



AMSTERDAM

Tea Festival 2027

Welcome to the World of Tea



 Saturday, 30 January 2027,
from 10:00–19:00

 De Kromhouthal, Gedempt Hamerkanaal 231,
1021 KP Amsterdam, The Netherlands

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WHAT IS AMSTERDAM *Tea Festival?*

Amsterdam Tea Festival is a large-scale tea and culture festival that brings together tea brands, ceramics, workshops, tastings, gastronomy, hospitality, wellness, design, and community on a single immersive platform.

WE PRESENT TEA NOT AS A PRODUCT,
BUT AS A LIVING CULTURE.



The VISION

Amsterdam Tea Festival was created to give tea culture a stronger and more visible place in the Netherlands.

Tea is presented not only as a drink, but as a cultural world — shaped by **origin, ritual, taste, arts, ceramics, hospitality, design, food, atmosphere, and the people** who gather around it.

The festival brings these traditions and people from all over the world together in one place: **tea makers, ceramics artists, chefs, artists, educators, hospitality professionals, cultural partners, collectors, culture experts**, and more.

It is a platform for tasting, learning, meeting, and experiencing tea as something alive, layered, and contemporary — a place to meet the people behind it and spark international, meaningful connections.

Why Tea, **WHY NOW**

People are looking for experiences that are **slower, more sensory, more intentional, and more meaningful** than another quick transaction or digital impression.

Tea offers this in a very direct way. It asks people **to taste, notice, smell, listen, compare, and share.** It creates space for origin stories, craft, hospitality, ritual, food, design, and conversation.

This is why tea is becoming relevant beyond the tea world itself. It connects to the way people **now gather, discover products, choose non-alcoholic experiences,** and search for culture through the senses.



Why AMSTERDAM

Amsterdam is the right city for a festival like this because it already brings together the worlds that tea naturally connects to: hospitality, food, design, art, wellness, international communities, independent makers, and cultural events.



THE LOCATION OF THE FESTIVAL

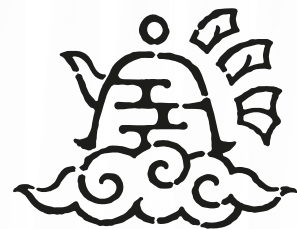
The city has an audience that is curious, mobile, international, and open to new formats. It understands quality coffee, natural wine, ceramics, food culture, concept stores, creative workshops, and design-led experiences.

Amsterdam Tea Festival gives tea its own place inside this cultural landscape. Amsterdam Tea Festival is becoming a platform for visionary, high-quality brands with a story, brands that care deeply about their products, their customers, and the culture behind what they create. We want to offer these brands a place where they can be seen, discovered, and taken seriously by the right audience.



Branding **CONCEPT**

a SKY JOURNEY THROUGH
Tea CULTURES



AMSTERDAM *Tea Festival*

Amsterdam Tea Festival is imagined as a journey, not only between places, but between tea traditions, visual languages, and historical layers.

On land, this route would be too limited. The festival brings together **regions, rituals, objects, and eras** that cannot be reduced to a simple map. The sky offers another way of understanding the journey: lighter and freer.

The main symbol is a **teapot with sails, floating on a cloud**. It is a compact image of tea, movement, air, and imagination.

The identity lives between European and Asian cultures. Amsterdam brings routes, water, exchange, collecting, and openness to the world. Asian tea culture brings ritual, precision, material beauty, and a deep visual tradition. The concept works exactly in the space between them.



Festival PRISMS

THE FESTIVAL IDENTITY IS BUILT
THROUGH **THREE VISUAL PRISMS**

ARCHETYPAL / MYTHIC

Traditional cloud graphics, historical Asian images and characters **give the system symbolic depth**. Clouds, sky, vessels, and routes become signs of travel, transformation, and entry into another space.

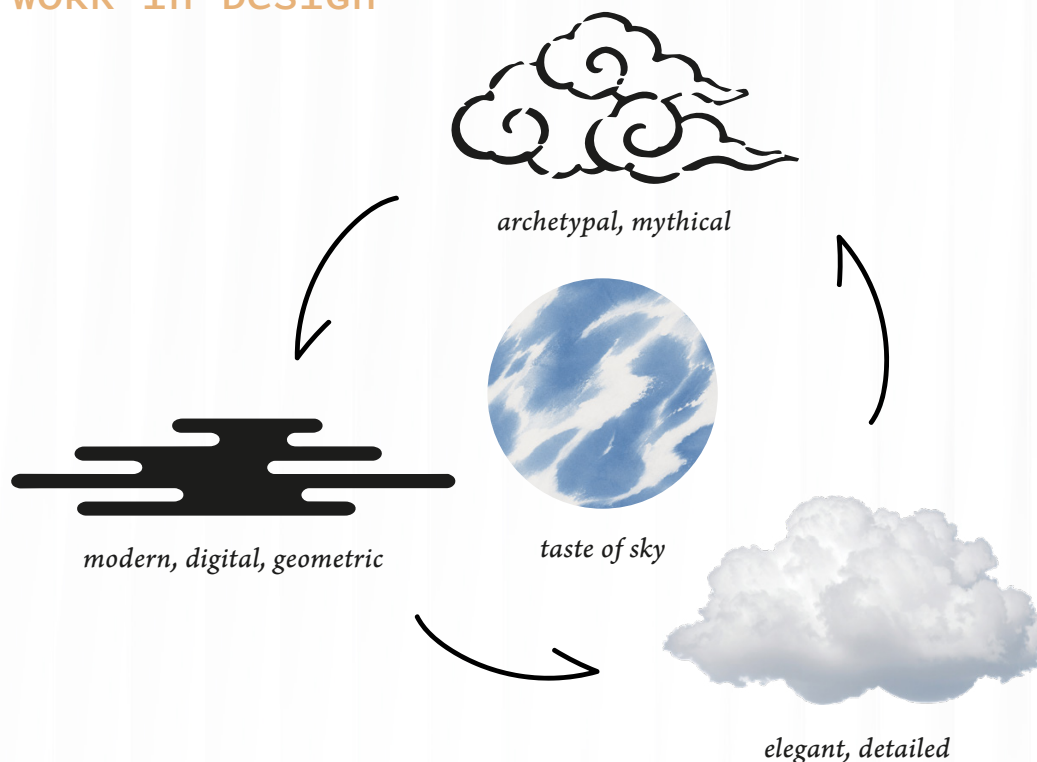
REFINED / GONGFU

This prism is about **precision, craft, and attention to objects**. It relies on realistic images of refined handmade things: ceramics, teaware, cups, bowls, packages, and small art objects. The atmosphere is quiet, precise, and tactile.

GRAPHIC / DIGITAL

Sharp typography, clean layouts, scale shifts, cropped compositions, modular rhythm, and poster-like energy **keep the festival visually active**. This prevents the identity from becoming merely nostalgic or decorative.

HOW THE THREE PRISMS WORK IN DESIGN



Connecting all three prisms is a shared atmosphere: the taste of the sky. Blue air, clouds, distance, freshness, and the feeling that tea can open a larger space around itself.



Where tea becomes **AN EXPERIENCE**

Amsterdam Tea Festival is not built as a simple market of stands.



a PLACE TO TASTE. a PLACE TO Learn. a PLACE TO MEET. a PLACE TO SEE Tea DIFFERENTLY.



It is a cultural setting where tea appears in many forms: as **taste, object, ritual, workshop, conversation, performance, hospitality, food pairing, and design experience.**



A visitor may arrive through curiosity for tea, and leave with a handmade cup, a new brewing method, a conversation with a maker, a food pairing memory, or a completely new understanding of what tea can be.



