

January / Issue 158

Ministry
of Sports
Newsletter

2026 運動部電子報



運動部

Ministry of Sports

目錄 CONTENTS

- 03 **17th Sports Activist Awards Ceremony Held, with Sponsorship Reaching a Record High of NT\$5.9 Billion**
第 17 屆運動推手獎登場 59 億贊助金創歷史新高
- 07 **Ministry of Sports Provides Full Support to the National Team with Highest-Ever Logistical Standards**
史上最高後勤規格 運動部全力支援經典賽國家隊
- 10 **Enterprises and Athletes Join Forces to Support Sports at the Corporate Sports Donation Appreciation Event**
攜手企業與運動員
「體育運動企業捐贈感恩會」凝聚運動支持力量
- 14 **Minister of Sports Lee Yang Joins the People of Taiwan in Cheering on Taiwan's Winter Olympics Athletes**
前進米蘭冬奧 李洋部長與國人一起為選手加油
- 17 **The Youth Sports Voucher Is Now the Sports Coin—Shaping a Sports-for-All Brand Image**
青春動滋券轉型運動幣 打造全民運動品牌形象

17th Sports Activist Awards Ceremony Held, with Sponsorship Reaching a Record High of NT\$5.9 Billion



► Minister of Sports Lee Yang attends the 17th Sports Activist Awards ceremony on January 9

The Ministry of Sports (MOS) grandly held the “17th Sports Activist Awards Ceremony” at the Taipei Performing Arts Center on January 9, 2026. Distinguished guests and figures from the sports world gathered for the event, including Premier Cho

Rong-tai, Minister of Sports Lee Yang, President Tsai Chia-fu of the Chinese Taipei Olympic Committee, President Yeh Cheng-yen of the Republic of China Sports Federation, and Vice President Chang Lei-ming of the Chinese Taipei Paralympic Committee, to express their

sincere gratitude to private enterprises, organizations, and individuals who have long been dedicated to athlete development and sports promotion. With record submissions and awards, this year highlights society's strong momentum to strengthen Taiwan through sports.

This year's Sports Activist Awards reached a new scale, with 77 organizations receiving 129 awards (108 in sponsorship, 21 in promotion). Total sponsorship exceeded NT\$5.9 billion, reflecting the fruitful results of collaboration between the MOS and society. Premier Cho noted that the development of national sports relies not only on government efforts but also on the involvement and support of enterprises, organizations, and individuals, whose supporting actions become the strongest driving force behind Taiwan's sports development.

Minister of Sports Lee stated, "When athletes are at a low point or most in need of resources, the trust of enterprises is truly like "timely rain". He emphasized that corporate trust and support give athletes the confidence to compete on the international stage. He sincerely invited more enterprises

to invest in Taiwan's future through the Sports Donation Matching Platform (<https://sponsor.sports.gov.tw>), helping make sports a source of national pride.

A highlight of the ceremony was the premiere of the annual theme video featuring World Boxing Cup Finals gold medalist Chen Nien-chin, who thanked enterprises and the public for their long-term support, noting that corporate sponsorship over the past five years has grown into mutual trust and deep engagement. Her coach, Ko Wen-ming, stressed that grassroots sports development depends on sustained societal support and encouraged the public to use the MOS Sports Donation Matching Platform to turn contributions into lasting support for grassroots teams and athletes.

The ceremony featured diverse and exciting performances in honor of the awardees. It opened with a spectacular performance by the We.R TKD Demonstration Team, and the mid-ceremony segment included a heartwarming and moving performance by Golden Melody Award-winning singer Usay Kawlu alongside her brother, professional baseball star Namoh

Iyang. Various international-level athletes, including Fang Wan-ling, Wang Chi-lin, Lee Chih-kai, Sun Chen, Lin Yu-ting, Tang Chia-hong, Kao Cheng-jui, Chen Nien-chin, Ku Tsui-ping, Huang Hsiao-wen, and Pan Cheng-tsung, also attended with sponsoring units to witness the moment of honor.

The MOS expressed gratitude for society's long-term support, which has allowed grassroots sports to take root, strengthened competitive capabilities, and enabled Team Taiwan to continue to shine on the international stage.

