



**TAIPEI
EUROPEAN
WINTER
FESTIVAL
2026**

CO-ORGANISERS

- ★ **European Economic and Trade Office in Taiwan (EETO)** ★
- ★ **The Association des Français à Taiwan (AFT)** ★
- ★ **French Office in Taipei (BFT)** ★
- ★ **Department of Cultural Affairs, Taipei City Government (TCG)** ★
- ★ **Ministry of Foreign Affairs (MOFA)** ★
- ★ **European Chamber of Commerce Taiwan (ECCT)** ★

ASSISTING ORGANISERS

- ★ **All EU Member States Offices in Taiwan** ★

STRATEGIC PARTNER

- ★ **Spunite Productions Ltd. co.** ★

— DECEMBER | 2026 —



台北 歐洲 冬季 嘉年華



合辦單位

- ★ 策略合作夥伴(EETO) ★
- ★ 台灣法國人協會 (AFT) ★
- ★ 法國在台協會 (BFT) ★
- ★ 台北市文化局 (TCG) ★
- ★ 中華民國外交部 (MOFA) ★
- ★ 歐洲在台商務協會 (ECCT) ★

協辦單位

- ★ 在台各歐洲辦事處 ★

策略合作夥伴

- ★ 斯邦奈有限公司 ★



JOYEUX
NOËL



GOD
JUL



聖誕快樂



MERRY
CHRISTMAS



VIDÁM
KARÁCSONY

FRÖHLICHE
WEIHNACHTEN



LINKSMŲ
KALĖDŲ



FELIZ
NAVIDAD

LYSTIG
JUL



ALL EU MEMBER STATES
IN TAIWAN



HYVÄÄ
JOULU



VESELÉ
VÁNOCE



BUONGIORNO
NATALE



VESELÉ
VIANOCE



VROLIJK
KERSTFEEST



MEIDHREACH
NOLLAG



WESOŁYCH
ŚWIĄT



GENERAL CONCEPT

The European Economic and Trade Office in Taiwan (EETO), The Association des Français de Taiwan (AFT), the Department of Cultural Affairs of Taipei City Government (TCG), the French Office in Taipei (BFT), the Ministry of Foreign Affairs (MOFA) & the European Chamber of Commerce Taiwan (ECCT) are delighted to co-organize the:

12/2026 **EUROPEAN CHRISTMAS** IN TAIPEI ★ MARKET ★

with the aim of sharing the festive spirit of Christmas, while celebrating European cultures, gastronomy and crafts.

★ **4-day Outdoor Event on Thu. Fri. Sat. Sun.** ★
3rd December - 6th December

★ **~70 Booths** ★
EU Countries' Cultures
European Food & Beverages
Christmas Tradition
Christmas Gifting

★ ECM Year	2020	2021	2022	2023	2024	2025
★ Taipei Market	3 Days	4 Days	4 Days	4 Days	4 Days	4 Days
★ EU Countries	10 Countries	11 Countries	12 Countries	12 Countries	13 Countries	14 Countries
★ Booths	31 Booths	33 Booths	49 Booths	54 Booths	58 Booths	64 Booths
★ Donations	> 1.400.000 TWD					

Numbers obtained from 2020-2025 Festival figures

500,000+ VISITORS IN 2025 !!!

核心概念

歐洲經貿辦事處 (EETO)、台灣法國人協會 (AFT)、臺北市政府文化局 (TCG)、法國在台協會 (BFT)、中華民國外交部 (MOFA) 及歐洲在臺商務協會 (ECCT) 很榮幸共同舉辦：

12/2026 EUROPEAN CHRISTMAS MARKET IN TAIPEI

透過此活動與台灣民眾活動分享歐洲的聖誕節慶氛圍，
同時藉此了解歐洲文化、美食佳餚及歐洲手工藝品。

★ 週四至週日
★ 為期4天的戶外市集
★ 12/3 - 12/6

★ 約 70 個攤位 ★
歐洲各國文化
歐洲美食 & 飲品
聖誕傳統
聖誕禮物

★ ECM 年
★ 台北市集
★ 歐洲各國
★ 攤位
★ 捐款

	2020	2021	2022	2023	2024	2025
3 天	3 天	4 天	4 天	4 天	4 天	4 天
10 國	10 國	11 國	12 國	12 國	13 國	14 國
31 攤位	31 攤位	33 攤位	49 攤位	54 攤位	58 攤位	64 攤位
	> 1,400,000 TWD					

根據2020至2025年歷屆聖誕市集的統計數據

2025 年吸引超過 50 萬人次參與!!!

FOR A GOOD CAUSE

The most important mission of the 2026 Taipei European Winter Festival is to promote the Christmas spirit of solidarity in Taiwan, bring the Taiwanese public closer to our European communities, and share love by including the children in need.



AFT is a non-profit association. All proceeds from our “AFT Santa House” will be donated to:

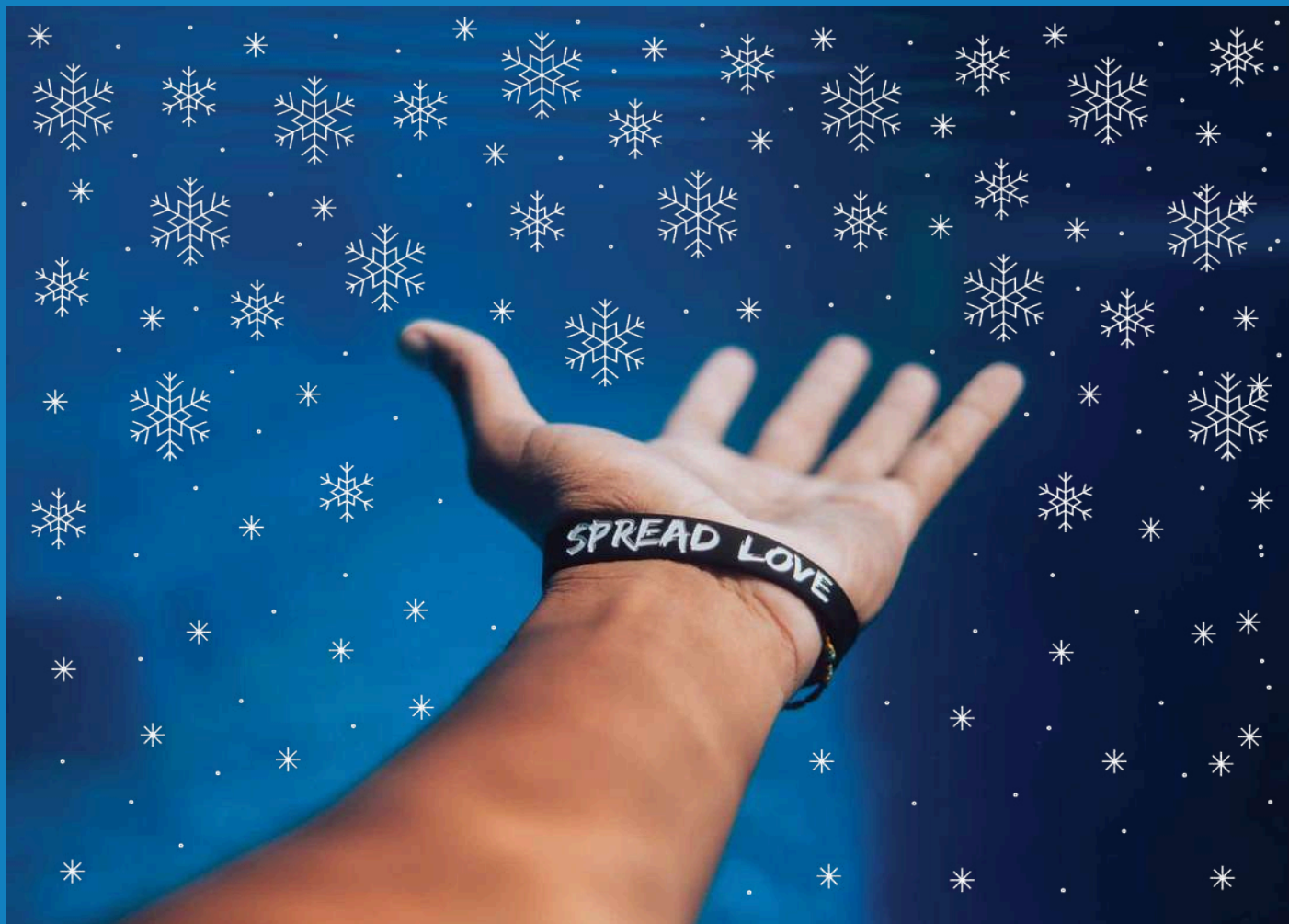
CCSA (Chinese Childrenhome & Shelter Association)

You can also easily make extra contributions by voluntarily donating an amount of your choice.

Together we can grant the children in need a better and brighter future through this well-intended cultural event!

慈善捐款

2026年歐洲聖誕市集最重要的目標，就是推廣聖誕「愛與關懷」的精神，藉此拉近台灣大眾與歐洲社群的距離，並將愛心傳送給需要幫助的兒童。



台灣法國人協會(AFT)為非營利組織，
本活動為慈善愛心募款活動，所有盈餘將由AFT全數捐贈給：

社團法人中華育幼機構兒童關懷協會(CCSA)

民眾也可以自由捐獻
透過本次的文化活動
為弱勢兒童打造更燦爛光明的未來！

FOR A GOOD CAUSE



WHO ARE CCSA?

Charity ID Number: 1061360755

The Chinese Childrenhome & Shelter Association (CCSA) was founded by Ms. Alice Jin-Fang Hung in October of 2002. CCSA addresses concerns about children's rights and oversees the development of children's homes nationwide.



Currently runs over 50 shelters/orphanages (kids under 18 years old) in Taiwan.

Supports and subsidizes children in adversities, such as subjects from single-parent families, victims of sexual or other forms of abuse, and children who are under judicatory surveillance, etc.

Long-term full academic scholarships and employment assistance to encourage children in need to create their own opportunities in life.

Proactively advocates for children's rights and pushes for legislative procedures towards children's benefits.

慈善捐款



誰是社團法人中華育幼機構兒童關懷協會(CCSA)？

勸募字號：衛部救字第1061360755號

社團法人中華育幼機構兒童關懷協會(CCSA)由洪錦芳女士於2002年十月創立。
中華育幼機構兒童關懷協會落實弱勢兒童人道關懷，並監督全國兒童之家的建立。



目前在臺灣共開辦/營運50多個
提供給18歲以下兒童的收容所/孤兒院。

對單親家庭、性虐待或受到其它形式虐待，以及司法監管下
處於逆境/家庭失能的**弱勢兒童**，給予情感支持與金錢物資協助。
提供長期全額獎學金和就業輔導，鼓勵困境兒童追求學業，創造自己的人生機會。
積極倡導兒童權利，推動兒童福利的立法程序。