The festival is shaped around discovery, participation, and the many worlds **that exist around tea.**



数字

结果

BY THE NUMBERS

AMSTERDAM

Tea Festival 2026

1 877

VISITORS

80+

VENDORS

337 964

accounts reached
on meta

40

WORKSHOPS

Meta Reach, 7 December 2025 – 31 January 2026



Our Community of **BRANDS & MAKERS**

GENERAL PARTNERS AND SPONSORS



TEA FESTIVAL PARTNERS



TEA RAVE PARTNERS



Our Community of **BRANDS & MAKERS**



Moychay
Georgia



Chow It Out
Dessert



Beyond
Raw Studio



Established
Sparkling Tea



DeerlandTea



Chamoods



Glazara



La Conférence
des Thés



Amsterdam
Teas



Home
of Thamani



InfiniTea
Leaves



JL Ceramics



Keiko Tea



Kiara Naturals



DOKKAEBI
Hyuseok B.V.



Exclusivithe



Mariko Chiba
千葉 万里子



Mei's Kitchen



Mike & Becky



Basilur



NaN Teas



Mogok Tea Ltd



Friendly Nature
Red Oolong



Trico Hallelujah
Kimono



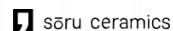
Our Community of **BRANDS & MAKERS**



OrijinTea



Pari Moments



SORU Ceramics



UNEARTHED
Gallery



Studio Cuze



Yoshida
Chaen



Tea Day
Dreams



Yin Cha



Ning Hills Tea



ROKA



Hakata Sugaya
International B.V.



Nagi Matcha



Leaves With
Hugs



YUGEN TEA

Yugen Tea



Mai
Teahouse



Tenmo



YUMM CHA
ARTISAN TEA & INCENSE

Yumm Cha

Ardor Ceramics

BFly

CHADAN

Carambole

Comptoir Bantudest

TeaTracks

Teeregen

The Art of Tea

Three Cups Tea

Ulrike Seilacher

Dreams of Clay

Herbal Hero

Jeremy Keala
Ceramics

Organic Cinema
Ceramics

Krati Agarwal

T-Magazine

THEINE

Shots by Nyne

Taste of Melaka

Tea Kulture

Petr Jurníček

Plükt Tea

ResonaTea

Root Tea

SPECTROOM STUDIO



Thestimony



DANCING TEA

Dancing Tea



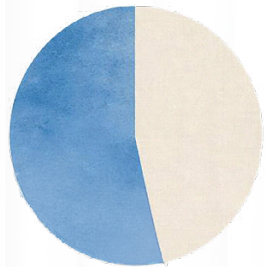
Who We REACH

A culturally curious, design-conscious, international audience — drawn to taste, ritual, and quality experiences.

WHO THEY ARE

69.8% are aged **25–44** —
the core spending demographic

65% female / **35%** male



Top age
group:
25–34,
representing
46% of the
audience

WHERE THEY ARE

67.6% based
in the Netherlands

25.2% based in Amsterdam —
our N°1 city

35% from the top **4 Dutch cities**:
Amsterdam, The Hague, Rotterdam, Utrecht

International reach: Netherlands
· Turkey · USA · Germany · Belgium ·
France · UK · Switzerland · Poland



Channel Estimated Reach

TOTAL ESTIMATED VISIBILITY

Instagram campaign
views **1.74M**

Combined publication
potential reach **1.16M–1.36M+**

Projected Moychay ecosystem
visibility **40K–80K**

Projected partner & community
amplification **150K–400K**

Total estimated visibility
3.09M–3.58M potential
impressions



Why This **AUDIENCE MATTERS**

The value of the Amsterdam Tea Festival audience is not only in numbers. It is in the **quality of attention**.

Visitors come because they are willing to taste, ask questions, sit down, compare, listen, learn, and discover. This creates a stronger relationship between visitor and brand than a quick online impression.

For vendors, this means space to tell the story behind a tea, object, ingredient, or practice. For partners and sponsors, it means being present inside a cultural moment that people actively choose to enter.



This Audience is:

- Open to learning
- Design-conscious
- Connected to food, hospitality, culture, and lifestyle
- Attentive
- Curious
- Willing to taste and participate
- Interested in origin and craft



Visibility & **REACH**

Participation in Amsterdam Tea Festival creates visibility before, during, and after the event.



以前

BEFORE

Before the festival, participants can be introduced through social media, website listings, newsletters, PR, ticket campaigns, and partner announcements.



期间

DURING

During the festival, visibility happens through stands, workshops, tastings, activations, goodie bags, printed floor plans, signage, photography, and direct visitor interaction.



之后

AFTER

After the festival, participants remain part of the story through recap content, shared images, press follow-up, Community memory, and long-term association with the platform.

THE FESTIVAL LASTS ONE DAY. ITS VISIBILITY
EXTENDS FAR BEYOND IT.



CAMPAIGN PERFORMANCE

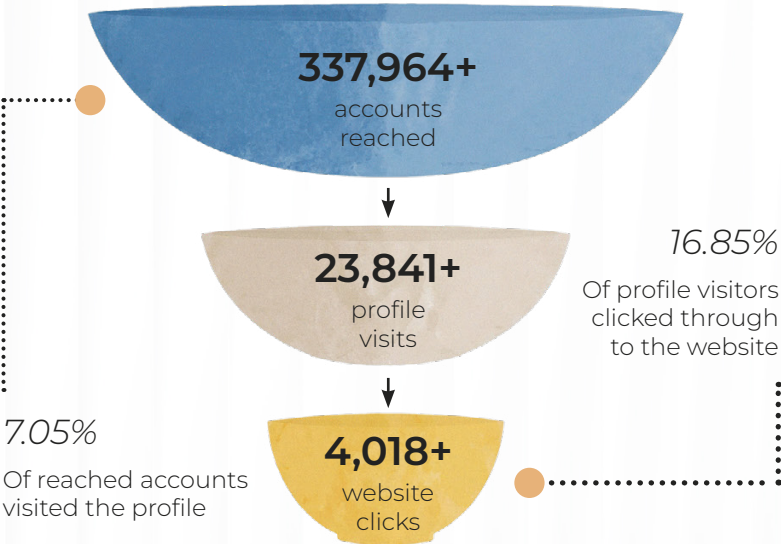
Winter 2026

Instagram campaign period:
7 December 2025 – 31 January 2026

THE FUNNEL

Reach → Profile Visit →
Website Click

+3,465%
reach growth



Of total views

CONTENT MIX

54,8%
Posts

37,2%
Stories

8%
Reels

KEY METRICS

Total Instagram views	1,742,426+
Views from non-followers	71.7%
Total profile actions	27,859+



Press & Community **RECOGNITION**

ATF 2026 was featured across Dutch media and community channels —
building credibility with both audiences and brands.

De Telegraaf

DE TELEGRAAF

Netherlands' largest daily
newspaper

KLEI
KERAMIEK MAGAZINE

KLEI KERAMIEK

Leading Dutch ceramics
publication

gezondnu

GEZOND NU

Wellness and lifestyle
magazine

deVolkskrant

DE VOLKSKRANT

Lifestyle
publication

COMMUNITY AMPLIFICATION

Shared and reposted by at **least 5 community accounts**, including:

@amsterdamwitfel • @weekend_tips_amsterdam • @eventsforlocals



Why Join as a **VENDOR**

致茶商



Tea is difficult to understand from a screen. **It needs water, time, scent, explanation, and a person behind the table.**



Amsterdam Tea Festival gives vendors the **setting to let people experience their work properly**. Visitors can taste, ask questions, compare, return, choose, and remember the story behind what they discovered.