■ 第 17 屆運動推手獎登場 59 億贊助金創歷史新高

「第 17 屆運動推手獎」表揚典禮於 115 年 1 月 9 日於臺北表演藝術中心盛大舉行，行政院卓榮泰院長親自蒞臨，與運動部李洋部長、中華奧林匹克委員會蔡家福主席、中華民國體育運動總會葉政彥會長、中華帕拉林匹克總會張雷鳴副會長及體壇各界領袖齊聚一堂，向長期投入選手培育與運動推廣的民間企業、團體與個人表達最誠摯的感謝。今年收件數及獲獎數雙雙創新紀錄，充分展現社會各界以實際行動「以運動壯大臺灣」的強大動能。

本屆「運動推手獎」規模再創高峰，共計 77 個單位、129 個獎項(其中贊助類 108 項、推展類 21 項)，總贊助金額亦突破新臺幣 59 億元，具體呈現運動部與社會各界攜手合作的豐碩成果。行政院卓榮泰院長指出，國家運動的發展不僅仰賴政府推

動，更需要企業、團體與個人的投入與支持，以實際行動支持運動發展，化身為我國體育運動最堅實的推手。

運動部李洋部長表示「當選手在低潮或最需要資源時，企業的一份信任，真的就像是『及時雨』」。他指出，企業的信任與支持對選手而言是莫大的勇氣來源，能讓他們放心地在國際舞臺上拚戰。最後，他誠摯邀請更多企業透過「體育運動捐贈媒合平臺」持續投資臺灣的未來，讓運動成為臺灣人的驕傲。

典禮亮點之一為年度主題影片首映，特別邀請世界拳擊聯盟年終總決賽金牌得主陳念琴擔綱主角。她在片中真情流露，感謝企業與全民多年來的長期支持，並分享自己接受企業贊助已超過五年，彼此早已超越單純

的資助關係，建立起深厚的互動與信任。其教練柯文明也指出，基層運動的茁壯有賴社會持續投入資源，從人才培育與運動教育扎根做起；並呼籲大眾多加運用運動部「體育運動捐贈媒合平臺」，讓每一份支持轉化為實質的捐贈，共同扶助基層團隊與運動員的長遠發展。

典禮現場以多元精彩演出向獲獎者致敬，開場由「We.R 特技跆拳道表演團」帶來震撼演出；中場則邀請金曲歌后舞思愛與職棒球星拿莫·伊漾姊弟同臺獻唱，氣氛溫馨感人。多位國際級選手，包括方莞靈、王齊麟、李智凱、孫振、林郁婷、唐嘉鴻、高承睿、陳念琴、辜翠萍、黃筱雯及潘政琮等，也陪同贊助單位出席，共同見證榮耀時刻。

運動部表示，感謝各界長期的熱心支持，讓我國基層運動得以深耕、競技實力持續精進，也讓「Team Taiwan」能在國際舞臺上持續發光發熱。

Ministry of Sports Provides Full Support to the National Team with Highest-Ever Logistical Standards



► Group photo at the ceremony to mark the start of training of Taiwan national team for the 2026 World Baseball Classic

The Taiwan national team for the 2026 World Baseball Classic held its start of training ceremony on the morning of January 15 at the National Sports Training Center (NSTC). The event also marked the first top-tier international baseball tournament since the establishment of the Ministry of Sports (MOS).

Minister of Sports Lee Yang emphasized that preparations for the tournament will be supported at the highest standard ever, featuring record-high funding and comprehensive insurance coverage, ensuring that “Team Taiwan” can compete with peace of mind and focus fully on advancing to the next round.

For this tournament, the MOS approved more than NT\$44 million in subsidies for team training and organization through the Chinese Professional Baseball League (CPBL), along with NT\$16 million for intelligence-gathering and scouting programs. Both were specially approved with raised subsidies. The CPBL has also assembled an administrative, logistics, and scouting team of more than 40 members, including doctors, physical therapists, nutritionists, sports psychologists, and athletic trainers. In addition, the MOS is fully subsidizing all insurance policies for national team players, allowing them to train and compete with peace of mind.

The NSTC is providing training venues and facilities to help create the best possible competitive environment for the players, with the aim of enabling them to perform at their highest level. Minister Lee personally traveled south

to the center to present a special meal bonus of NT\$200,000 to encourage and thank the coaching staff and players for their hard work. He also expressed the hope that the players will enjoy the competition, perform at their best, advance past the preliminary round, and secure a berth in the second round in Miami, USA.

In this edition of the World Baseball Classic, Taiwan is in Group C, and will face Japan, South Korea, Australia, and the Czech Republic. The preliminary round is scheduled to take place March 5 to 8 at the Tokyo Dome in Japan. The top two teams in the group will advance to the next stage.

The MOS also calls on people across Taiwan to unite as the strongest support squad for “Team Taiwan”, cheering on our sports heroes from afar and creating moments of shared glory together.

