

TAIWAN | DECEMBER | 2024

EUROPEAN CHRISTMAS MARKET



CO-ORGANISERS

- ★ 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 ★



EDITION 5

JOYEUX
NOËL



GOD
JUL



聖誕快樂



MERRY
CHRISTMAS



VIDÁM
KARÁCSONY



FRÖHLICHE
WEIHNACHTEN



LINKŠMŪ
KALĒDŪ



FELIZ
NAVIDAD

LYSTIG
JUL



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 French Office in Taipei (BFT), the Ministry of Foreign Affairs (MOFA) & the European Chamber of Commerce Taiwan (ECCT) are delighted to co-organize the:

12/2024 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.** ★

28th November - 1st December

★ **~50 Booths** ★

EU Countries' Cultures

European Food & Beverages

Christmas Culture

Christmas Gifting

★ ECM Year	2020	2021	2022	2023
★ Taipei Market	3 Days	4 Days	4 Days	4 Days
★ EU Countries	10 Countries	11 Countries	12 Countries	12 Countries
★ Booths	31 Booths	33 Booths	49 Booths	54 Booths
★ Donations	\$939,200 NT			

Numbers obtained from 2020-2023 ECM figures

FOR A GOOD CAUSE

The most important missions of the 2024 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 made from our "AFT Santa House" 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.

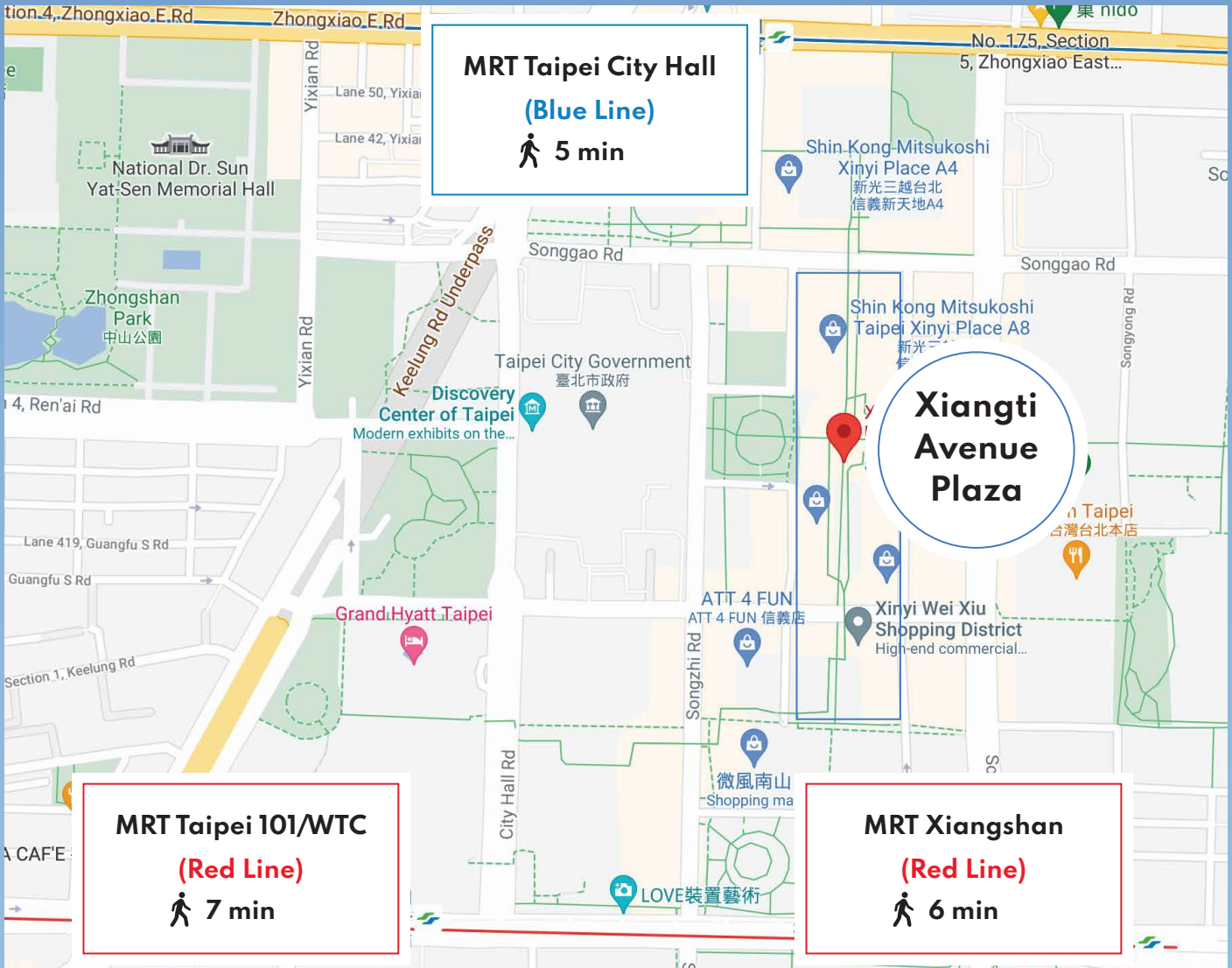
Proactively advocates for **children's rights** and pushes for **legislative procedures** towards children's benefits.