For tea brands, ceramicists, food makers, and cultural creators, the festival offers more than a stand. **It offers contact, context, and direct exchange.**

as a vendor,
you can:

- (01) Pour and explain your product directly
- (02) Let visitors taste before they choose
- (03) Share origin, process, and story
- (04) Meet customers and professionals
- (05) Connect with other makers and collaborators
- (06) Be part of a curated cultural setting





The Venue — **KROMHOUTHAL**

address

Gedempt Hamerkanaal 231,
1021 KP Amsterdam, The
Netherlands

opening times

10:00–19:00



The main areas



The Amsterdam Tea Festival FLOOR PLAN AREAS

What We Suggest:

- **Select Area A** if you desire high traffic and don't mind a bustling environment.
- **Select Area B** if you want to be in the spotlight and near the kitchen.
- **Select Area C** if you wish to be close to the stage where performances take place and where everyone gathers to watch
- **Select Area D** if you prefer to be close to the main stage while enjoying a quieter atmosphere.
- **Select Area E** if you desire a peaceful space near the workshop area, where tea culture enthusiasts will be spending their day.
- **Select Area F** if you favor a serene environment featuring small brands and networking opportunities.
- **Select Area G** if you wish to be near the panel discussions, attracting B2B visitors to your stand.

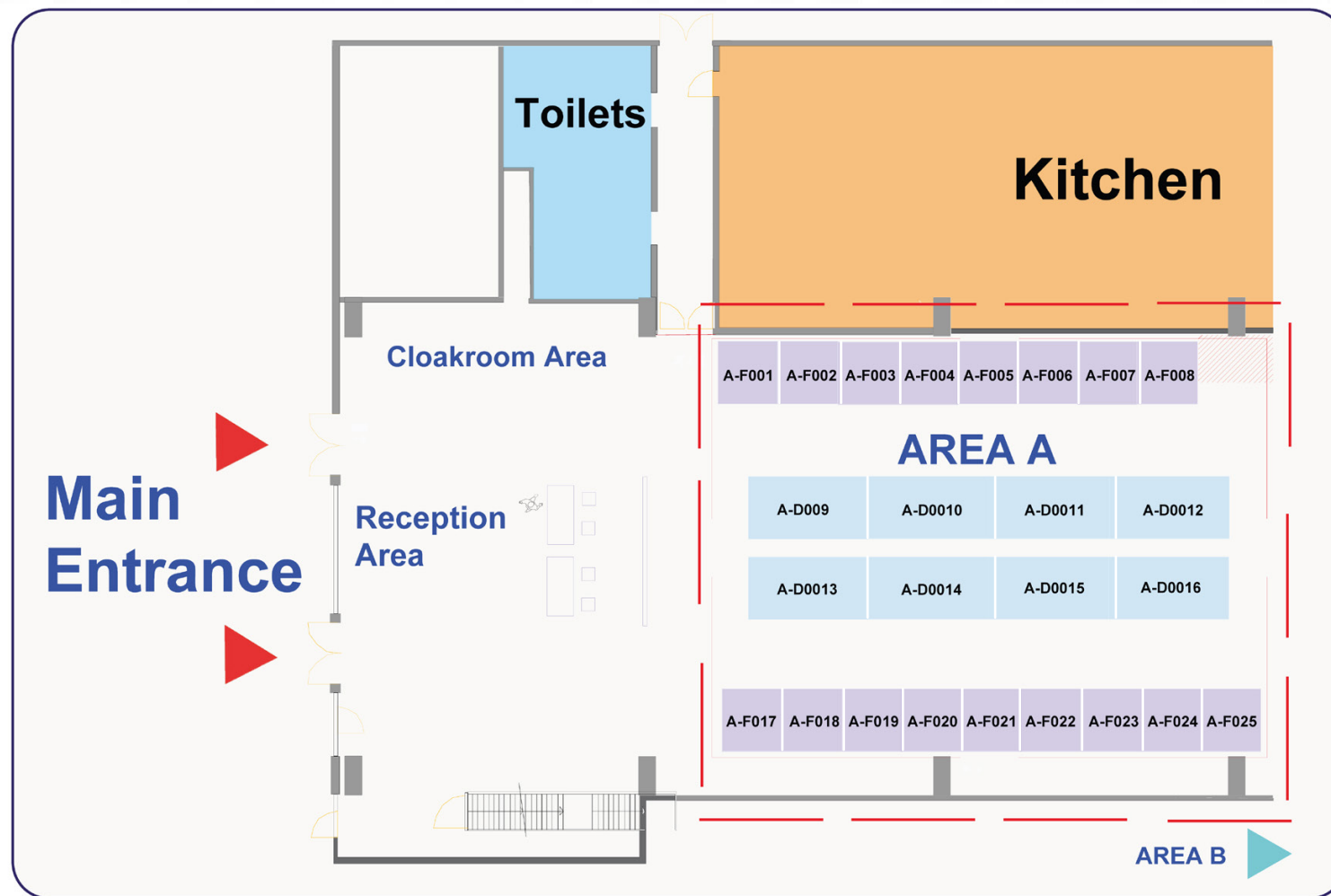
PLEASE NOTE: THIS IS A PRELIMINARY LAYOUT. DETAILS MAY CHANGE DEPENDING ON FINAL BOOKINGS.



The Amsterdam Tea Festival
FLOOR PLAN AREAS

Legend

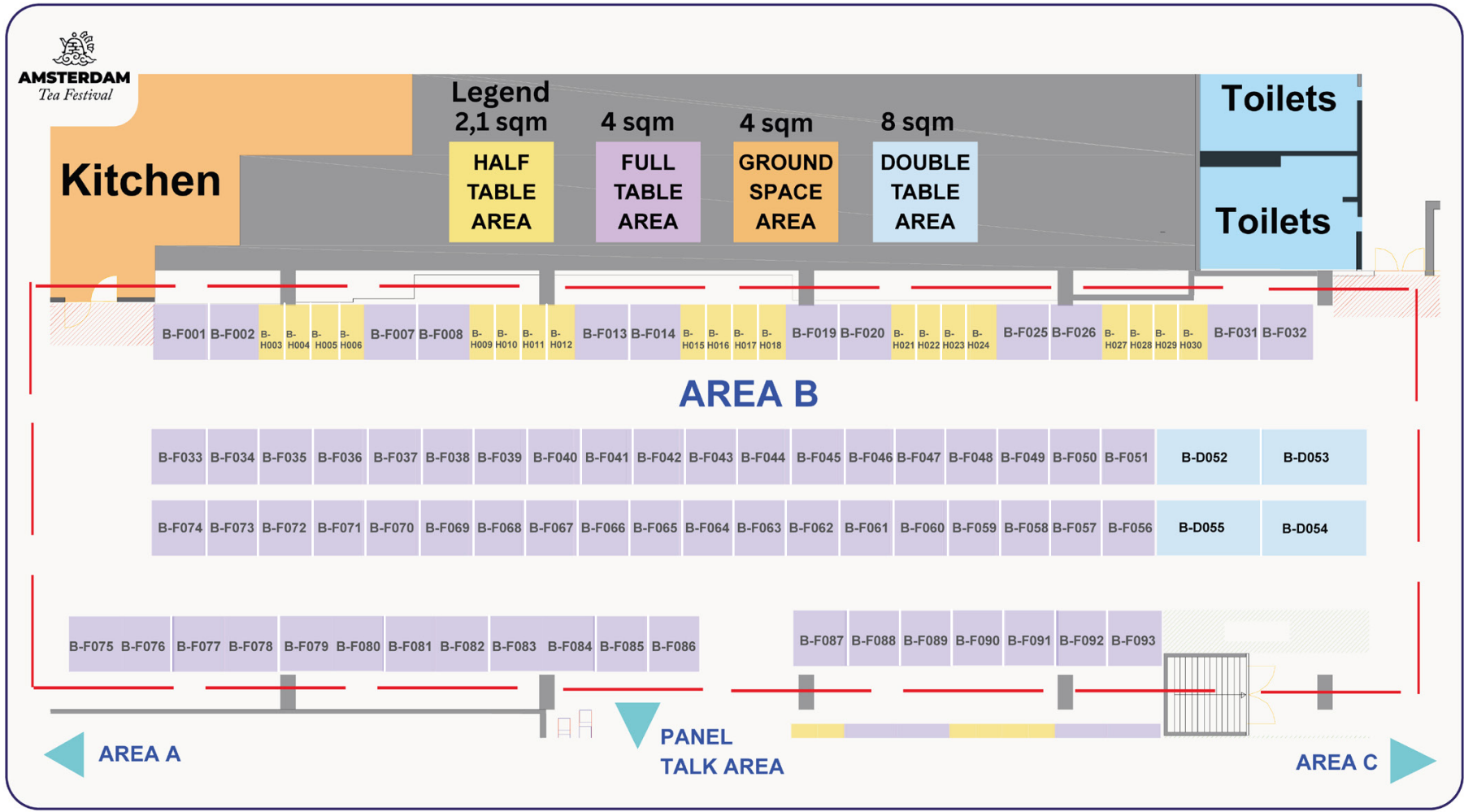
2,1 sqm	HALF TABLE AREA
4 sqm	FULL TABLE AREA
4 sqm	GROUND SPACE AREA
8 sqm	DOUBLE TABLE AREA