■ 史上最高後勤規格 運動部全力支援經典賽國家隊

2026 年世界棒球經典賽中華代表隊於 1 月 15 日上午在國家運動訓練中心舉行開訓典禮，這也是運動部成立以來，所迎來的首場國際棒球一級賽事。運動部李洋部長強調，本次備戰將以「歷屆最高」規格全力奧援，不僅經費創下紀錄，更落實保險實支實付，要讓這支「臺灣隊」無後顧之憂，全力爭取複賽門票。

本屆賽事，運動部核定補助中華職業棒球大聯盟組訓經費 4,400 多萬元及情蒐計畫 1,600 萬元，皆專案核定提高補助基準。並由職棒聯盟籌組超過 40 人，包含醫師、物理治療師、營養師、運動心理諮詢老師、運動防護員等的行政後勤及情蒐團隊。運動部亦全額補助代表隊選手各項保險，讓選手能放心投入訓練及參賽。

國訓中心也提供訓練場地及各項訓練設施，齊力為選手打造最好的競爭條件，期許選手能發揮最佳的競爭實力，李洋部長特別南下親赴國訓中心，致贈 20 萬元加菜金，慰勉教練團與選手備戰的辛勞。並期許選手們享受比賽、發揮最佳實力，順利突破預賽、取得前進美國邁阿密的複賽門票。

本屆經典賽我國分組列於 C 組，將與日本、韓國、澳洲及捷克同組，預計於 3 月 5 日至 8 日在日本東京巨蛋進行預賽；分組前 2 名將晉級，前往美國邁阿密參與後續複賽階段賽事。

運動部也號召全體國人化身為「臺灣隊」最堅強的應援團，跨海為臺灣英雄加油，共創榮耀時刻。

Enterprises and Athletes Join Forces to Support Sports at the Corporate Sports Donation Appreciation Event



► Group photo at the Corporate Sports Donation Appreciation Event

To express gratitude for the long-standing actions supporting the development of sports of all sectors, the Ministry of Sports (MOS) has continued to thank its partners who support athletes in various ways. In addition to establishing the “Sports Activist Awards”, the MOS held a “Corporate Sports Donation Appreciation

Event” on January 13. The event was attended by Political Deputy Minister Huang Chi-huang and brought together enterprises that have consistently provided resources and supported athlete development in diverse ways. The gathering conveyed sincere appreciation to all forces supporting sports while also promoting exchange between the

corporate sector and the sports community.

Deputy Minister Huang stated that, beyond the government's continued investment, the development of sports relies heavily on long-term corporate support and broad participation from civil society. Through relevant policies and tax incentive mechanisms, the government encourages enterprises to invest in sports development, enabling athletes to fully focus on training and competition. He expressed the hope that through collaboration among businesses, the government, and athletes, Taiwan's sports development can continue to progress steadily.

This event recognized enterprises that contributed sports-related donations during the 2025 fiscal year and echoed the spirit of the Sports Activist Awards. It conveyed the government's policy direction of recognizing and encouraging diverse forms of corporate engagement in sports. Donor-supported athletes and sports teams were also invited to participate, fostering on-site interaction between businesses and the sports community and strengthening the support system for corporate dona-

tions.

Deputy Minister Huang presented certificates of appreciation to donating enterprises, expressing gratitude for their contributions. The event also included appreciation ceremonies and group photo sessions, as well as sharing sessions in which sponsored athletes recounted their training journeys. These included athletes with international competition experience, as well as grassroots athletes and teams from various disciplines, highlighting the success of joint efforts by the government, enterprises, and athletes to promote sports development.

In addition, the appreciation event also featured a charity sale conducted through a 'corporate donation, gift return' approach, with all proceeds donated to athletes and sports teams, demonstrating corporate support for sports development through concrete action and further expanding the social impact of public welfare activities.

The MOS noted that it will continue to strengthen partnerships and exchange between enterprises and the sports community through appreciation events and similar activities,

promoting the long-term and stable development of sports in Taiwan. The MOS also encourages enterprises and the public to make greater use of the “Sports Donation Matching Platform” (<https://sponsor.sports.gov.tw/>), which

covers athletes and teams ranging from grassroots training Asian Games and Olympic-level competitors, and invites all sectors to support the development of sports in Taiwan through real action.