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.
 (ECM has been held at the same location since 2020!)



EVENT LOCATION



XIANGTI AVENUE PLAZA

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



MAIN STAGE

A large main stage which is 8m x 4m will host European or Christmas-relevant cultural performances. Each hour will feature one show, with performances limited to a maximum of 45 minutes, except for evening concerts, which will include two concerts (60-minute and 90-minute live concert).



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

WHAT'S NEW FOR THE 2024 EDITION?

★ 1. Enhancement of Vendor Booth Aesthetics ★

In the upcoming year, we aim to elevate the visual appeal of vendor booths by introducing customizable showcases, allowing each vendor to present a more attractive facade to visitors.



★ 2. Revamped Opening Ceremony ★

Our proposal includes a plan to revitalize the Opening Ceremony, making it more spectacular and concise. Additionally, we will introduce new gifting initiatives to enhance the experience.



★ 3. Engagement of Key Opinion Leaders (KOL) ★

Our communication strategy will incorporate the involvement of prominent Key Opinion Leaders (KOL) to increase visibility among locals, with a particular focus on Thursday and Friday.





★ 4. Expansion and Enhancement of Santa House and Attractions ★

To expand our market reach, we propose the installation of one or two carousels in the west area. To maximize visibility, we will reconfigure the Santa House area, creating a more open layout.

★ 5. Introduction of Photo Booths ★

We aim to introduce one or two photo booths (excluding the Santa House) to provide visitors with additional options for capturing memorable moments during their visit.

★ 6. 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.



★ 7. Revised Market Installation Schedule ★

We will install the market on Tuesday evening, allowing exhibitors to set up their booths on Wednesday (either in the morning or evening).

This early setup will ensure that visitors on Thursday are already aware of the Christmas market, thereby increasing Thursday traffic.

See page 15 for details.

★ 8. Saturday Night Concert Featuring Celebrity ★

To further enrich the festive atmosphere, we plan to invite a renowned artist, well-known among locals, to perform at the Saturday night concert.

VIP CEREMONY

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



EUROPEAN CHRISTMAS MARKET

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

Installation: 26th - 27th November 2024
 Market: 28th November - 1st December 2024

TUESDAY NOV 26	THURSDAY NOV 28	FRIDAY NOV 29	SATURDAY NOV 30	SUNDAY DEC 1
Market Installation After Midnight	7AM - 10AM Exhibitor Installation 			
		Electricity Starts		
WEDNESDAY NOV 27 Exhibitor Installation 11am - 10pm 	11AM - 12PM Electricity Test	11AM - 12PM Market Opening	11AM - 12PM Market Opening	11AM - 12PM Market Opening
	12PM - 1PM Market Soft Opening	12PM - 1PM Stage Performance 	12PM - 1PM Stage Performance 	12PM - 1PM Stage Performance 
	1PM - 2PM Opening Ceremony	1PM - 2PM Stage Performance 	1PM - 2PM Stage Performance 	1PM - 2PM Stage Performance 
	2PM - 3PM Stage Performance	3PM - 4PM Concert	3PM - 4PM Concert	3PM - 4PM Concert
	3PM - 4PM Concert	4PM - 5PM Market Closing	4PM - 5PM Market Closing	4PM - 5PM Market Closing
	4PM - 5PM Concert	5PM - 6PM Market Closing	5PM - 6PM Market Closing	5PM - 6PM Market Closing
	5PM - 6PM Concert	6PM - 7PM Market Closing	6PM - 7PM Market Closing	6PM - 7PM Market Closing
	6PM - 7PM Concert	7PM - 8PM Market Closing	7PM - 8PM Market Closing	7PM - 8PM Market Closing
	7PM - 8PM Concert	8PM - 9PM Market Closing	8PM - 9PM Market Closing	8PM - 9PM Market Closing
	8PM - 9PM Concert	9PM - 10PM Market Closing	9PM - 10PM Market Closing	9PM - 10PM Market Closing
				Booth Removal