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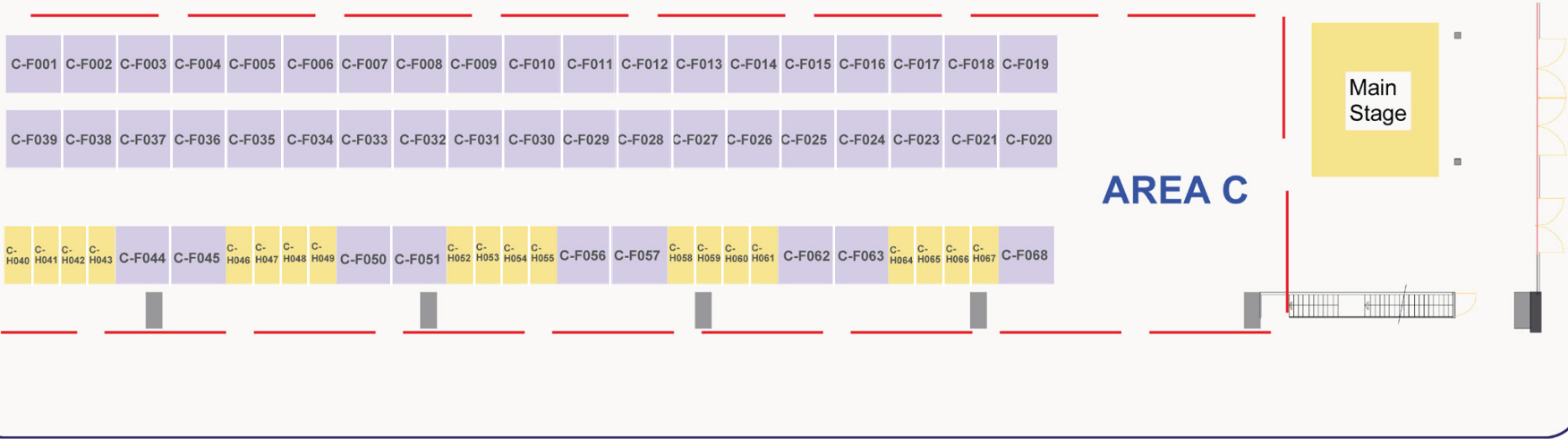


The Amsterdam Tea Festival
**FLOOR PLAN
AREAS**



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Legend

2,1 sqm
HALF
TABLE
AREA

4 sqm
FULL
TABLE
AREA

4 sqm
GROUND
SPACE
AREA

8 sqm
DOUBLE
TABLE
AREA

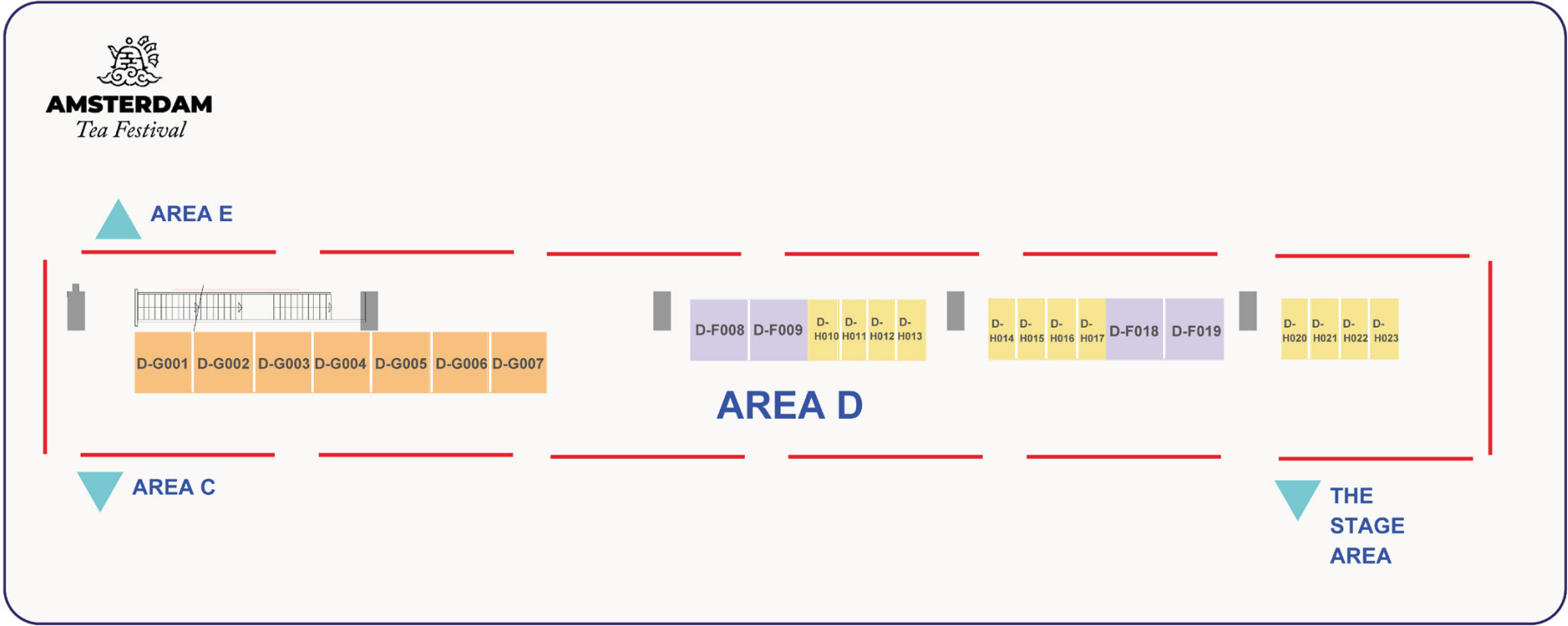
© This venue plan is the property of Amsterdam Tea Festival and is shared for planning purposes only. The layout is preliminary and may change based on technical, safety, venue, supplier, or production requirements.

