

Together! 瘋農場



- 第一屆休閒農場旅遊宣傳影片徵選 -

一、緣起：

台灣的美 讓身在異鄉的你 來說

你和妳是如此熱愛台灣，愛台灣的人情味、文化習俗...當然還有夜市小吃，那有去過台灣休閒農場嗎？你知道在3千6百多平方公里的台灣就有2百多家充滿在地特色的休閒農場，在大自然環抱中吸一口純淨空氣，和可愛迷人的動物近距離接觸，看小牛搖擺尾巴，體驗擠牛奶的樂趣；戴上農夫帽過過平實的農家生活，親身接觸土壤，在產地摘採和品嚐當令食材及鮮果，這是體驗台灣之美的一種方式，感受台灣最真實的生活溫度。

這些簡單卻深刻的人生經驗，你體驗過了嗎？來農場一起瘋一下吧！在體驗的同時，用影片傳達最真最美的自己，讓距離遙遠的家鄉親友們看見在台灣的美好，也讓我們知道，原來一直一直在尋找的農旅網紅，是你/妳，跟著我們一起把台灣最具特色的農業旅遊告訴全世界！

二、辦理單位：

輔導單位／行政院農業委員會

主辦單位／台灣休閒農業發展協會

承辦單位／明新科技大學

三、申請資格：

(一)全國大專校院在校國際學生，不限科系及日夜間別。

(二)影片如由多人共同創作(6名為限)，應共同報名，並推舉其中1人為主要申請人(此人必須為在校國際學生)，所有參選人皆須於申請表及相關表格親筆簽名。

(三)報名以 1 人(團體) 1 件為原則，請勿跨隊重複報名。

(四)需由參賽者本人(團體)創作，違者將取消參賽資格。

四、參賽流程：

(一)參賽方式：

1.可至台灣休閒農業發展協會官方網站下載電子報名表

<https://www.taiwanfarm.org.tw/>。

2.受理報名至2019年8月30日(五)17:00止，請詳細填寫電子報名表及備妥在學

證明影本(或蓋有 107 學年度註冊章學生證正反面)一併上傳至

<https://bit.ly/2X3M4ay>(密碼: 938126913)。

- 3.於報名截止日前郵寄繳交切結/授權聲明書正本至台灣休閒農業發展協會
(地址:26058宜蘭市陽明二路23巷2號3樓)，並於信封註明:「休閒農場宣傳影片徵選」。
- 4.報名資格審核通過後，以電話或電子郵件告知報名成功；若報名資料及文件有缺漏，承辦單位會再另行通知補件，報名文件不全且逾期不補正或補正不全者，均不受理參賽。

(二)徵件主題：

- 1.完成報名程序後，請於**2019年10月4日(五)17:00前**繳交宣傳影片。
- 2.宣傳影片請「MPEG2」格式製作，且需能以DVD格式於DVD播放器、筆記型電腦進行單槍投影播放，播放程式預設為「windows mideoplayer」。影片完成後請參賽者自行先行測試。
- 3.宣傳影片請於收件截止日(10/4)前上傳至<https://bit.ly/2X3M4ay>(密碼: 938126913)，檔名請輸入「參賽者姓名+影片名稱」，超過收件截止時間將視同棄權。E-mail繳交請來電向報名窗口確認。
- 4.以「休閒農場旅遊」為主題，挖掘獨特農業旅遊的美好，結合創意發想，拍出台灣之美在農場，傳遞台灣農業旅遊多元玩法，參賽者可自行發揮，用最具有創意的方式呈現，拍攝30秒-3分鐘影片，以下表格為**42家指定拍攝**

農場名單：

NO.	縣市	農場名稱	NO.	縣市	農場名稱
1	新北	阿里磅生態休閒農場	22	嘉義	大智慧養生休閒農場
2	新北	雙溪平林休閒農場	23	台南	台南市農會走馬瀨農場
3	新北	準休閒農場	24	台南	大坑休閒農場
4	新北	千戶傳奇生態農場	25	台南	仙湖休閒農場
5	台北	梅居休閒農場	26	台南	台南鴨莊休閒農場
6	桃園	好時節休閒農場	27	屏東	不一樣鱷魚生態休閒農場
7	桃園	林家古厝休閒農場	28	屏東	天使花園休閒農場
8	桃園	富田花園農場	29	屏東	福灣養生休閒農場
9	新竹	雪霸休閒農場	30	屏東	薰之園休閒農場
10	新竹	綠世界休閒農場	31	屏東	銘泉休閒農場
11	苗栗	雲也居一休閒農場	32	宜蘭	頭城休閒農場
12	苗栗	山板樵休閒農場	33	宜蘭	廣興休閒農場
13	苗栗	春田窯休閒農場	34	宜蘭	東風有機休閒農場