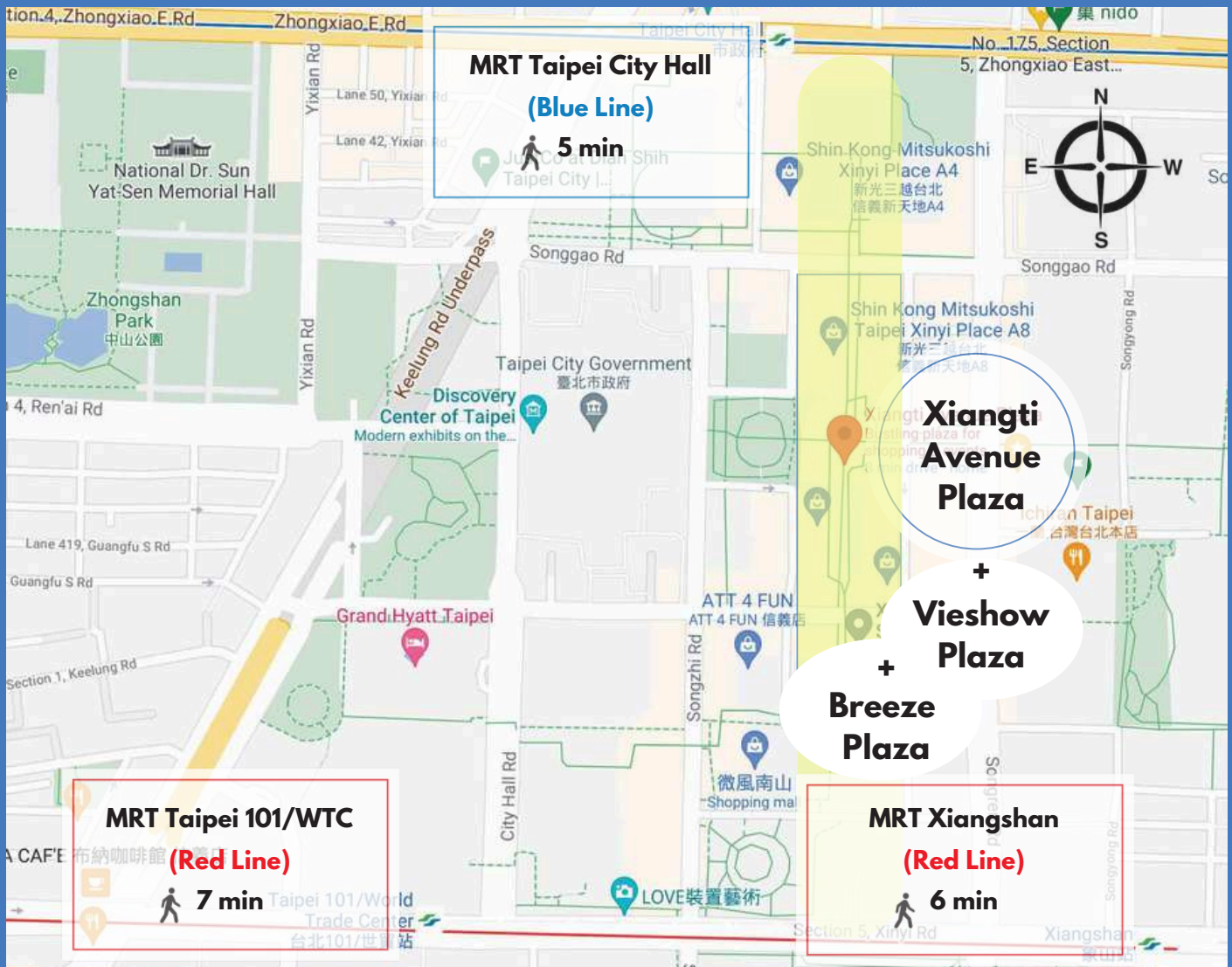
EVENT LOCATION

The selected venue is:

XIANGTI AVENUE PLAZA & SURROUNDING PLAZAS

Located next to Shin Kong Mitsukoshi department stores in Xinyi, Bellavita, VieShow and Breeze, the festival sits at the heart of one of Taipei's busiest and most prestigious pedestrian shopping districts, making it an ideal location for our Christmas celebration.

(Our Festival has been held at the same location since 2020!)



活動地點

本次活動將舉辦於：

香堤大道廣場及周邊廣場

位於台北信義商圈核心地帶，鄰近新光三越百貨、Bellavita、威秀影城及Breeze 微風廣場，香堤大道廣場是台北最熱鬧、最受歡迎的行人購物區之一。憑藉其優越的地理位置，這裡成為台北歐洲聖誕節慶典的最佳舉辦地點。

(本活動自 2020 年起，每年皆於此地盛大舉行)



COMMUNICATIONS

To raise awareness of the public, our communication plan is mainly based on:



- ★ Prints
- ★ Digital/KOL marketing
- ★ Press releases
- ★ Social media exposure
- ★ Street advertising posters
- ★ Radio
- ★ Emailing
- ★ Interviews



行銷宣傳

為了讓此次聖誕市集曝光度更高，我們的行銷宣傳管道為：



- ★ 印刷品 / 實體傳單
- ★ 數位行銷
- ★ KOL行銷
- ★ 新聞稿
- ★ 社群平台 街頭海報
- ★ 電台 EDM
- ★ 電子報 街頭
- ★ 名人採訪



CHRISTOPHER BOYD RETURNS FOR 2026

★ A New Collaboration with the Renowned Artist Christopher Boyd ★



The 2026 design will be created by the renowned French illustrator Christopher Boyd, who is proud to contribute to the event and enthusiastic about designing all the upcoming visuals needed for the festival.

2025



"Every year it gets better. The expansion of the festival has transformed it into one of Taipei's must-visit winter events. I can't wait to see how much bigger and more spectacular it will be in 2026."

"This festival captures the true spirit of Europe. The food, the atmosphere, the entertainment, and the people all come together to create an experience that feels both authentic and unforgettable."

"What makes this event special is that it's not just about shopping, it's about creating memories. Every corner offers something to discover, making it a highlight of the holiday season in Taiwan."

CHRISTOPHER BOYD 再度攜手合作 2026

★ 與知名藝術家 Christopher Boyd 展開全新合作 ★



2026 年活動的主視覺設計將由法國知名插畫家 Christopher Boyd 操刀。他非常榮幸能再次參與本活動，並對於為本屆冬季嘉年華打造一系列全新的視覺作品充滿期待。

