

2025 Taichung Shopping Festival

“Just Love Shopping” Submission Contest Guidelines

I. Background

Since its first edition in 2019, the Taichung Shopping Festival has rallied businesses citywide to participate, regardless of size—from large enterprises to small vendors. With just a receipt or invoice, anyone can join the festival, fueling a nationwide shopping craze. After six editions, the registered transaction amounts and event popularity have ranked first among similar campaigns organized by local governments, making it a benchmark marketing brand and a much-anticipated consumer event.

In 2022, the first submission contest was launched, followed by three consecutive editions, all receiving enthusiastic support and love from participants. These contests serve as a prelude to the festival, with this year’s theme continuing as “Just Love Shopping”, showcasing the vibrant shopping moments in Taichung.

This year, the event will also expand internationally, allowing people of all nationalities to participate, aiming to attract global tourism to Taichung!

II. Competition Themes

Submissions may include but are not limited to the following:

1. Centered on the Taichung Shopping Festival—such as raffles, prizes, partner stores, weekly themed activities, branding, promotions, etc.—expressing experiences, feelings, and impressions of the festival.
2. Based on shopping experiences in Taichung—showcasing the convenience of consumption, the warmth of traditional markets, the local delicacies of night markets, the diversity of commercial districts, and the charm of city attractions, highlighting love for shopping in Taichung.
3. In line with the festival’s mission to boost local industries and balance urban-rural economies—entries that feature Taichung’s markets, night markets, business districts, or the ten districts with lower participation in the 6th festival (Da’an, Waipu, Shigang, Heping, Xinshe, Dongshi, Shengang, Wufeng, Dadu, Longjing) will receive bonus points.
4. Other creative works related to “Taichung,” “shopping,” and “special offers” that inspire awe and resonance.

III. Timeline

1. Submission Period: Sept. 10 – Sept. 30, 2025. Late entries will not be accepted.
2. Preliminary Selection: Results announced by Oct. 4, 2025, on the festival website and Facebook page, with finalists notified by phone.
3. Preliminary Round (Live Event): Oct. 19, 2025 (Sunday), 14:00–18:00, tentatively at Guansan SOGO Plaza.
4. Final Round (Live Event): Oct. 25, 2025 (Saturday), 14:00–18:00, tentatively at LaLaport North Building, 1F.

Notes:

- Finalists must attend the live events and present on stage, or their eligibility will be forfeited.
- Each performance is limited to 3 minutes.
- Reference 2024 festival videos on the Taichung Shopping Festival FB page for stage/screen specs.

IV. Registration

1. Online registration only, via the official form: <https://www.surveycake.com/s/4G1gg>
2. Eligibility: Individuals or teams may enter; one submission per entry. If multiple entries of the same work are submitted, the earliest submission takes precedence.
3. Work Specifications:
 - Format is unlimited: short videos, images, articles, songs, dances, skits, mime, creative performances, etc. Entries must be suitable for stage presentation and align with the contest theme.
 - Submissions must include a written concept (max. 1,000 Chinese characters) explaining the theme, key content, and performance style. Participants may also upload a video (max. 3 minutes) via a shared link for reference.
 - Live performance time in both rounds is limited to 3 minutes.

V. Judging

The contest consists of three stages: Preliminary Selection, Semifinals, and Finals. Judges will include government representatives and industry experts.

- Preliminary Selection: 40 works reviewed; 25 advance.
- Semifinals: 25 groups perform live; 20 advance.

- Finals: 20 groups perform live; 3 winners + 17 merit awards.

Scoring Criteria:

- Shopping Satisfaction (theme relevance, content completeness) – 40%
- Consumer Precision (technicality, stage presence) – 20%
- Shopping Passion (enthusiasm, resonance) – 20%
- Local Warmth (representation of markets, night markets, or low-participation districts) – 20%

In case of ties: Shopping Satisfaction > Consumer Precision > Shopping Passion > Local Warmth.

VI. Awards

- 1st Place: NT\$100,000 (1 winner)
- 2nd Place: NT\$50,000 (1 winner)
- 3rd Place: NT\$30,000 (1 winner)
- Merit Awards: NT\$10,000 (17 winners)

VII. Notes & Rules

1. All expenses incurred by participants are self-funded.
2. Incomplete applications will be disqualified.
3. Works must be original and not infringe on copyrights or portrait rights. Violations will result in disqualification and return of awards.
4. Entries must not violate public morals and must not have been previously published.
5. Substituting entries or performers is prohibited.
6. Disqualified awards may be reassigned to the next in ranking at the organizer's discretion.
7. Taxes: For awards exceeding NT\$20,000, a 10% tax (20% for non-residents) will be withheld. Prizes over NT\$1,000 are subject to personal income tax reporting.
8. Copyright of winning works belongs to the organizer, who may use, modify, or publish the works without additional compensation.
9. Any unaddressed matters will be announced separately. Participation implies agreement to all rules.
10. The organizer reserves the right to amend, suspend, or terminate the event.

VIII. Contact

Taichung Shopping Festival Contest Team

Tel: 04-23896533 (Mon–Fri, 9:00 AM – 5:00 PM)