14	苗栗	飛牛牧場	35	宜蘭	香格里拉休閒農場
15	苗栗	花露休閒農場	36	宜蘭	三富休閒農場
16	台中	沐心泉休閒農場	37	宜蘭	勝洋休閒農場
17	彰化	魔菇部落休閒農場	38	宜蘭	旺山休閒農場
18	彰化	東螺溪休閒農場	39	宜蘭	逢春園渡假別墅
19	南投	台一生態休閒農場	40	宜蘭	音樂米創意產銷企業社
20	南投	森十八休閒農場	41	花蓮	新光兆豐休閒農場
21	南投	武岫休閒農場	42	台東	布農部落休閒農場

(三)評選流程：

- 1.第一階段專家評選：由承辦單位邀集專家依據評分重點進行評選，選出十件優秀作品，評審項目：
 - (1)影片完整性(主題、元素)：35%
 - (2)拍攝手法(分鏡、畫面美感、演員表現)：25%
 - (3)製作技術(攝影、剪輯、燈光)：25%
 - (4)創意表現：15%
- 2.第二階段網路人氣：入圍影片將上傳至Taiwan Farm YouTube影音平台，於108年10月15日(二)am10:00開放票選至108年10月30日(三)17:00止，並依據YouTube數據分析評分，觀看次數x1分+讚數x2分+分享次數x5分，合計總得分前五名獲獎。
- 3.入圍影片及網路票選結果，由本會擇期公佈於官方網站。
- 4.倘評審認參賽作品均未達水準，評審得決定該獎項從缺或不足額入選。
- 5.主辦單位有權依實際收件情形隨時調整評審作業方式，不另通知及公告。

五、獎項與獎勵：由網路票選出前五名獲得頒發獎狀1紙及獎金(著作人為2人以上者，各頒獎狀1紙)。

(一)獎項：第一名-獎金新臺幣5萬元

第二名-獎金新臺幣3萬元

第三名-獎金新臺幣2萬元

第四、五名-拍攝獎勵金新臺幣5仟元整

(二)依所得稅法規定，得獎獎金皆依法代開立年度扣繳憑證，(非中華民國境內居住之個人)競技、競賽、機會中獎之獎金或給與，按給付全額扣繳20%。

六、撤銷及終止處置：入選及獲獎作品有下列各款情形之一者，撤銷獲獎資格，獲獎者應將已領取之獎狀及獎金繳回，並自負損害賠償責任。

(一)以虛偽不實資料、文件報名參選者。有抄襲、剽竊或侵害他人智慧財產權，或

有任何侵權之情事，經查證屬實或經司法程序確定者。

(二) 違反本簡章規定，拒絕授權使用者，撤銷獲獎資格，獲獎者應將已領取之獎狀／獎牌及獎金繳回，並自負損害賠償責任。

七、智慧財產權及宣傳使用：

(一) 作品之著作人享有作品之著作人格權與著作財產權。

(二) 報名者須同意作品自獲獎名單公布日起，無償授權台灣休閒農業發展協會及台灣休閒農業發展協會授權之人，得分別永久無償在非商業性用途下，及其他行銷推廣、發表之用。

八、參賽者同意事項：

(一) 網路人氣投票期間，任何以不正當行為或利用電腦程式灌票，經查證屬實則取消本獎項參賽資格。

(二) 作品不得有任何涉及惡意誹謗、人身攻擊或不雅等字眼或內容。

(三) 如有任何因電腦、網路等個人技術性或不可歸責於主辦單位之事由，而使參賽者社群資料有錯誤、無法辨識之情況，主辦單位不負任何法律責任，參賽者亦不得因此異議。

(四) 主辦單位保留修訂本活動辦法之權利。

九、報名窗口：台灣休閒農業發展協會 曾嘉汝 秘書

✉ glitter1218@taiwanfarm.org.tw ☎ 03-9381269#13

☎ 03-9382610 📍 宜蘭市陽明二路 23 巷 2 號 3 樓



Together! 瘋農場

- 第一屆休閒農場旅遊宣傳影片徵選 -

報名表

學校名稱 /科系		國籍	
申請者姓名		性別	<input type="checkbox"/> 男 <input type="checkbox"/> 女
護照號碼		手機	
信箱			
聯絡地址			
參與總人數			
共同創作者 姓名			
想前往拍攝的 休閒農場			