SPONSORSHIP PROGRAMS

Five different sponsorship programs are proposed to you:



SANTA SPONSOR (TITLE SPONSOR)



The SANTA Sponsor is considered as our event partner. This donation will cover the most important expenses dedicated to the charity and cultural parts:

★ Santa House Construction ★

★ Stage Construction ★

★ Stage Performances ★

★ Cultural Booth Construction ★





★ **Santa House Design:** ★



You will have the honor to design (in collaboration with AFT) the entire 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 prizes are exposed to attract all visitors to play and donate. ★



★ **You Will Be Granted:** ★



The ONLY cash sponsor logo at the Santa House.

You have the privilege to build your own booth next to the Santa house to showcase your activity.

Your logo will highlight as a sponsor on each Cultural Booth.

The LARGEST logo all over the Market among other sponsor logos.

You will be especially mentioned at/on Speeches of EU / government officials and exclusively during each press release, radio interviews regarding the Santa House and charity action.



The TITLE Sponsor will become the ultimate benefactor to make our XMAS MARKET EVOLUTION possible and offer the authentic Spirit of Christmas to Taiwanese and locals.



YOUR LOGO + PRIZES

★ Title Sponsor Logo Placement ★

Prizes Board at Santa House - 200cm x 200cm



Your Own Showcase Area - China Airlines : Santa house sponsor in 2022



★ Title Sponsor Logo Placement ★

YOUR LOGO

Stage Background - 800cm x 350cm



★ Title Sponsor Logo Placement ★

2 Entrance Door Boards



THURSDAY 28TH	FRIDAY 29TH	SATURDAY 30TH	SUNDAY 1ST
0:00-4:45 Muffled Wine Competition 氣味嗅探賽	0:30-4:30 International Super Model Contest Fashion Kids Final Contest 國際超模大賽 時尚兒童決賽	0:00-0:30 Teresi European School Upper Primary Choir 歐洲國際學校合唱團	0:00-0:30 Christmas Parade 聖誕新年遊行-第一場遊行
4:00-4:05 The Primary College Academy 聖保羅小學	4:30-4:35 THE PRINCE OF PORTSMOUTH 愛德華王子	0:30-0:35 L'Oréal International Fashion Show 歐萊兒時尚秀	0:30-0:35 Christmas Parade 聖誕新年遊行-第二場遊行
4:30-4:35 Christmas Parade	4:30-4:35 L'Oréal International Fashion Show 歐萊兒時尚秀	0:35-0:40 Jordan King & His Band Jordan King 和他的樂隊	0:35-0:40 VAITE ORA 大樂隊 VAITE ORA 大樂隊
4:35-4:40 KISSADA KISSADA 國際超模大賽	4:35-4:40 Go Cate or Go Home 去凱特或回家	0:40-0:45 Viteoroa Cantata Viteoroa 合唱團	0:40-0:45 SAGA SAGA 樂隊
4:40-4:45 VAITE ORA 大樂隊	4:40-4:45 The Suing Brothers The Suing Brothers	0:45-0:50 Dance de Mac'Gone Dance de Mac'Gone	0:45-0:50 FCCA Ceremony FCCA 頒獎典禮
4:45-4:50 Opening Ceremony	4:45-4:50 Dance de Mac'Gone Dance de Mac'Gone	4:50-4:55 High Five High Five	4:50-4:55 SAGA SAGA 樂隊
4:50-4:55 SAGA SAGA 樂隊	4:50-4:55 Last Minute Fashion Show 最後一刻時尚秀	5:00-5:05 ABOJA ABOJA 樂隊	5:00-5:05 BODDIE BODDIE 樂隊

Lucky Draw Roll



Opening Ceremony
VIP Invitation

Sponsor Board

Lucky Draw
Tickets



PLATINUM SPONSORSHIP

\$ 100,000 NTD

★ You will be granted ★

Customizable booth located in the VIP Booth Area
(booth rental fees not included)

★ 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

YOUR
LOGO

Stage Background - 800cm x 350cm



★ Platinum Sponsor Logo Placement ★

2 Entrance Door Boards

YOUR LOGO

The image displays the 'PERFORMANCE SCHEDULE 2024' and two 'ENTRANCE DOOR BOARDS'. The schedule is organized by day: Thursday 28th, Friday 29th, Saturday 30th, and Sunday 1st. It lists various events such as 'Mulled Wine Competition', 'The Primary Collegiate Academy', 'International Super Model Contest', and 'Christmas Parade'. The door boards feature a grid of sponsor logos, with a callout bubble pointing to the 'YOUR LOGO' placement area.