The Amsterdam Tea Festival **FLOOR PLAN** **AREAS**

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The Amsterdam Tea Festival
**FLOOR PLAN
AREAS**



Legend

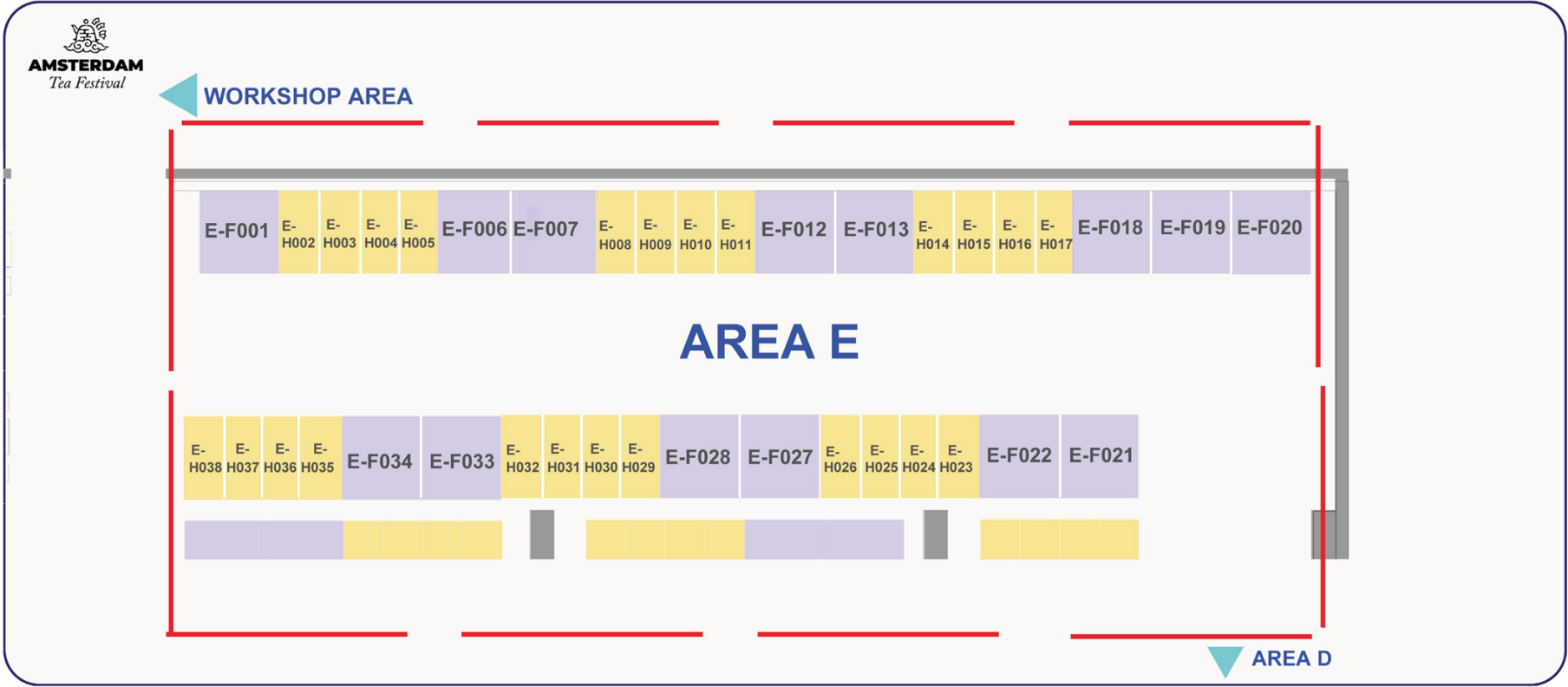
2,1 sqm	4 sqm	4 sqm	8 sqm
HALF TABLE AREA	FULL TABLE AREA	GROUND SPACE AREA	DOUBLE TABLE AREA

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The Amsterdam Tea Festival
**FLOOR PLAN
AREAS**



Legend
2,1 sqm

HALF
TABLE
AREA

4 sqm

FULL
TABLE
AREA

4 sqm

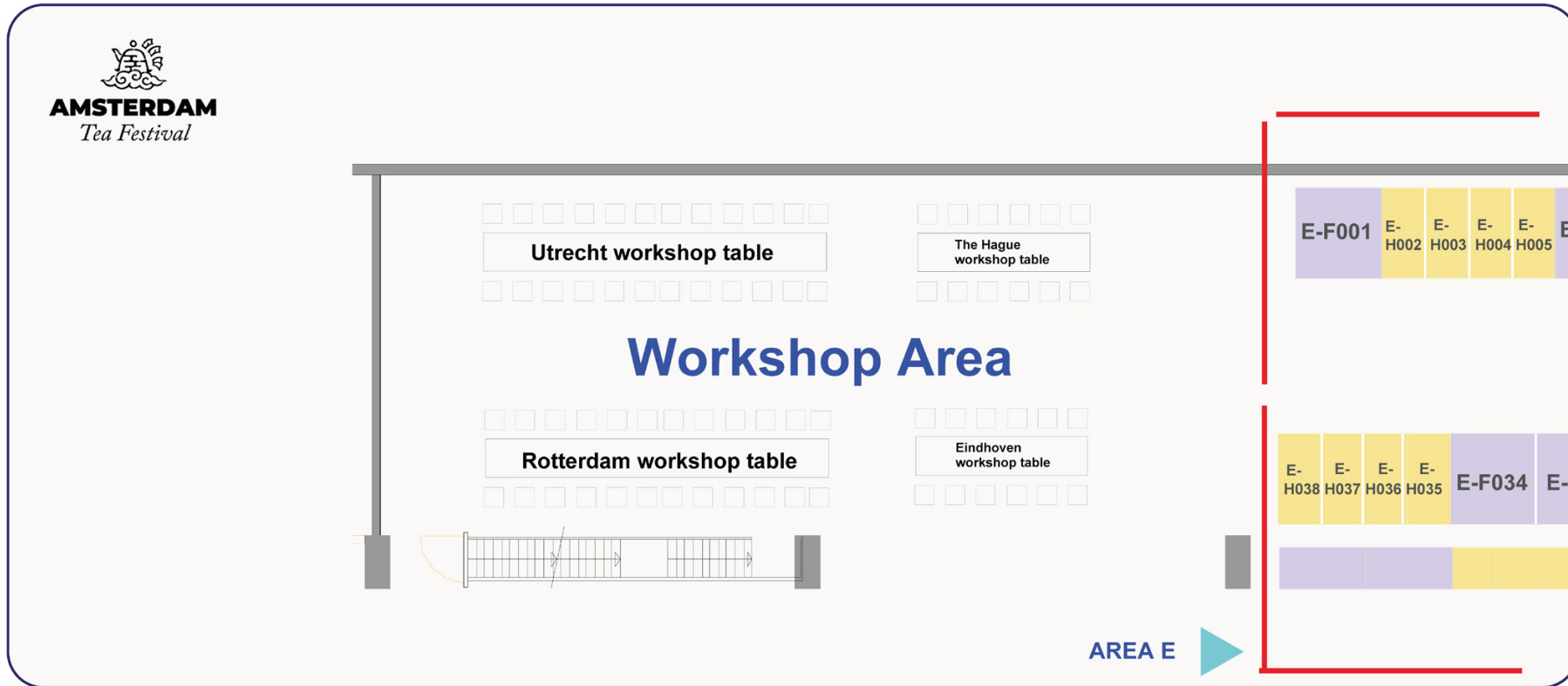
GROUND
SPACE
AREA

8 sqm

DOUBLE
TABLE
AREA

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FINAL BOOKINGS. 





