

EUROPEAN CHRISTMAS MARKET



CO-ORGANISERS

- ★ The Association des Français à Taiwan (AFT) ★
- ★ European Economic & Trade Office (EETO) ★
- ★ 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 ★

JOYEUX
NOËL



GOD
JUL



聖誕快樂



MERRY
CHRISTMAS



VIDÁM
KARÁCSONY



FRÖHLICHE
WEIHNACHTEN



LINKSMŪ
KALĒDŪ



FELIZ
NAVIDAD

LYSTIG
JUL



ALLEU MEMBER STATES
IN TAIWAN



HYVÄÄ
JOULU



VESELÉ
VÁNOCE



BUONGIORNO
NATALE



VESELÉ
VIANOCE



VROLIJK
KERSTFEEST



MEIDHREACH
NOLLAG



WESOŁYCH
ŚWIĄT



GENERAL CONCEPT

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

12/2022 **EUROPEAN CHRISTMAS MARKET** IN TAIPEI

with the aim to share our festive spirit of Christmas, dedicated to European cultures, gastronomy and crafts.

★ **4-day Outdoor Event on Thu. Fri. Sat. Sun.** ★
1st-4th December

★ **Around 40 Booths** ★
EU Countries' Cultures
European Food & Beverages
Christmas Culture
Christmas Gifting

★ **Average Traffic Over the Weekend** ★
80k visitors a day

★ **Total Sales Number at 2021 ECM** ★
Over 7M New Taiwan Dollars

★ **Charity Fund Raised at 2021 ECM** ★
Over 250k New Taiwan Dollars

Numbers obtained from 2021 ECM-Edition 2 figures

FOR A GOOD CAUSE

The most important missions of the 2022 European Christmas Market 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-profitable organization. All earnings AFT makes from the event will be donated to:

**CCSA (Chinese Childrenhome & Shelter Association /
社團法人中華育幼機構兒童關懷協會)**

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!

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.

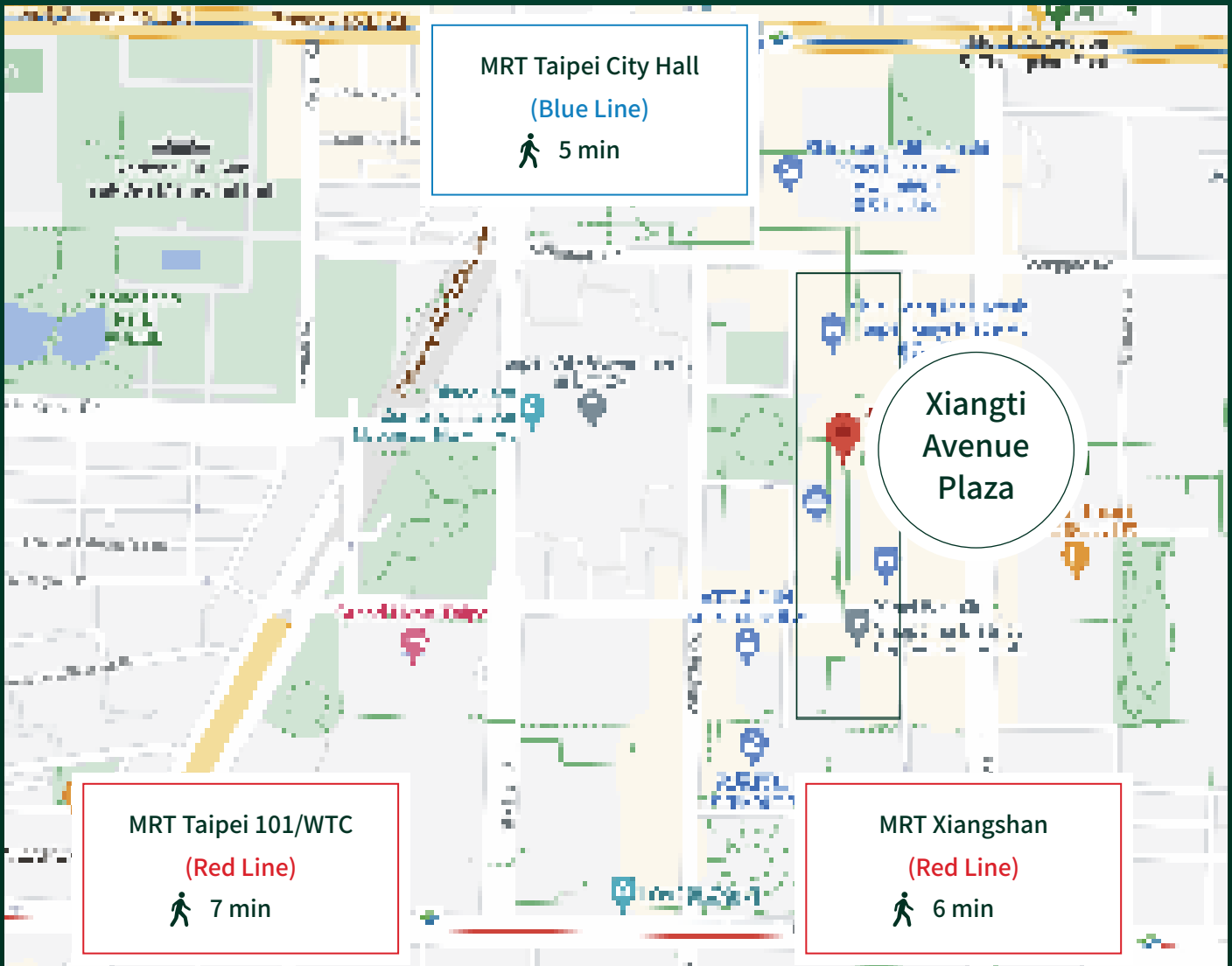
Proactively advocates for children's rights and pushes for legislative procedures towards children's benefits.