Opening Ceremony
VIP Invitation



Sponsor Board



YOUR LOGO



Lucky Draw
Tickets



GOLD SPONSORSHIP

\$ 50,000 NTD

★ **You will be granted** ★

Priority reservation of a double booth except in VIP booth area

To rent a double booth including a "corner booth" (booth rental fees not included)

★ **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** ★

To rent a double regular booth (booth rental fees not included)

★ **You will be displayed on** ★

Advertising campaigns

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

SPONSOR LOGO PLACEMENT

YOUR LOGO

Stage Background - 800cm x 350cm

YOUR LOGO



★ Gold Sponsor Logo Placement ★

2 Entrance Door Boards

YOUR LOGO

Lucky Draw Roll

Opening Ceremony
VIP Invitation

Sponsor Board

Lucky Draw
Tickets

SPONSOR BOOTH GUIDE

SILVER \$30K



GOLD \$50K



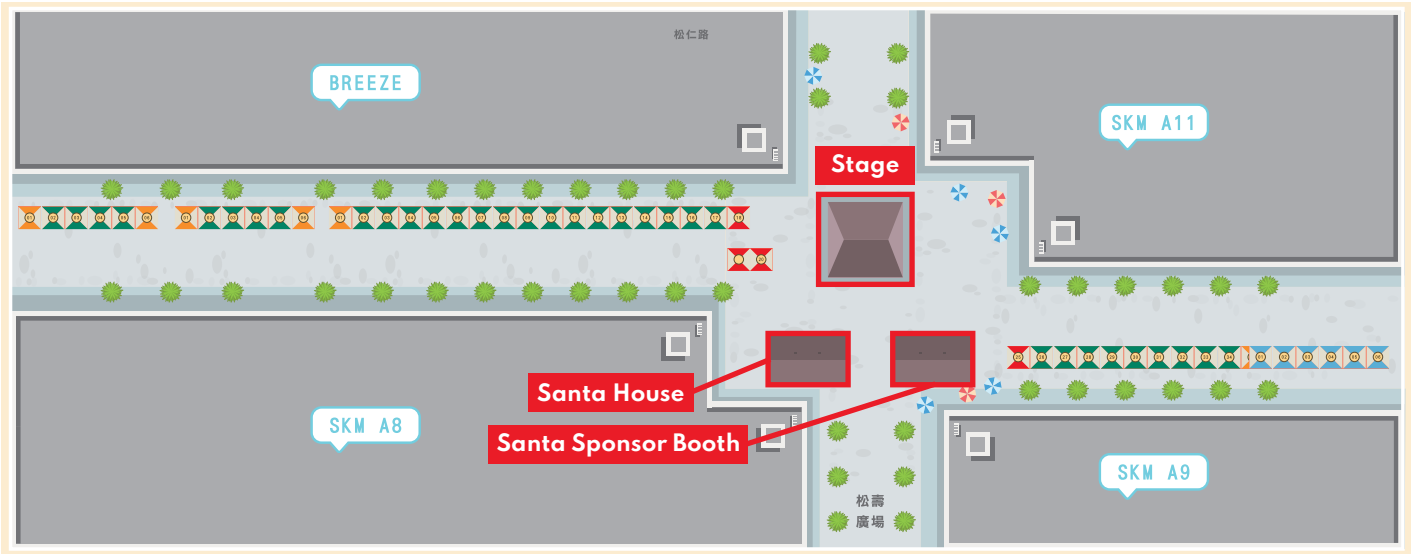
PLATINUM \$100K



Can rent a double booth (only Green)

Can rent a double booth (Orange & Green)

Custom-made booth at Red zone



CHARITY GIFT SPONSORSHIP

The Santa House Lucky draw is the main source of fund raising to help children with difficulties. AFT is looking for plenty of prizes to attract all visitors of the venue to contribute to our Charity action.

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.



CONTACT



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