2025
台北聖誕市集好評



「這個活動一年比一年精彩。規模的擴大已讓它成為台北冬季最值得參加的盛會之一。我迫不及待想看看 2026 年的活動將會變得更加盛大、更加令人驚艷。」

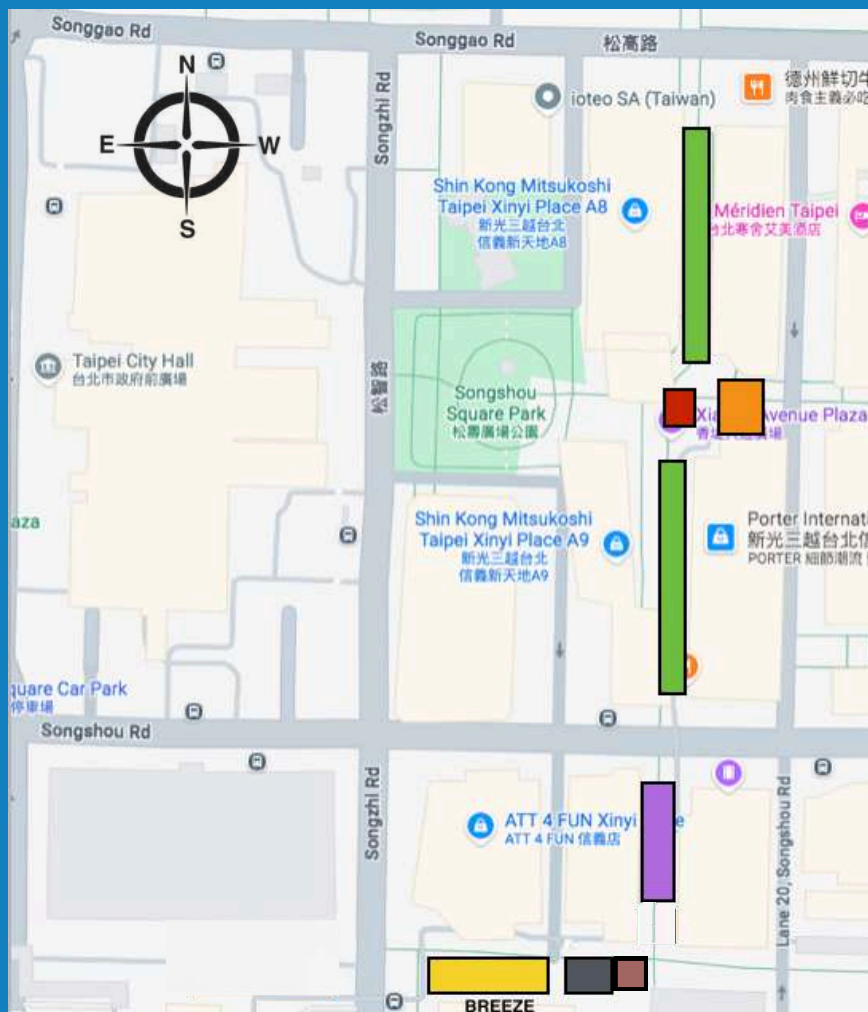
「這個節慶完美呈現了歐洲精神。美食、氛圍、表演以及人們之間的交流，共同創造出一場既真實又令人難忘的體驗。」

「這個活動最特別的地方在於，它不只是購物市集，更是一個創造回憶的地方。每個角落都充滿驚喜，使它成為台灣年末節慶季最令人期待的活動之一。」

WHAT'S NEW FOR THE 2026 EDITION?

★ 1. We propose a New Layout ★

This year, we are introducing a new layout designed to create a stronger connection between the festival and the wider Xinyi commercial district. To enhance the visitor experience, the event will be divided into several themed villages:

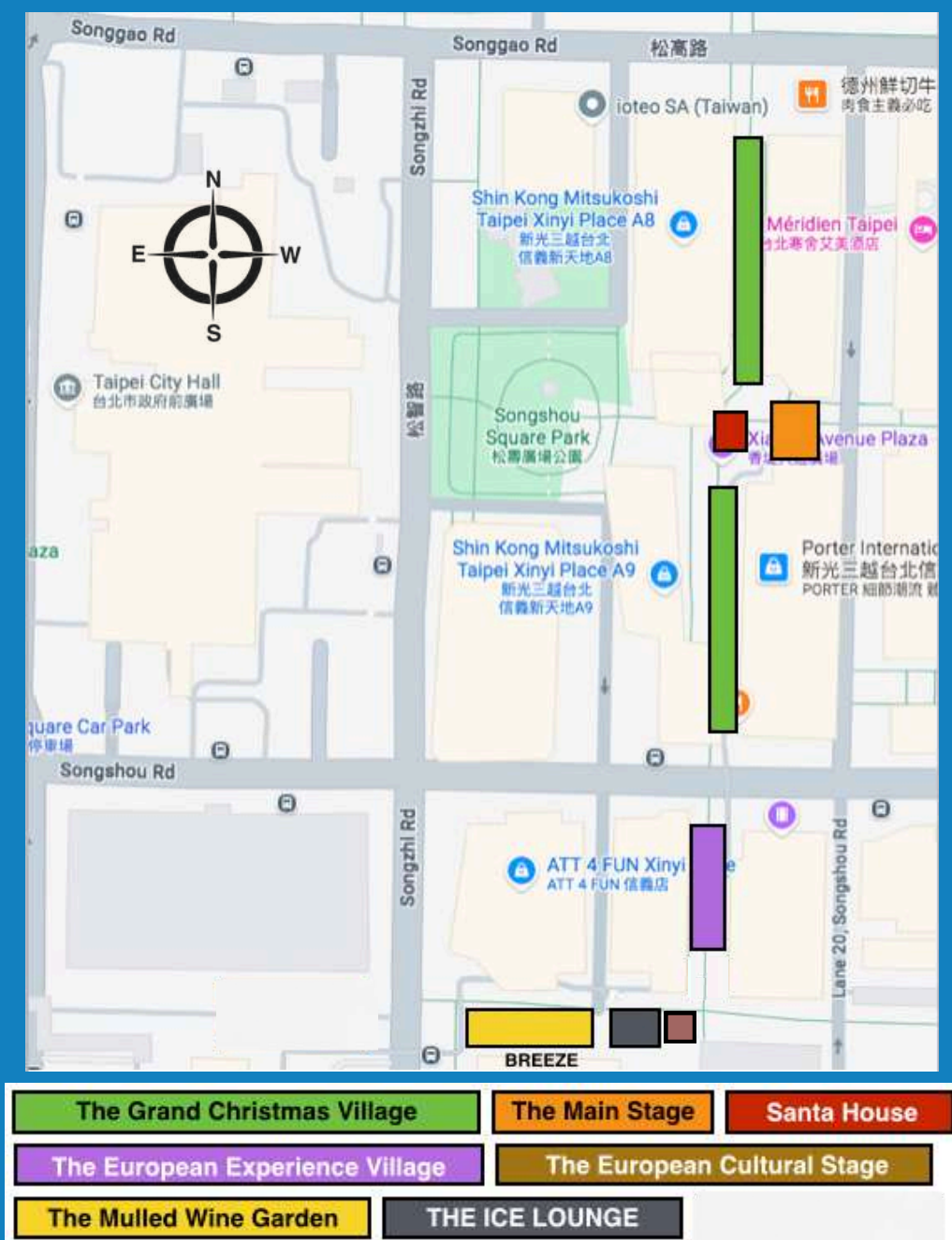


The Grand Christmas Village	The Main Stage	Santa House
The European Experience Village	The European Cultural Stage	
The Mulled Wine Garden	THE ICE LOUNGE	

