



1. Tea Masters Sketch Competition Participation

1.1. Any winner of the national Tea Masters Cup championships (from 2013 to 2020) in any TMC country (Australia, Belarus, Belgium, Canada, China, Czech Republic, Denmark, France, Georgia, Indonesia, Iran, Ireland, Italy, Kazakhstan, Latvia, New Zealand, Poland, Russia, Singapore, South Korea, Spain, Sri Lanka, Turkey, UAE, Ukraine, USA, Vietnam), in any category (Tea Preparation, Tea Pairing, Tea Mixology, Tea Tasting) can take part in Tea Master Sketch contest.

1.2. A registration on TMC web-site and TMC ID number is required for participation in Tea Masters Sketch contest.

2. Tea Masters Sketch Contest Conditions

2.1. To participate in the contest, Tea Master should record a Tea Sketch video. Tea Sketch is a free style tea service which includes a drink (Ceylon tea or Ceylon tea-based beverage), a snack (served separately) and a short tea story.

2.2. Video requirements:

- Duration — from 1 to 5 minutes.
- Language — English (or English subtitles).
- The Tea Master should be visible in the video, serving and presenting the Tea Sketch for the audience. The process of preparation of Tea Sketch components (cooking, tea brewing, mixing etc.) may be a part of the video.
- The video should start with a slide containing the name of the Tea Master, their country, the name of the project they work for and the name of their Tea Sketch.
- Video editing (close-ups of the Tea Sketch and its components, etc.) is allowed.

2.3. Tea Sketch must contain any type of Ceylon tea (*Camellia sinensis*) as a part of the drink. The use of non-Ceylon tea is prohibited.

2.4. The video should include the reasons for choosing the specific Ceylon tea, a description of the tea's flavor and information about the origins of the tea (the particular tea growing region, e.g. Uva, Dimbula, etc.)

2.5. The video should imitate the communication of the Tea Masters with the guest.

2.6. The use of any non-forbidden additives in tea is allowed (the use of non-Ceylon tea is prohibited).

2.7. It is not allowed to display any content that could result in sanctions against the video clip on video hosting sites.

3. Tea Masters Sketch Publication

3.1. The Tea Master must upload the video (MPEG4, 720 pixels, up to 1 GB) to any file sharing service and send the download link, text description of the video (Tea Master's name, Tea Sketch's name and the exact recipe) and TMC ID to the Tea Masters Sketch contest Organizer (az@teamasterscup.com).



3.2. Tea Masters Sketch Organizer, upon receipt of applications, will post videos on the Tea Masters Cup Youtube-channel and share them on Tea Masters Cup website and social media.

3.3. Key Data:

- Announcement of the contest — May 21, 2020;
- Application deadline — June 21, 2020;
- Evaluation of works — June 21-30, 2020;
- Announcement of the results — July 6, 2020.

4. Tea Masters Sketch Judging

4.1. The videos will be evaluated by the panel of judges on the following set of criteria (on a 10-point scale):

- Tea Sketch appeal;
- Tea Sketch presentation;
- Reasons behind choosing the specific Ceylon tea in a Tea Sketch;
- Anticipated taste of the Tea Sketch;
- Tea Sketch potential.

5. Tea Masters Sketch Grand Prize — guest tour to the next Tea Masters Cup International competition including travel cost, accommodation, all education and entertainment activities.

If you are a national TMC Winner of 2019 and 2020 seasons, you can win TMCI Trip for your friend.