EVENT LOCATION

The selected venue is:

XIANGTI AVENUE PLAZA AND SIDEWALKS

Located next to Mitsukoshi department stores (Xinyi).
Being the top-frequented pedestrian shopping avenue in Taipei, it makes the perfect location for the Holly-Jolly Christmas Market Event to take place. (2020 and 2021 ECM was held at the same location!)



EVENT LOCATION



XIANGTI AVENUE PLAZA

COMMUNICATIONS

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



- ★ Prints / Flyers
- ★ Digital Marketing Campaign
- ★ Press Conference
- ★ Social Media Exposure
- ★ Street Advertising Posters
- ★ Radio
- ★ Emailing
- ★ Interviews



MAIN STAGE

A large main stage which is 8m x 4m will host European or Christmas-relevant cultural performances.

(One show per hour and maximum 30 minutes per performance)



- ★ EU Cultural Shows
- ★ Crafts Demonstration
- ★ Live Concerts
- ★ Christmas Carol Choir
- ★ Dances Performances
- ★ Interactive Art
- ★ Food Shows
- ★ and many others.....

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



Donation to CCSA | Charity Lucky Draw | Prize Giveaway



EVENT PERFORMANCES





EU Cultural Shows | Crafts Demonstration | Dance Performances
Live Concerts / Christmas Carol Choir | Interactive Art | Food Shows
and many others.....



EUROPEAN CHRISTMAS MARKET

SCHEDULE

1st-4th December 2022

	WEDNESDAY NOV 30	THURSDAY DEC 1	FRIDAY DEC 2	SATURDAY DEC 3	SUNDAY DEC 4
7AM					
8AM					
9AM		Booth Installation			
10AM					
11AM					
12PM		Booth Checkup	Market Opening	Market Opening	Market Opening
1PM					
2PM			Stage Performance	Stage Performance	Stage Performance
3PM		Market Opening			
4PM					
5PM					
6PM		Press Conference, EU Official Speeches, Opening Ceremony + VIP Cocktails			
7PM					
8PM		Concert	Concert	Concert	Concert
9PM					
10PM		Market Closing	Market Closing	Market Closing	Market Closing
	General Construction				Booth Removal

SPONSORSHIP PROGRAMS

Four different sponsorship programs are proposed to you:



DIAMOND SPONSORSHIP

\$ 150,000 NTD

★ You will be granted ★

15 free tickets to our exclusive VIP cocktail opening party on 1st Dec.

Exclusive 4-days access to our VIP Area during all stage performances.

Priority reservation of a double (or single) booth in VIP booth area.

★ You will be especially mentioned at/on ★

Speeches of EU / government officials

Press releases

Radio broadcasts

★ You will be displayed on ★

Advertising campaigns

On-site props or backdrop with large logo for
photo-taking





PLATINUM SPONSORSHIP

\$ 100,000 NTD

★ You will be granted ★

10 free tickets to our exclusive VIP cocktail opening party on 1st Dec.

Exclusive 4-days access to our VIP Area during all stage performances.

Priority reservation of a double (or single) booth in VIP booth area.

★ You will be especially mentioned at/on ★

Speeches of EU / government officials



Press releases

Radio broadcasts

★ You will be displayed on ★

Advertising campaigns

On-site props or backdrop with large logo for
photo-taking



GOLD SPONSORSHIP

\$ 50,000 NTD

★ You will be granted ★

5 free tickets to our exclusive VIP cocktail opening party on 1st Dec.

Priority reservation of a double booth except in VIP booth area.

Priority reservation of a single booth in VIP booth area.

★ You will be displayed on ★

Advertising campaigns

On-site props or backdrop with large logo for photo-taking

SILVER SPONSORSHIP

\$ 30,000 NTD

★ You will be granted ★

3 free tickets to our exclusive VIP cocktail opening party on 1st Dec.

Priority reservation of a single booth except in VIP booth area.

★ You will be displayed on ★

Advertising campaigns

On-site props or backdrop with large logo for photo-taking

CHARITY GIFT SPONSORSHIP

SMALL & MEDIUM PRIZES

★ Your company name/trademark will be displayed ★



In the Santa house

On the lucky draw tickets

On the lucky draw online communication



Small and medium prizes will be won everyday through Instant Lucky Roll game.

BIG PRIZES

★ Your company name/trademark will be displayed ★



In the Santa house

On the lucky draw tickets

On the lucky draw online communication



Big prizes will be won through lucky draw directly on stage the last day. The Company sponsor will be invited on stage to offer the prize.



SANTA HOUSE SPONSORSHIP

AFT is looking a major sponsor to make our Christmas Market more Christmas than ever by helping our Association to build a beautiful Santa house.
Located in the middle of the event venue facing the main stage,
our Santa house is:

- ★ The place where everyone comes all day long to take a family photo with Santa in person. ★
- ★ The place where our team is daily devoted to raise funds by selling lucky draw tickets for our Charity Donation to help Children with difficulties. All the lucky draw prices are exposed to attract all visitors to play and donate. ★

Moreover becoming a key benefactor of our Charity event, being broadcasted to a large audience as the generous sponsor who offered the outstanding Santa's house to all visitors and helping us to raise more funds than previous editions of this Christmas Market for our charity action,

★ You will be granted ★

10 invitations to our exclusive VIP cocktail opening ceremony on Dec 1st.

Exclusive 4-days access to our VIP Area during all stage performances.

You will be especially mentioned at/on speeches of EU / government officials.

You will be displayed on press release, advertising campaigns, on-site props and backdrop with large logo.



CONTACT



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