Legend
2,1 sqm

HALF
TABLE
AREA

4 sqm

FULL
TABLE
AREA

4 sqm

GROUND
SPACE
AREA

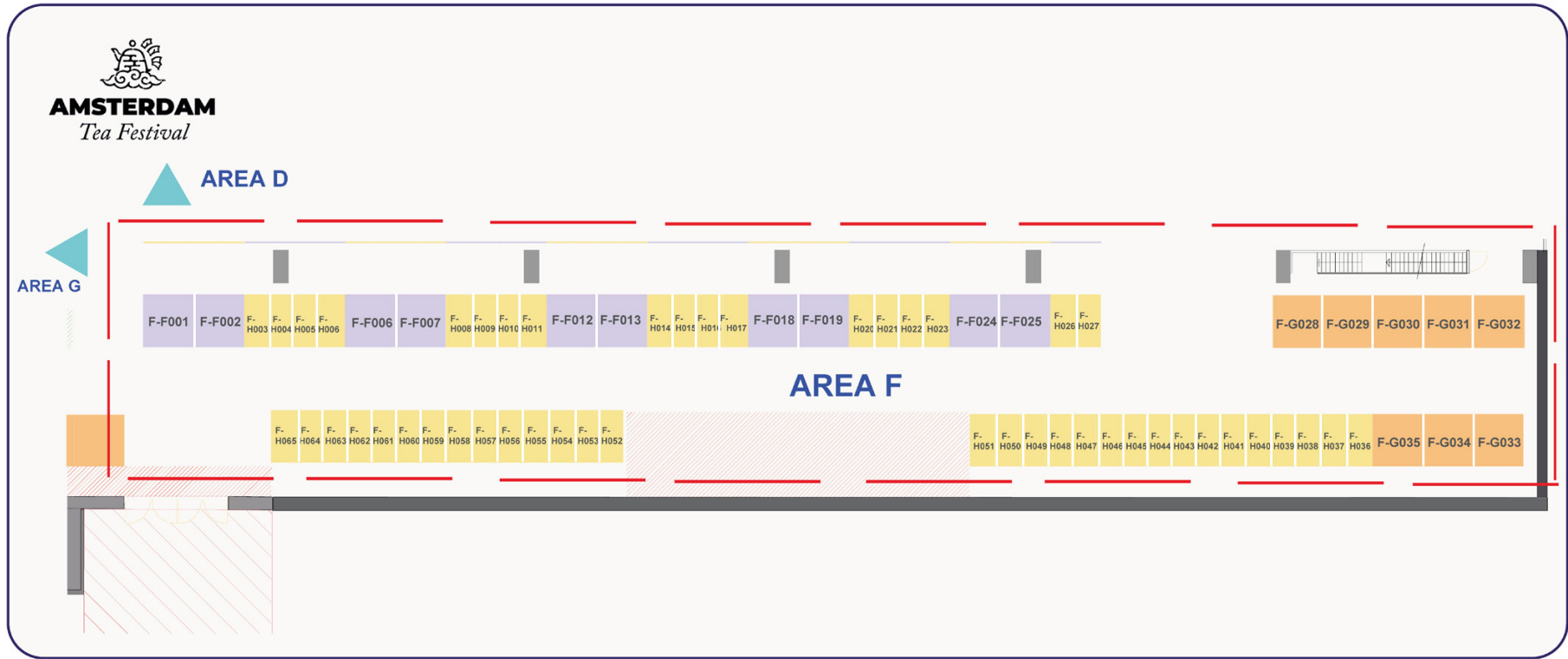
8 sqm

DOUBLE
TABLE
AREA

The Amsterdam Tea Festival
**FLOOR PLAN
AREAS**

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Legend
2,1 sqm

**HALF
TABLE
AREA**

4 sqm

**FULL
TABLE
AREA**

4 sqm

**GROUND
SPACE
AREA**

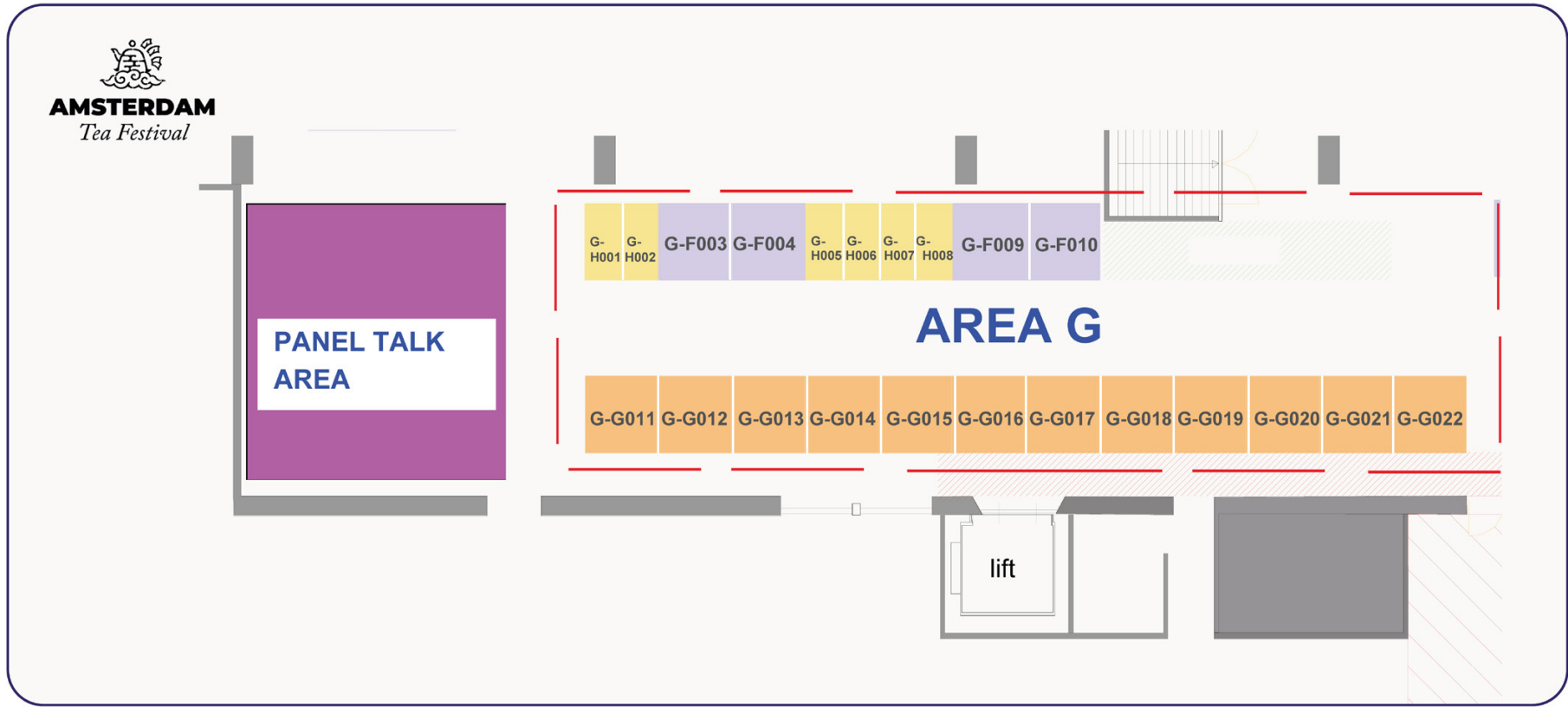
8 sqm

**DOUBLE
TABLE
AREA**

*The Amsterdam Tea
Festival*
**FLOOR PLAN
AREAS**

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The Amsterdam Tea Festival
**FLOOR PLAN
AREAS**

Legend

2,1 sqm	4 sqm	4 sqm	8 sqm
HALF TABLE AREA	FULL TABLE AREA	GROUND SPACE AREA	DOUBLE TABLE AREA

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Ways to PARTICIPATE

参与方式

Amsterdam Tea Festival **offers different ways to become part of the platform.**

Participants can join as tea vendors, tasting hosts, workshop leaders, ceramics makers, food partners, cultural collaborators, media partners, sponsors, hospitality brands, design partners, or creative contributors.