2026年度亮點搶先看

★ 1. 全新活動規劃提案 ★

今年，我們提出全新的活動場地規劃，希望進一步強化信義商圈與活動之間的連結。為提升遊客體驗，活動將劃分為多個不同主題的特色村落，讓參觀民眾在探索各個區域的同時，享受更豐富且多元的節慶氛圍。



WHAT'S NEW FOR THE 2026 EDITION?

★ 2. The Mulled Wine Garden ★

We propose to introduce a new area dedicated to mulled wine, European wines and spirits. As one of the most iconic elements of European Christmas markets, this space will not only offer tastings but also an opportunity to share knowledge and culture.

A “Mulled Wine Stage” will be integrated within the area, allowing exhibitors to host presentations, tastings, and storytelling sessions around their products.

The space will also feature a chic standing table setup, creating a warm and social atmosphere where visitors can mingle and enjoy the spirit of mulled wine culture together.



In addition, we will create a welcoming “picnic” space where visitors can relax with family and friends while enjoying the delicacies purchased in the Grand Christmas Village.

The entire area will be carefully illuminated to enhance the Christmas atmosphere and create a warm, festive ambiance throughout the space.

2026年度亮點搶先看

★ 熱紅酒花園 (The Mulled Wine Garden) ★

我們規劃打造一個專屬於熱紅酒、葡萄酒與烈酒的特色區域。作為歐洲聖誕市集最具代表性的元素之一，此空間不僅提供品飲體驗，更將成為分享知識、文化與傳統的重要平台。區域內將設置「熱紅酒舞台」，讓參展商能夠舉辦產品介紹、品酒活動以及品牌故事分享，進一步提升與消費者之間的互動與交流。整個空間將採用優雅的高腳桌配置，營造溫馨且充滿社交氛圍的環境，讓訪客能夠自在交流，共同感受歐洲熱紅酒文化的獨特魅力。



此外，我們也將打造一處舒適友善的「野餐休憩區」，讓民眾能與家人朋友一同放鬆休息，享用於聖誕大村（**Grand Christmas Village**）購買的各式美食與特色商品，延長停留時間並提升整體活動體驗。

WHAT'S NEW FOR THE 2026 EDITION?

★ 3. THE ICE LOUNGE – Concept Description ★

The Ice Lounge Project is designed as a unique immersive winter experience within the festival, offering visitors an unforgettable atmosphere while creating one of the event's most photogenic and engaging destinations.

This area is intended to be entrusted to a Strategic Partner, who would enjoy complete creative freedom to design and customize the space according to its own brand identity, objectives, and vision.

Rather than being limited to a predefined concept, the Ice Lounge can become a powerful platform for:

- Brand storytelling
- Product launches and demonstrations
- Marketing and communication campaigns
- Interactive customer experiences
- Social media activation and user-generated content
- VIP receptions and networking
- Retail and commercial opportunities

The success and visibility of the Taipei European Winter Festival provide an exceptional opportunity to transform this space into a highly attractive promotional venue while also creating new revenue opportunities.

Almost anything is possible. Whether the objective is to build an immersive branded environment, showcase innovative products, organize special activities, or develop commercial concepts, we are open to exploring every idea.

Our team will work closely with the Strategic Partner throughout the entire process and will be delighted to assist in developing, adapting, and bringing the project to life, ensuring that it perfectly aligns with both the partner's objectives and the festival experience.

2026年度亮點搶先看

★ 3. 冰雪酒廊 (Ice Lounge) – 概念說明 ★

Ice Lounge Project 將打造為冬季嘉年華中最具沉浸感的特色體驗區之一，不僅讓參觀者感受到獨特的冬季氛圍，更將成為全場最具話題性、最受歡迎的打卡景點之一。

我們希望將此區域交由一位 策略合作夥伴 (**Strategic Partner**) 全權規劃與設計，合作夥伴可依據自身品牌形象、行銷策略及商業目標，自由發揮創意，打造專屬的品牌體驗空間。

Ice Lounge 不僅是一個展示空間，更是一個兼具品牌曝光、互動體驗與商業價值的行銷平台，可靈活運用於：

- 品牌形象展示
- 新產品發表與體驗
- 行銷推廣與品牌宣傳活動
- 沉浸式互動體驗
- 社群媒體打卡與話題行銷
- **VIP** 接待及品牌活動
- 商業銷售與營利規劃

台北歐洲冬季嘉年華每年吸引大量民眾與媒體關注，**Ice Lounge** 將提供合作夥伴一個極具曝光效益的品牌舞台，讓品牌在活動期間進行全方位的宣傳、行銷與公關操作，同時也能依據自身規劃創造更多商業價值與營收機會。

在這個空間裡，幾乎沒有任何限制。無論希望打造品牌旗艦展示館、互動式體驗空間、創新科技展示、產品銷售區、期間限定快閃店，或任何創新的商業概念，我們都非常樂意共同討論與規劃。

我們的團隊將全程與策略合作夥伴密切合作，提供創意發想、企劃建議及執行協助，共同打造一個兼具品牌價值、商業效益與活動亮點的成功案例。

★ 4. Make our event more cultural ★

- We encourage more EU Member States' offices and schools to join us and showcase their unique cultures, languages, and traditions. By broadening participation, we can create a vibrant mosaic of European identities and promote intercultural dialogue.
- We warmly invite all schools, whether local or international, to take part in the event by proposing performances of all kinds.