※個人資料保護法相關規定：

1. 依據「個人資料保護法」第 15、16 條蒐集報名人的姓名、身分證統一編號(護照號碼)、電話及地址等上述個人資料，作為台灣休閒農業發展協會辦理「Together! 瘋農場-休閒農場旅遊宣傳影片徵選」活動申請之用。申請完成後，申請人得依「個人資料保護法」第 3 條之規定，請求查詢、閱覽、製給複製品、補充、更正、停止蒐集、處理或利用、或請求刪除。
2. 主辦單位將於不損害申請人的個人權益原則下進行個人資料之處理及利用，並基於公共利益為統計或學術研究使用且無從識別特定人。
3. 申請人得自由選擇提供個人資料，惟提供資料不全者，主辦單位得不予受理。

Together! 瘋農場
- 第一屆休閒農場旅遊宣傳影片徵選 -



參賽單位切結/授權聲明書

本人（團隊代表）_____ 偕同全體創作人共同報名參加台灣休閒農業發展協會辦理之「Together! 瘋農場-休閒農場旅遊宣傳影片徵選」所提供之各項資料以及作品內容正確無誤，願遵守簡章相關規定，本人（團隊代表）同意並保證以下聲明屬實，若有違反情事，本人（團隊代表）願意自行負責所有法律責任。

1. 經詳讀主辦單位申請簡章，遵循該簡章提出本申請，如蒙獎勵，願遵循該簡章之相關規範。
2. 茲聲明申請書上所填資料及提供之相關附件均屬事實。
3. 保證參賽作品屬原創，無抄襲仿冒情事，入選作品事後若經人檢舉並查證屬實有違反著作權法、專利法等相關智慧財產權之規定以致觸犯法律，主辦單位除取消其得獎資格外，並追回其獲頒之獎狀及獎金並公告之。
4. 同意當參賽作品得獎時，主辦單位擁有作品之公開發表、編製（影片）等權利，並提供主辦單位作為推廣休閒農業進行展覽、宣傳推廣、報導、出版等推廣之用不另致酬，並配合主辦單位後續相關事宜處理，包含媒體踩線團報導、參展推廣活動商品等事宜。

此致

台灣休閒農業發展協會

立同意書人：申請人暨全體創作者均須親筆簽名

申請人親筆簽名：_____

聯絡電話(團隊代表人)：_____

中 華 民 國 108 年 月 日

Together! Have Fun in Farm

The First Leisure Farm Promotion Video Contest



I. Introduction :

Share the beauty of Taiwan, by you.

You are so in love to Taiwan, in love to the friendliness, the culture...for sure, the cuisine in night market, but have you ever go to Taiwan Leisure Farm? You know there are more than 200 farms in this land? That you can have some fresh air, have close distance with those cute animal, and you can suit up the farmer's costume and experience the farming life by doing fruits picking or taste the fresh ingredients. This is one of the way to experience the beauty of Taiwan, experience the real life in this land.

Have you ever experience the simple but memorable life? Let's have fun in farm! While experience the real life, you can record it and deliver the beauty of Taiwan to your friends and family in miles away. You! Is the Key Opinion Leader of Farm tour that we'r looking for! Let us share the most unique farm tour to the world!

II. Organizer:

Consult by/ Council of Agriculture, Executive Yuan

Host By/ Taiwan Leisure Farm Development Association

Organize By/ Minghsin University of Science and Technology

III. Qualification:

- i. International student of university and institute, not limit to any course.
- ii. Can participate in personal or group (Max of 6pax), choose a leader as the main applicant (Must be official international student) and all the participants must sign on the relevant application form.
- iii. Each person (group) is restricted for one application only, cross team is not allow.
- iv. All video must be original creation from the person or group, offenders will be disqualified.