Many emerging and special brands already create exceptional products, but they often need access to the right international audience, business network, and cultural context.

Amsterdam gives Amsterdam Tea Festival the right foundation: an international city, a strong business hub, and a natural meeting point for global brands, buyers, retailers, collaborators, and visitors.



VENDOR
STAND



SPONSOR
ACTIVATION



CERAMICS / DESIGN
COLLABORATION



CULTURAL
COLLABORATION



PRODUCT
LAUNCH



WORKSHOP
OR MASTERCLASS



TASTING
COUNTER



MEDIA
PARTNERSHIP



FOOD / HOSPITALITY
COLLABORATION



Table PRICING

(01) WAVE 1	Now until 10 July 2026 at 23:59 CEST
(02) WAVE 2	11 July until 10 October 2026 at 23:59 CEST
(03) WAVE 3	11 October until 10 January 2027 at 23:59 CET
(04) WAVE 4	11 January until 20 January 2027 at 23:59 CET

* Vendors who participated in the 2026 edition will receive a special discount when booking a full table. To benefit from this discount, the full table must be booked no later than **10th of July 2026 at 23:59 CET**. From **11th of July 2026**, the discounted full table option will no longer be available. After 20th of January 2027, you can't book a table anymore, we are closing the registrations.

⚡ NO ELECTRICITY
⚡ PRE-BOOKED ELECTRICITY

BASE PRICE (EUR) — SPACES
WITHOUT ELECTRICITY

	(01)	(02)	(03)	(04)	
STAND OPTION	WAVE 1	WAVE 2	WAVE 3	WAVE 4	SIZE
⚡ HALF TABLE	€295	€350	€410	€520	1 m × 0.9 m (~2 sqm)
⚡ HALF TABLE	€370	€425	€485	€595	
⚡ FULL TABLE	€580	€680	€788	€888	2 m × 0.75 m (~4 sqm)
⚡ FULL TABLE	€655	€775	€863	€963	
⚡ FULL TABLE FOR 2026 PARTICIPANTS	€488	€680	€788	€888	
⚡ FULL TABLE FOR 2026 PARTICIPANTS	€563	€775	€863	€963	
⚡ DOUBLE TABLE	€850	€950	€1,111	€1,200	4 m × 0.9 m (~8 sqm)
⚡ DOUBLE TABLE	€925	€1,025	€1,186	€1,275	
⚡ GROUND SPACE	€470	€570	€670	€770	4 sqm
⚡ GROUND SPACE	€545	€645	€745	€845	



Important information about **BOOKING WAVES, DEADLINES AND PAYMENT VALIDITY**



PAYMENT RULE

Your stand is secured only after the payment has been completed.

Submitting the application, receiving confirmation, or receiving an invoice does not reserve the wave price if the payment is made after the relevant deadline.

If the payment is made after a wave deadline, the price will move to the next applicable wave, and a new invoice will be issued with the updated amount.

We recommend completing the payment as soon as you receive your invoice to avoid price changes or losing the selected stand option.

The Amsterdam Tea Festival 2027 stand prices are divided into several booking waves. Each wave has its own price and deadline. **The price shown for each wave is valid only until the exact deadline of that wave.**

To secure a stand at a specific wave price, the payment must be completed before the deadline of that wave. Receiving an invoice during a certain wave does not automatically guarantee that price if the payment is made after the wave deadline.

To keep a specific wave price, the payment must be completed before the wave your invoice was issued in ends. Receiving an invoice during a wave does not reserve that price if the payment is made after the wave has ended.

This is important because the booking price is based on the actual payment date, **not only on the invoice issue date or the application submission date.**

WAVE 1 DEADLINE

Wave 1 prices are valid from the opening of registrations until **10 July 2026, at 23:59 CEST.**

To benefit from the Wave 1 price, your payment must be received no later than **10 July 2026, at 23:59 CEST.**

If you receive a Wave 1 invoice but pay after this deadline, the Wave 1 price will no longer apply. A new invoice will need to be issued with the Wave 2 price.

For vendors who participated in the 2026 edition, the special discounted full table option is also available only until 10 July 2026, at 23:59 CEST. From 11 July 2026, this discounted option will no longer be available.

WAVE 2 DEADLINE

Wave 2 prices are valid from **11 July 2026 until 10 October 2026, at 23:59 CEST.**

To secure a stand at the Wave 2 price, your payment must be completed before **10 October 2026, at 23:59 CEST.**

If you receive a Wave 2 invoice but pay after this deadline, the Wave 2 price will no longer apply. A new invoice will need to be issued with the Wave 3 price.

WAVE 3 DEADLINE

Wave 3 prices are valid from **11 October 2026 until 10 January 2027, at 23:59 CET.**

To secure a stand at the Wave 3 price, your payment must be completed before **10 January 2027, at 23:59 CET.**

If you receive a Wave 3 invoice but pay after this deadline, the Wave 3 price will no longer apply. A new invoice will need to be issued with the Wave 4 price.

WAVE 4 DEADLINE

Wave 4 prices are valid from **11 January 2027 until 20 January 2027, at 23:59 CET.**

This is the final booking wave. To secure a stand during Wave 4, your payment must be completed no later than **20 January 2027, at 23:59 CET.**

After 20 January 2027, stand bookings will close and no new table bookings can be accepted.





What's Included **IN YOUR TABLE**

INCLUDED IN THE BASE PRICE:



1 table (half, full, or double — depending on your selected option)



Listing on the festival website



Optional co-authorship on Instagram Post and recap content



Chairs: 1 for a half table, 2 for a full table, 4 for a double



Food vendors: access to a kitchen



Team and helper access included



Basic venue lighting



Listing on the printed floor plan digital and print



You may also upload a short video in your cabinet, for example B-roll footage or educational video about your brand, which we can use and publish as part of the promotion.



Boiled water access (100 degrees Celsius)



1 dedicated social media post (a carousel post we create and publish for you) plus a story about you

ADDITIONAL BOOTH OPTIONS:

Shared Booth: a table shared with another brand

Ground Space: same footprint as a full table area, fully flexible — bring your own booth, table, or display



Add-Ons FOR YOUR TABLE

PRE-BOOKED VS. ADD-ON — WHAT'S THE DIFFERENCE?

Pre-booked items are included in a vendor package purchased in advance. For example, when a vendor books a table package with electricity, the lower pre-booked price applies. If a vendor books a base option — for example, a Ground Space without electricity — and requests electricity and 2 chairs later, the higher add-on prices apply.



**TIP: PRE-BOOKING IS ALWAYS MORE
COST-EFFECTIVE.**



ADD-ON	PRICE	NOTES
ELECTRICITY (16 AMP) <i>LATE-BOOKED</i>	€125	<i>If not pre-booked</i>
1 TABLE <i>APPROX. 2 M × 0.75 M</i>	€65	<i>If not pre-booked</i>
1 TABLE <i>APPROX. 2 M × 0.90 M</i>	€75	<i>If not pre-booked</i>
1 CHAIR	€25	<i>If not pre-booked</i>
BACKDROP WALL	Upon request	<i>Subject to availability</i>
THERMOS	Upon request	<i>Subject to availability</i>
KETTLE	Upon request	<i>Subject to availability</i>
DISPOSABLE BUCKET / BIN	Upon request	<i>Subject to availability</i>
OTHER ADD-ONS	Upon request	<i>Considered based on availability and feasibility</i>



If we receive enough requests from vendors or sponsors for a specific item, we would consider including it in our official add-on list for Amsterdam Tea Festival 2027.