★ 5. Introduction of Booth Beauty Competition ★

In an effort to encourage visually appealing booth designs, we propose organizing a Booth Beauty Competition. The winner of this competition will receive a complimentary booth for the following year, thereby incentivizing participants to enhance their booth aesthetics.



★ 4. 提升活動的文化性 ★

- 我們鼓勵更多歐盟會員國辦事處與學校加入我們的行列，展現各自獨特的文化、語言與傳統。透過擴大參與，共同打造一幅多元歐洲文化的繽紛圖像，並促進跨文化交流。
- 我們誠摯邀請所有學校，不論是本地或國際學校，都踴躍參與此次活動，提出各種形式的表演節目。

★ 5. 攤位美學競賽導入 ★

為了鼓勵攤位設計更具視覺吸引力，我們提議舉辦一場攤位美學競賽。
優勝者將獲得次年度的**免費攤位**作為獎勵，藉此激勵參與者提升攤位的美感設計。



★ 6. The heart of the festival - Update ★

The Main Stage & Grand Christmas Village

At the very heart of the Taipei European Winter Festival lies its most vibrant and prestigious area: the Main Stage and Grand Christmas Village.

Located at the central crossroads of the festival, between the main rows of Christmas chalets and directly along the natural flow of visitors crossing the market, this space is where the festival truly comes alive.

Throughout the four days, the Main Stage becomes the home of live music, international artists, cultural performances, dance shows, school performances, Christmas celebrations and official ceremonies.

Nearby, Santa's House creates another major attraction for families and children.

Almost every visitor to the festival passes through this area.

It is not simply another part of the market:

- It is where people gather.
- It is where they stop.
- It is where they celebrate.
- It is the heart of the Taipei European Winter Festival.

★ 6. 嘉年華的核心 ★

主舞台與聖誕主村

台北歐洲冬季嘉年華最熱鬧、最具代表性的核心區域，正是主舞台與聖誕主村。

此區位於整個嘉年華的中央交會點，座落於主要聖誕木屋攤位之間，也是民眾南北穿越市集時的重要動線，因此匯聚了活動中最密集的人潮與關注。

四天活動期間，主舞台將呈現現場音樂、國際藝人、歐洲文化演出、舞蹈、學校表演、聖誕節目以及官方典禮等精彩內容。

鄰近的聖誕老人之家（Santa's House），更是家庭與孩童最喜愛的重要景點之一。

幾乎每一位來到嘉年華的訪客，都會經過這個區域。

這裡不只是市集中的一個區域。

- 這裡是人們相聚的地方。
- 是人們停下腳步的地方。
- 是大家共同歡慶的地方。

更是台北歐洲冬季嘉年華真正的核心。

RAISING THE STAGE FOR 2026

Over the past six editions, the Main Stage has grown into one of the defining elements of the Taipei European Winter Festival.

Our ambition for 2026 is to take it to an entirely new level.

As the festival grows, so does the quality and diversity of the artists who perform with us. Singers, musicians, dancers, choirs, cultural groups and international guest performers deserve a stage capable of presenting their talent under the best possible conditions.

For 2026, our objective is therefore to create a new-generation Main Stage, combining:

- A larger and more elegant covered stage
- Professional concert-quality sound
- Professional lighting and stage production
- Improved technical infrastructure
- Weather protection for performers and equipment
- Dedicated sound and lighting engineers
- A premium audience experience
- The possibility of creating an exclusive elevated VIP viewing area

Our artists give us their talent

We want to give them the stage they deserve

2026，讓主舞台全面升級

過去六屆活動中，主舞台已逐漸成為台北歐洲冬季嘉年華最具代表性的核心元素之一。

2026 年，我們希望讓它邁向全新的層次。

隨著嘉年華規模不斷成長，參與演出的藝術家與節目品質也持續提升。歌手、音樂家、舞者、合唱團、文化表演團體以及受邀來台的國際表演者，都值得擁有一座能以最佳條件呈現其才華的專業舞台。

因此，**2026** 年我們希望打造一座全新升級的主舞台，包含：

- 更大型、更具質感的遮雨舞台
- 專業演唱會等級音響設備
- 專業燈光與舞台製作
- 全面升級的技術設備
- 完善的表演者及器材防雨設計
- 專業音響及燈光工程團隊
- 更優質的觀眾體驗
- 規劃專屬高架 **VIP** 觀賞區的可能性

藝術家將他們的才華帶給我們。

我們希望為他們打造一座真正配得上這份才華的舞台。



Located at the central crossroads of the festival and surrounded by the Grand Christmas Village, this is one of the festival's highest visibility and traffic locations.



學校參與與表演 SCHOOLS PARTICIPATION & PERFORMANCES



L.I.F.T. PERFORMANCE
L.I.F.T. 表演



L.I.F.T. BOOTH
L.I.F.T. 攤位



**INTERNATIONAL MUSICAL
SCHOOL TAIPEI**
國際百老匯



L.I.F.T. BOOTH
L.I.F.T. 攤位



新北市秀朗國小管樂團

貴賓開幕典禮 VIP CEREMONY

AFT 成員 | 歐盟官員 | 台北市政府 | 重量級媒體

AFT members | EU Officials | Taipei City Government | Prestigious Media



台北歐洲聖誕市集
EUROPEAN CHRISTMAS MARKET

捐贈予中華育幼機構兒童關懷協會 (CCSA) | 慈善摸彩 | 獎品贈送
Donation to CCSA | Charity Lucky Draw | Prize Giveaway



聖誕節氛圍 CHRISTMAS SPIRIT



台北歐洲聖誕市集 EUROPEAN CHRISTMAS MARKET

活動表演 EVENT PERFORMANCES

歐洲文化表演 | 手工工藝示範 | 舞蹈演出
現場音樂會／聖誕頌歌合唱團 | 互動藝術 | 美食表演 以及更多精彩節目……
**EU Cultural Shows | Crafts Demonstration | Dance Performances Live
Concerts / Christmas Carol Choir | Interactive Art | Food Shows and
much more.....**