IV. Procedure:

i. Application :

A. Please download the application form from TLFDA website.

<https://www.taiwanfarm.org.tw/> °

- B. Application will close on 30th August 2019, 5.00pm. Please fill in the application form, attach the proof of study copies or student card with stamp of 2018(Front and back) and upload to [https://bit.ly/2X3M4ay\(pw:938126913\)](https://bit.ly/2X3M4ay(pw:938126913))
- C. Revert the original copy of declaration and authorization statement to Taiwan Leisure Farm Development Association (3F., No 2., Ln 23 Yangming 2nd Rd., Yilan City, Yilan County 26058 Taiwan R.O.C), and stated [Leisure Farm Promotion Video Contest] on the envelop.
- D. You may receive a confirmation by call or email after the verification process; if any missing or incomplete document, the organizer will contact you for the submission. Incomplete document or late submission will be disqualified.

ii. Theme :

- A. Please submit the video before 4th Oct 2019 (Friday) 17:00.
- B. The video format must be in [MPEG2] , and it can be play in DVD player, notebook and display thru projector, and set [windows media player] as the default player. Kindly test and check before submission.
- C. Please upload the video to [https://bit.ly/2X3M4ay\(pw:938126913\)](https://bit.ly/2X3M4ay(pw:938126913)) before 4th Oct 2019, and set the file name in (Your name + video name), late submission will be disqualified. If you send by email please contact the person in charge by call to do confirmation.
- D. Participants have to go either 1 nominated farms (42 farms as listed) to record a video (30s-3min), must take [Taiwan leisure farm tour] as the theme, excavate the beauty of farm tour by using creative recording technique, and deliver the way to have fun in leisure farms to the public.

No.	County	Farm name
1	New Taipei City	Alibang Leisure Farm
2		Ping-Ling Leisure Farm
3		Zhun Leisure Farm
4		Chienhu Chuanchi Ecological Farm
5	Taipei	M&G Leisure Farm
6	Taoyuan	Lucky Time Leisure Farm
7		Lin's House Leisure Farm
8		Tomita Love Leisure Farm
9	Hsinzhu	Sheipa Leisure Farm

10	Hsinzhu	Green World Ecological Leisure Farm
11	Miaoli	Mile High Leisure Farm
12		San Ban Qiao Leisure Farm
13		Chun Tian Yao Leisure Farm
14		Flying Cow Ranch
15		Flower Home Leisure Farm
16	Taichung	Spring Mountain Leisure Farm
17	Changhua	Magical Mushrooms Tribe Leisure Farm
18		Dongluo River Leisure Farm
19	Nantou	Taiy yi Ecological Leisure Farm
20		Forest 18 Leisure Farm
21		Wuhsiu Leisure Farm
22	Chiayi	Wisdom Lohas Leisure Farm
23	Tainan	Tsou Ma Lai Leisure Farm
24		Dakeng Leisure Farm
25		Fairy Lake Leisure Farm
26		Tainan Duck Leisure Farm
27	Pingtung	The One and Only Crocodile Zoological Farm
28		Angel Garden Leisure Farm
29		Fuwan Leisure Farm
30		Natural Garden Leisure Farm
31		Ming Chuan Leisure Farm
32	Yilan	Toucheng Leisure Farm
33		Guang Shing Leisure Farm
34		Dong Feng Organic Leisure Farm
35		Shangrila Leisure Farm
36		Sanfu Leisure Farm
37		Sheng Yang Leisure Farm
38		Wang Shan Leisure Farm
39		Feng Chun Villa
40		Music Rice Agri-marketing Studio
41	Hualien	Shin Kong Zhao Feng Leisure Farm
42	Taitung	Bunun Leisure Farm

iii. Selection Process :

A. Stage 1: Expert selection, top 10 video will be select thru the criteria below:

- The integrity of theme and content (35%)

- Shooting Technique (25%)
- Production Technique (25%)
- Creativity (15%)

B. Stage 2: Online voting, Top 10 video will be upload to Taiwan Farm Youtube Channel, the voting will start on 15th Oct 2019, 10.00 to 30th Oct 2019, 17.00.