Become a WORKSHOP HOST

We'd love to have you lead a **workshop, ceremony, or sensory experience** as part of the official festival program.

PAYOUT & VAT

Workshop ticket prices include **21% Dutch VAT**, since the workshops physically take place in Amsterdam.

After Dutch VAT is removed from the ticket price, the remaining net revenue is split as follows:

62%

to the workshop host
(excl vat)

38%

festival commission



GOOD TO KNOW BEFORE BOOKING a WORKSHOP SLOT

To reserve a workshop slot, hosts must pay a **€100 deposit**. This deposit secures the selected table, facilities, date, and time slot. If the workshop takes place as agreed, the deposit is not an extra fee and is deducted from the festival's 38% share after ticket sales, as explained in the Workshop Host Rules say that they have access to them once they register.

Workshop payouts are calculated based on tickets sold through the official platform. VAT treatment depends on where the host's business is legally registered. Dutch hosts may need to add Dutch VAT to their invoice, while EU or non-EU hosts may have different VAT treatment, such as reverse charge, depending on their tax status.

We can only accept workshop hosts who have a **legally registered business** and are able to issue a valid invoice to Amsterdam Tea Festival.



Program EXAMPLES

A taste of what audiences
experience across the festival:



GONG FU CHA CEREMONIES



TEA TASTINGS



TEA AND FOOD PAIRINGS



MATCHA AND HOJICHA WORKSHOPS



TEA COCKTAIL DEMONSTRATIONS



CERAMICS WORKSHOPS



SENSORY SESSIONS



CULTURAL TALKS



TEA RAVE AND MUSIC INTEGRATIONS



FRAGRANCE AND AROMA EXPERIENCES



HOSPITALITY-FOCUSED WORKSHOPS



We're looking for **WORKSHOP HOSTS THAT ARE**



Hosting tea ceremonies
(Gong Fu Cha, Matcha,
and others)



Culinary professionals —
Unique tea and food
experiences and tea
mixology workshops/rituals



Calligraphy
or **art instructors**



Teacher or instructor
of **traditional cultural
craft techniques**

Become a PARTNER

WE'RE LOOKING FOR **GOODIE BAG PARTNERS, CULTURAL PARTNERS, AND HOTEL PARTNERS** TO HELP ENRICH THE FESTIVAL EXPERIENCE.

For cultural, media, venue, hospitality, design, and creative partners, **Amsterdam Tea Festival offers a way to become part of a growing tea and culture platform in Amsterdam.** Partnerships can take shape through programming, audience exchange, content, goodie bags, workshops, talks, cultural moments, or co-created experiences that add depth to the festival.



The goal is to create a **meaningful collaboration around tea, craft, hospitality, culture, and community.**

WHAT PARTNERSHIP means

Goodie Bag Contribution Partnership: contribute branded products, samples, or selected products distributed to attendees and VIPs.

Cultural Partner: collaborate with us on programming, content, or community moments that align with the festival's identity.

Hotel Partner: collaborate with us on providing the best experience for our international visitors, artists, speakers, VIPs, and vendors by offering preferred rates, room blocks, or hosted stays.

EXAMPLES OF WHAT you can GIVE

Tea samples or signature products.

Branded gifts, accessories, or printed goods.

Curated content collaborations: performances, pop-ups, an art gallery corner, installations, workshops, community activations, or other creative formats aligned with the festival identity and audience.

Programming support, talks, or co-hosted moments. Help us welcome international guests through special rates, reserved rooms, and accommodation support.

WHAT WE OFFER in exchange

Brand presence in the goodie bag (reaching 500+ attendees).

Logo and mention on festival website.

Social media visibility: 1 co-authored post, 1 dedicated video/Reel, and 1 story featuring your product or brand.

Listing in the printed program and floor plan.

Tailored cultural collaboration opportunities: tea tastings, workshops, talks, demonstrations, performances, activation corner, or curated brand experiences connected to the festival program.



伙伴

伙伴

For Sponsors & **BRAND PARTNERS**



Tea is becoming part of a wider cultural shift: people are looking for more intentional ways to gather, discover, taste, and connect.

Amsterdam Tea Festival brings this movement together in person through specialty tea, ceramics, food, workshops, hospitality, design, and cultural programming.

For sponsors, this creates a setting where brand presence can feel natural, useful, and connected to the experience visitors came for.



MORE THAN VISIBILITY, a meaningful
ROLE WITHIN THE EXPERIENCE.



Sponsorship OPPORTUNITIES

赞助机会

SPONSORSHIP can
TAKE SHAPE THROUGH:

- tastings
- lounge areas
- on-site visibility
- activations
- workshops
- and more
- goodie bags
- content

We offer standard sponsorship levels, **but we are also happy to shape the partnership around your brand, goals, and ideas.**

TO APPLY, email:
amsterdamteafestival@gmail.com

With your brand name and ideas. Our team will schedule a meeting to explore the best fit.



How Your Brand CAN BE PRESENT

COMMON TO ALL TIERS

LOGO ON ALL PRINTED MATERIALS

Pre-event: posters, flyers, programme booklets;
During event: banners, press walls, venue signage;
Post-event: visibility in selected photo materials.

LOGO ON ALL DIGITAL MATERIALS

Pre-event: website, newsletter, social media, digital banners;
During event: digital event materials where applicable;
Post-event: aftermovie credits, recap posts, newsletter follow-up.

CONTENT & SOCIAL MEDIA VISIBILITY

1 Co-authored carousel post;
 1 Dedicated post during or after the festival;
 1 Reel featuring your products or services;
 1 Reel created from content provided by your team;
 Minimum 2 story mentions; relevant reposts when your team tags us or provides suitable content.

ADDITIONAL FEATURES

BRONZE

SILVER

GOLD

NEWSLETTER MENTIONS

Pre-event: sponsor announcement and newsletter mention;
Post-event: follow-up newsletter where relevant.

+ BRAND NAME MENTION

+ BRAND NAME MENTION WITH A SHORT DESCRIPTION

+ DEDICATED NEWSLETTER FEATURE ABOUT THE BRAND.

COMPLIMENTARY TICKETS & RESERVED SEATING

Pre-event: guest allocation;
During event: reserved seating;
Post-event: follow-up opportunity with invited guests.

4

8

12+

A MOMENT ON STAGE

Pre-event: concept and announcement.
During event: dedicated opening moment to introduce your brand, plus opportunity to take part in selected panel talks connected to your brand, industry, or expertise.
Post-event: recap content and guest follow-up where relevant.



ACTIVATION SPACE ON THE FESTIVAL DAY

Dedicated space within the venue, based on sponsorship tier. You create and prepare your own setup, while our team supports the planning process and helps define the best format. **Possible formats:** product stand, tasting corner, branded lounge, sensory installation, water activation, branded zone, calm zen area, country-themed area, partner reception, or another creative concept aligned with the festival experience.



加入我
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提交请
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Apply & JOIN US



You can apply to be a buy a ticket or
become a partner host via our website
amsterdamteafestival.com

event FOUNDER

Sergey Shevelev
from Moychay International



[@amsterdamteafestival](https://www.instagram.com/amsterdamteafestival/)

event agency

Cherii Creative
Agency

