

UTEE Video Contest

亮點茶莊茶旅行影片比賽

Welcome to the United Tea Estates Enterprise (UTEE) Video Contest! Please read the following information carefully and fill out the application in English or Chinese.

歡迎參與 UTEE 茶旅行微電影比賽！申請報名前，請仔細閱讀以下資訊。本計畫希望向世界推廣臺灣茶的美好，如果可以，請盡量用英文來填寫報名表格，影片也盡量用英文呈現，同時，歡迎您邀請周圍的外國同學一起來參與，未來影片將做為向外國人推廣臺灣茶最佳媒介。如果不方便，我們後續也會協助翻譯製作英文字幕。

1. Who are we looking for?

我們想要找的對象？

Are you a young talent who currently lives in Taiwan? Do you love to shoot videos and travel around the country? Then you are the one we want!

如果你喜歡旅遊、熱愛攝影，並且目前居住在台灣（不限國籍），那您絕對是我們要找的對象！

2. What do you have to do?

我們對參賽者的期待？

We are looking for an individual or a team of 2-3 people, who will shoot a video about their trip to one or two of 28 tea estates, that are part of UTEE.

我們在尋找個人或團隊，前往任一亮點茶莊進行參訪並將旅程紀錄製作成微電影。

Taiwanese tea is a fundamental part of the country's culture and bears a great history of tradition and craftsmanship. With this project, we want to present Taiwanese tea culture from a new perspective.

臺灣茶是我國文化一部分。臺灣茶有著悠久傳統和製茶工藝歷史。我們希望透過這個計畫以更新穎的方式向國際呈現臺灣茶文化。

Plan your trip and what you want to film! We will be providing every team with a budget to cover your expenses for the trip over the course of 2 days. You will only need to take care of the accommodation yourself. We are open to hear your ideas! Fill out the information below and apply now to become part of the contest!

請提供您們計畫的茶旅路線，以及如何以影片呈現想表達的臺灣茶文化。歡迎提出您們的想法與計畫！

如果您的計畫於初選錄取，我們將提供您製作的微電影影片經費。

3. When is the trip?

茶旅行時間點？

If you get accepted to enter the contest, you will receive a confirmation from us, that you are now part of the competition. You can take the trip anytime between the 31th of August 2020 to the 20th of October 2020.

如果通過初選，您會接到我們的通知，在 8/31/2020~10/20/2020 期間自行安排到茶園參訪、拍攝及錄製影片。

4. What are the video guidelines?

影片的規範？

The video you submit can be in English or Chinese. The length of the video should be between 3-5 mins.

錄製的微電影需用英文介紹，並搭配中文字幕，影片長度約 3-5 分鐘。

5. Is there a prize to win in the competition?

比賽獎項？

Yes! After you submit your final video, you have the opportunity to win one of three amazing prizes!

Our winner will receive an award of 15,000 NTD.

Second place gets rewarded with 10,000 NTD

Third place with 5,000 NTD. And that's not all!

Your videos will be shown at the Taiwan International Tea Expo in November and you will be invited on the stage to accept the award.

在投遞您的微電影影片後，我們將辦理複審，每一隊都有機會贏得前三名獎項!

第一名可獲得新臺幣 NT\$15,000

第二名可獲得新臺幣 NT\$10,000

第三名可獲得新臺幣 NT\$5,000

除獎金之外，我們會在 11 月份的臺灣國際茶業博覽會頒獎並在展場播放得獎影片。

So what are you waiting for? Fill out the information below and apply for our contest.

We can't wait to hear from you!

所以您還在等什麼呢？心動不如馬上行動，快到下面填寫申請表單吧！期待您的參與

If you have further questions, you can e-mail us at:

uteevideocontest@gmail.com

如果有任何問題，請 email 我們：uteevideocontest@gmail.com

Hosted by: Taiwan Agricultural Tourism Development Association

主辦單位：臺灣農遊協會

Consulted by: Agriculture and Food Department of the Agricultural Council

輔導單位：行政院農業委員會農糧署