The voting point will be accumulate as below: Viewing frequency = 1 point ; Like = 2 point ; Share = 5 point

C. Shortlisted video and the voting result will be announce on the official website.

D. If the judge think that the video quality not up to standard, the judge have the rights to decide to cut down the prize.

E. The host have to right to amend the selection process based on the actual collection without any announcement.

V. Award and prize: Top 5 winner of the online voting will be reward with certificate (each person have one) and cash.

i. Prize:

- 1st : NTD 50,000
- 2nd : NTD 30,000
- 3rd : NTD 20,000
- 4th/5th : NTD 5,000

ii. According to the Taiwan income tax law (Non-Taiwan citizenship), all given prize are required to deduct 20% for withholding statement.

VI. Cancellation and terminate punishment: shortlisted or awarded video if meet any condition as below, all rewarded certificate and cash have to return to the organizer and be responsible to all lost and penalty personally.

- i. The participant with hypocritical details and document, plagiarism, infringement on Intellectual property rights, once verify will proceed to judicial process.
- ii. Participants who violation of the rules or refuse to authorize the use of video.

VII. Intellectual property rights and propaganda:

- i. The creator have the right of attribution and intellectual property rights.
- ii. Participants have to authorize to Taiwan Leisure Farm Development Association that all video can be use in all non-commercial propaganda and promotion use forever

without any chargers.

VIII. Agreements of participants:

- i. Any improper behavior or use any computer program to hack and get the vote, once verify will be terminate the qualification.
- ii. Any malicious, personal, or indecent words is not allow in the video.
- iii. The host and organizer with not take any responsibility on any digital, web or personal technical issue, participants are also not allowed to object to this.
- iv. Host and organize have the right to amend the rules.

IX. Register to: Taiwan leisure farm development association Ms. Glitter Tseng

✉ glitter1218@taiwanfarm.org.tw

☎ 03-9381269#13 📠 03-9382610

📍 3F., No 2., Ln 23 Yangming 2nd Rd., Yilan City, Yilan County 26058

Taiwan R.O.C



Together! Have Fun in Farm

The First Leisure Farm Promotion Video Contest



Registration Form

University/Course		Nationality	
Applicant		Sex	<input type="checkbox"/> M <input type="checkbox"/> F
Passport No.		Mobile	
E-mail			
Address			
No. of Participants			
Co-creator			
The farm that wish to go			

※Personal information protection:

1. According to personal information protection rules no.15 and 16, collected name, id, passport, contact no and address is only use for 「together! Have fun in farm Leisure Farm Promotion Video Contest」 application. According to rules 13, the applicants have the rights to check, review, amend, giving copies, seek to stop and delete for related information.
2. The organizer will process and utilize personal data without prejudice to the applicant's personal rights and use it for statistical or academic research based on public interest and may not identify on specific person.
3. Applicants are free to choose to provide personal information, but if the information is not complete, the organizer will not accept it.

Together! Have Fun in Farm



The First Leisure Farm Promotion Video Contest

Authorize Statement

I (Team Leader) _____ represent co-creator to participate [Together! Have Fun in Farm Leisure Farm Promotion Video Contest] hosted by Taiwan Leisure Farm Development Association, all the information and video provide are correct and willing to abide by the relevant provisions of the brief. I (Team Leader) agree that this statement is true, if there is a violation, I (the team representative) is willing to take responsibility for all legal liabilities.

1. After reading the organizer's application rules, I will follow this guide to submit this application. If being rewarded, I will willing to follow the relevant specifications of the brief.
2. Hereby to declared that the information provided in the application and the relevant attachments provided are true.
3. Ensuring that the entries are original and there is no plagiarism. If the selected works are later reported and verified to be in violation of the provisions of the Copyright Law, the Patent Law and other related intellectual property rights, the organizer will cancel the qualifications, ask for return for the awards and announce them
4. Agree that when the video is awarded, the organizer has the right to publish, compile (film) and other works, and provide the organizer as a promotion of leisure agriculture for exhibitions, promotion, reporting, publishing, co-operate with the organizer's follow-up related matters, including the media stepping on the group report, exhibiting promotional activities.

Sincerely

Taiwan Leisure Farm Development Association

Consent holder: Applicant and all creators must be autographed

Applicant's autograph: _____

Contact No (Representative): _____

2019

Year

Month

Day