攜手企業與運動員 「體育運動企業捐贈感恩會」凝聚運動支持力量

為感謝各界長期以實際行動支持運動發展，運動部持續以不同形式向支持運動員的夥伴表達謝意，除設立「運動推手獎」外，並於 1 月 13 日舉辦「體育運動企業捐贈感恩會」，由運動部黃啟煌政務次長出席，邀請更多持續投入資源、以多元方式支持運動員培育的企業齊聚一堂，向所有支持運動的力量表達誠摯感謝，同時促進企業與運動界交流。

運動部黃啟煌政務次長表示，體育運動的發展除政府持續投入資源外，更有賴企業長期支持與民間力量的共同參與。政府透過相關政策與節稅機制，鼓勵企業投入體育運動發展，讓選手能安心投入訓練與競賽，並期盼透過企業、政府與運動員的攜手合作，推動我國體育運動穩健發展。

本次活動以 114 年度曾參與運動捐贈

的企業為主要邀請對象，並與運動推手獎相互呼應，傳達政府肯定企業多元投入體育運動的政策方向，並邀請受捐贈運動員及運動團隊共襄盛舉，促進企業與運動界現場交流，強化企業捐贈的支持體系。

黃啟煌政務次長致贈感謝狀，表達對捐贈企業的感謝外，也安排感恩儀式與合影環節，並由受贈運動員分享自身投入訓練的歷程，包含具備國際賽事經驗之選手，以及來自不同領域的基層運動員與團隊，呈現政府、企業與運動員共同攜手推動運動發展的成果。

此外，感恩會也規劃公益義賣活動，採「企業捐贈、禮品回饋」方式進行，募得款項將全數捐助給運動員與運動團隊，展現企業以實際行動支持運動發展，並進一步擴大公益影響。

運動部表示，未來將持續透過感恩會等活動，強化企業與運動界的交流及夥伴關係，推動臺灣體育運動長期、穩定發展；同時也邀請企業及民衆多加善用「體育運動捐贈媒合平臺」(<https://sponsor.sports.gov.tw/>)，平臺涵蓋從基層培訓到亞、奧運國手運動員與團隊，鼓勵各界以實際行動支持臺灣運動發展。

Minister of Sports Lee Yang Joins the People of Taiwan in Cheering on Taiwan's Winter Olympics Athletes



► Group photo of the Taiwan delegation to the Milan Cortina 2026 Winter Olympics

The 25th Milan Cortina 2026 Winter Olympic Games will be held in Italy from February 6 to 22, 2026. On January 22, the Ministry of Sports (MOS) held a delegation flag-presentation ceremony, during which Minister of Sports Lee Yang presented the national and delegation flags to delegation head Tsai Chia-fu, President of the Chinese Taipei

Olympic Committee, who then passed them to delegation leader Lin Ting-fang. Minister Lee also presented bonuses to the athletes and coaches, received on behalf of the team by alpine skier Lee Wen-yi. The ceremony was held to encourage the delegation as it prepares to compete in Italy.

In his remarks, Minister Lee introduced each of the ten athletes competing in the Winter Olympics, noting that in Taiwan, a subtropical/tropical country where snowfall is rare, these athletes have chosen one of the most challenging paths. He expressed gratitude to the athletes, coaches, and support staff for their long-term dedication and hard work in training. He emphasized the MOS will stand firmly behind the athletes, encouraging them to demonstrate strong competitive ability and sportsmanship on the international stage, enjoy the competition, and complete their events safely.

For this edition of the Winter Olympics, Taiwanese athletes have qualified in seven disciplines, including alpine skiing, cross-country skiing, figure skating, speed skating, and bobsleigh, surpassing the previous Games' record. The delegation comprises a total of 37 members: 10 athletes, 8 coaches, and 19 delegation staff. Beginning in late January, the delegation will depart from Taiwan and overseas training bases,

traveling via direct or connecting flights to Milan or nearby cities, and then proceeding to the athletes' villages at their competition venues to begin the final phase of preparation.

The MOS noted that this Winter Olympics will be held across four competition zones. To ensure comprehensive support while athletes compete across multiple venues, it has carefully planned logistical and medical support for the delegation. The accompanying support team includes one physician, two athletic trainers, two physical therapists, and three equipment technicians, providing timely and professional sports medicine and logistical assistance so athletes can fully focus on competing. The MOS reaffirmed its full commitment to supporting the delegation's needs and expressed the hope that Taiwan's athletes will bring into play the results of their training at the Milan Cortina 2026 Winter Olympics, compete bravely, challenge themselves, and write a new chapter for Taiwan on the Winter Olympic stage.