台北歐洲聖誕市集
EUROPEAN CHRISTMAS MARKET

SCHEDULE

Installation: 1st - 2nd December 2026

Market: 3rd December - 6th December 2026

TUESDAY DEC 1	THURSDAY DEC 3	FRIDAY DEC 4	SATURDAY DEC 5	SUNDAY DEC 6
Market Installation After Midnight	7AM			
	8AM	Exhibitor Installation		
	9AM			
	10AM		Electricity Starts	
	11AM			
Exhibitor Installation 11am - 10pm 	12PM	Electricity Test	Market Opening	Market Opening
	1PM			
	2PM		Stage Performance	Stage Performance
	3PM	Market Soft Opening		
	4PM			
	5PM			
	6PM	Opening Ceremony		
	7PM	Stage Performance		
	8PM	Concert	Concert	Concert
	9PM	Market Closing	Market Closing	Market Closing
	10PM			Booth Removal

活動時程

搭建/攤位佈置：12/1 - 12/2

市集/活動期間：12/3 - 12/6

12/1 (二)		12/3 (四)	12/4 (五)	12/5 (六)	12/6 (日)
晚上十點後 市集搭建	7AM				
	8AM	攤位佈置 			
	9AM				
	10AM				
	11AM				
攤位進場佈置 早上11點至 晚上10點  11AM - 10PM 攤位進場佈置 早上11點至 晚上10點 	12PM		市集開幕	市集開幕	市集開幕
	1PM				
	2PM	市集開幕	舞台表演	舞台表演	舞台表演
	3PM				
	4PM				
	5PM				
	6PM	正式開幕典禮 +記者會			
	7PM				
	8PM	演唱會	演唱會	演唱會	演唱會
	9PM				
	10PM	市集結束	市集結束	市集結束	市集結束
					攤位拆除

PARTNER WITH THE 2026 TAIPEI EUROPEAN WINTER FESTIVAL

BE PART OF ONE OF TAIPEI'S MAJOR WINTER CELEBRATIONS

With more than **500,000 visitors in 2025**, the Taipei European Winter Festival has become a major annual celebration bringing European culture, gastronomy, traditions and entertainment to the heart of Taipei.

For four days, the festival brings together European communities, institutions, businesses, artists and the Taiwanese public in one of Taipei's most prestigious commercial districts.

In 2026, the festival continues to grow with approximately **70 booths**, multiple themed areas, an expanded entertainment programme and exciting new visitor experiences.

We invite selected companies and brands to become **Official Sponsors of the 2026 Taipei European Winter Festival** and share in the visibility, energy and spirit of this unique celebration.

- **500,000+ VISITORS** •
- **4 DAYS** •
- **~70 BOOTHS** •
- **ONE UNIQUE EUROPEAN CELEBRATION** •



成為台北歐洲冬季嘉年華的合作夥伴

與我們共同參與台北最具代表性的冬季盛會之一

2025 年，台北歐洲冬季嘉年華吸引超過 **50 萬人次** 參與，現已成為台北年度重要冬季活動之一，將歐洲文化、美食、傳統與娛樂帶到台北市中心。

為期四天的嘉年華匯聚歐洲社群、官方機構、企業、藝術家與台灣民眾，在台北最具代表性的信義商圈共同歡慶歐洲聖誕文化。

2026 年，嘉年華將持續擴大規模，規劃約 **70 個攤位**、多個主題區域、更豐富的舞台節目以及全新的活動體驗。

我們誠摯邀請企業與品牌成為 **2026 台北歐洲冬季嘉年華官方贊助夥伴**，共同分享這場盛會所帶來的品牌曝光、活力與節慶魅力。

- 50萬+ 人次 •
- 4天 •
- 約70個攤位 •
- 一場獨一無二的歐洲冬季盛會 •



YOUR BRAND ACROSS THE FESTIVAL

Sponsoring the Taipei European Winter Festival means placing your brand throughout the visitor experience.

Official Sponsor visibility may include:

- **Festival Entrances**
- **Main Stage**
- **Festival Maps & Information Boards**
- **Official Posters & Printed Materials**
- **VIP Opening Ceremony Invitations**
- **On-site Signage**
- **Photobooth & Shared Festival Installations**
- **Selected Digital Communication**

Wherever official festival sponsors are displayed, your brand becomes part of the experience.

FROM THE FIRST ENTRANCE TO THE MAIN STAGE, YOUR BRAND IS THERE.



讓您的品牌遍佈整個嘉年華

成為台北歐洲冬季嘉年華官方贊助夥伴，意味著您的品牌將融入訪客的整體活動體驗。

官方贊助品牌曝光可包括：

- 嘉年華各主要入口
- 主舞台
- 活動地圖與資訊看板
- 官方海報及印刷宣傳品
- VIP 官方開幕典禮邀請函
- 活動現場指示與品牌視覺
- 拍照區及嘉年華公共設施
- 指定數位宣傳內容

在嘉年華官方贊助品牌展示之處，您的品牌也將成為活動體驗的一部分。

從踏入嘉年華的第一刻，到主舞台核心區域——您的品牌一路相伴。



THREE LEVELS OF PARTNERSHIP

BENEFITS / 贊助權益	GOLD 黃金	PLATINUM 白金	DIAMOND 鑽石
SPONSORSHIP / 贊助金額	NT\$50,000	NT\$100,000	NT\$200,000
Festival-Wide Logo Visibility / 全場品牌 Logo 曝光	Side Position / 側邊位置	Central Position / 中央位置	Prime Position & Largest Presence / 最佳位置及最大品牌曝光
Official Press Release / 官方新聞稿	—	✓	✓
Opening Ceremony VIP Invitations / 官方開幕典禮 VIP 邀請	3	10	15+
Official Opening Ceremony Stage Photo / 官方開幕典禮舞台合影	—	✓	✓
Official Opening Ceremony Acknowledgement / 官方開幕典禮公開鳴謝	—	✓	✓
Premium 6 × 3 m Location / 6 × 3 公尺黃金位置	—	—	INCLUDED / 包含
Availability / 名額	—	—	ONLY 3 / 僅限 3 家

Festival-Wide Logo Visibility includes applicable festival entrances, Main Stage sponsor displays, festival maps, information boards, official posters, VIP invitations, photobooth, on-site signage and selected festival communication materials.

