling of expatriate community & HNI's
- Direct marketing opportunities

### Remittance details for sponsorship fee:

Account Name : M/S Infinios Business Solutions (India) Pvt Ltd  
 Bank : HDFC Bank  
 Type of Account : Current Account  
 Account No : 50200022144794  
 IFSC Code : HDFC0004193  
 Branch Address : TC Palya Main Road Branch, Ramamurthy Nagar, Bangalore

**Bengaluru Oktoberfest brings  
the largest attraction and Festival of munich,  
Bavaria - Germany to you!**





### A typical audience for Oktoberfest includes

- Corporate Leaders
- Executives
- Age Groups 21 and above

### Past Sponsors:



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