全場品牌 **Logo** 曝光包含適用之嘉年華入口、主舞台贊助品牌展示、活動地圖、資訊看板、官方海報、**VIP** 邀請函、拍照區、現場指示及指定活動宣傳素材。

GOLD & PLATINUM SPONSORS



NT\$50,000

FESTIVAL-WIDE BRAND VISIBILITY

Become an Official Sponsor of the 2026 Taipei European Winter Festival. Your logo will be featured across applicable official sponsor displays throughout the festival, including entrances, Main Stage sponsor displays, festival maps, information boards, posters, VIP invitations, selected signage and shared festival installations.

OPENING CEREMONY

3 VIP invitations to attend the Official Opening Ceremony.
ONE PARTNERSHIP. VISIBILITY ACROSS THE FESTIVAL.



NT\$100,000

ENHANCED VISIBILITY & OFFICIAL RECOGNITION

Includes all **GOLD SPONSOR benefits**, plus:

Official Press Release

Recognition as a Platinum Sponsor in the festival's official press release.

Official Stage Appearance

A company representative will be invited on stage during the Official Opening Ceremony for the official group photo alongside Co-organizers.

10 VIP Invitations

Invite up to 10 guests to attend the Official Opening Ceremony.

Enhanced Brand Presence

Greater logo prominence across applicable sponsor displays.

黃金及白金贊助夥伴



NT\$50,000

全場品牌曝光

成為 2026 台北歐洲冬季嘉年華官方贊助夥伴。

您的品牌 Logo 將呈現於嘉年華各項適用的官方贊助展示，包括活動入口、主舞台贊助品牌區、活動地圖、資訊看板、官方海報、VIP 邀請函、指定現場標示及公共活動設施。

官方開幕典禮

提供 3 位 VIP 貴賓出席官方開幕典禮。

一次合作，全場曝光。



NT\$100,000

升級品牌曝光與官方認可

享有所有 Gold 黃金贊助權益，並額外加：

官方新聞稿

品牌將以白金贊助夥伴身份列入嘉年華官方新聞稿。

官方舞台亮相

公司代表將受邀於官方開幕典禮登上主舞台，與主辦單位、歐洲代表及重要合作夥伴共同參與官方合影。

10 位 VIP 邀請

可邀請最多 10 位貴賓出席官方開幕典禮。

更高品牌能見度

於適用的贊助品牌展示中享有更醒目的 Logo 呈現。



THE ULTIMATE FESTIVAL PARTNERSHIP

Enjoy all **Platinum Sponsor benefits**, plus an exclusive physical presence at the heart of the festival.

15+ VIP TICKETS

Diamond Sponsors receive 15+ VIP tickets for the Opening Ceremony — 5+ more than Platinum Sponsors — offering additional access for guests, clients, partners or team members.

YOUR OWN 6 × 3 M PREMIUM BRAND SPACE

Each Diamond Sponsor receives a complimentary **double booth (6 m × 3 m)** in a premium central location close to the Main Stage.

INCLUDED

- 6 × 3 m tent structure
- Standard electricity supply
- Standard equipment selected from the festival catalogue

Create your own:

Brand Experience • Product Showcase • Sampling • Hospitality • Customer Engagement • Promotional Activation

Additional custom decoration, branding, construction, furniture or equipment outside the standard festival catalogue remains the responsibility of the sponsor.

MAXIMUM VISIBILITY

Diamond Sponsors receive the **largest and most prominent logo placement among general festival sponsors** across applicable sponsor displays.

ONLY 3 DIAMOND SPONSORSHIPS AVAILABLE



最高規格嘉年華合作方案

享有所有 **Platinum 白金贊助權益**，並在嘉年華核心區域擁有專屬實體品牌空間。

15 張 VIP 貴賓券

Diamond 鑽石贊助夥伴可獲得 15 張開幕典禮 VIP 貴賓券，比 Platinum 白金贊助夥伴多 5 張，可邀請更多貴賓、客戶、合作夥伴或團隊成員參與。

專屬 6 × 3 M 黃金位置品牌空間

每位 Diamond 鑽石贊助夥伴均可免費獲得一個位於**主舞台附近核心區域的 6 × 3 公尺雙攤位**。

主辦單位提供

- 6 × 3 公尺帳篷空間
- 標準電力供應
- 活動設備目錄內可提供之標準設備

品牌可自由規劃：

品牌體驗 • 產品展示 • 試飲試吃 • VIP 接待 • 消費者互動 • 品牌推廣活動

超出活動標準設備目錄範圍的客製化裝潢、品牌製作、特殊搭建、家具或設備，由贊助夥伴自行規劃及負擔。

最高品牌曝光

Diamond 鑽石贊助夥伴將在適用的嘉年華官方贊助展示中，享有一般贊助夥伴中**最大且最醒目的 Logo 曝光**。

僅限 3 家 DIAMOND 鑽石贊助夥伴

MORE THAN VISIBILITY. BE PART OF THE FESTIVAL.

- Four Days
- More than 500,000 visitors
- European cultures, music, gastronomy and Christmas traditions in the heart of Taipei

Put your brand at the centre of the celebration.

**BECOME AN OFFICIAL PARTNER OF THE
2026 TAIPEI EUROPEAN WINTER FESTIVAL**

GOLD • PLATINUM • DIAMOND



不只是品牌曝光 更是成為嘉年華的一部分

- 四天盛會。
- 超過 50 萬人次參與。
- 歐洲文化、音樂、美食與聖誕傳統，
- 齊聚台北市中心。

讓您的品牌成為這場盛會的一部分。

成為 2026 台北歐洲冬季嘉年華
官方贊助夥伴

GOLD 黃金 • PLATINUM 白金 • DIAMOND 鑽石



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EN-FR-中文



聯絡我們