■ 前進米蘭冬奧 李洋部長與國人一起為選手加油

2026 年第 25 屆米蘭 – 科爾蒂納冬季奧林匹克運動會將於 115 年 2 月 6 日至 22 日在義大利米蘭、科爾蒂納等地舉行。運動部於 1 月 22 日舉行代表團授旗典禮，由運動部李洋部長頒授國旗及代表團團旗予代表團團長中華奧林匹克委員會蔡家福主席，並由團長轉授代表團林廷芳總領隊，並頒贈代表團選手及教練加菜金，由阿爾卑斯式滑雪選手李玟儀代表領受，同時為即將遠征義大利的選手與教練加油打氣，期勉代表團全力以赴、爭取佳績。

李洋部長致詞時，一一介紹 10 位前進冬季奧運的選手，在臺灣一個位於亞熱帶、幾乎不下雪的國家，選擇了最艱難的路，感謝選手、教練與後勤團隊長期投入訓練與付出，運動部將做為選手的後盾，期許選手們在國際賽場上展現堅強實力與運動家精神，享受舞臺、平安完賽。

本屆冬季奧林匹克運動會我國共取得阿爾卑斯式滑雪、越野滑雪、花式滑冰、競速滑冰及雪車等 7 種競賽項目、共 9 席參賽資格，突破上屆紀錄代表團共計 10 位選手、8 位教練及 19 名團本部人員，合計 37 人。此外，代表團成員自 1 月下旬起陸續自臺灣及海外集訓地出發，搭乘直飛或轉機航班前往米蘭或鄰近城市，再依競賽項目分赴各賽區選手村報到，展開最後階段備戰工作。

運動部指出，本屆冬奧賽事分為四個賽區進行，為確保選手在多賽區分散比賽期間獲得完善支援，運動部已周延規劃代表團後勤與醫療支援配置，隨隊安排醫師 1 人、防護員 2 人、物理治療師 2 人及裝備整理師 3 人，提供即時且專業的運動醫學與後勤協助，讓選手無後顧之憂，專心迎戰。運動部表示，將持續全力支援代表團參賽所需，期盼選手們在 2026 米蘭 – 科爾蒂納冬奧賽場上發揮平日訓練成果，勇敢拚搏、挑戰自我，在國際舞臺寫下屬於臺灣的冬奧篇章。

The Youth Sports Voucher Is Now the Sports Coin—Shaping a Sports-for-All Brand Image

115年

運動幣領用

16歲以上看過來

✓ 年滿16歲以上(民國99/1/1前出生)
國內具戶籍

✓ 採登記抽籤辦理

運動部
Ministry of
Sports

► Register for the Sports Coin draw—do sports, sports spectating, buy equipment

To further promote a culture of sports for all among the general public, the Ministry of Sports (MOS) has officially transformed the “Youth Sports Voucher” into “Sports Coin”. The eligible recipients have been expanded from young people to all citizens aged 16 and above. A total of 600,000 Sports Coins, each worth NT\$500, will be distributed. In addition to continuing

the categories of “Do Sports” and “Sports Spectating”, a new category, “Buy Equipment”, has been added, using diverse incentives to build a strong national sports brand image.

The MOS stated that since its launch in 2023, the Youth Sports Voucher has been claimed by more than 1.93 million people, effectively

encouraging young people to develop habits of watching sports events and participating in exercise. To address the previous concentration of professional sporting events in metropolitan areas and to expand the overall policy impact, the program has now been officially upgraded to the “Sports Coin”, enabling sports resources to be distributed more efficiently across all age groups.

The MOS reminded the public that all citizens born on or before January 1, 2010, may register on the 500.gov.tw website between January 26 and February 8, 2026. To ensure smooth system operation, registration during the first five days will be staggered according to the last digit of the national ID number (January 26 for digits 0 and 1, and so on). From January 31 onward,

registration will be fully open, and a public live-streamed draw will be held on February 12.

The MOS emphasized that, to balance industry development, the Sports Coin can be used in full for the “Do Sports” and “Sports Spectating” categories (NT\$500), and now also includes the new “Buy Equipment” category (up to NT\$200 per person). The public may use it to buy sports shoes, apparel, and equipment, fully linking the sports consumption ecosystem. Sports Coin is not merely a subsidy, but a policy tool designed to guide public participation in sports. The MOS will continue to use policy to drive the development of the sports industry and make exercise a natural part of people’s everyday lives.

■ 青春動滋券轉型運動幣 打造全民運動品牌形象

為深化全民運動風氣，運動部正式將「青春動滋券」轉型為「運動幣」，發放對象由原本的青年族群擴大至 16 歲以上全民，預計發放 60 萬份 500 元運動幣。除延續「做運動」、「看比賽」類別，本次新增「添裝備」抵用項目，透過多元誘因打造全民運動的品牌形象。

運動部表示，青春動滋券自 112 年推行以來，已累積逾 193 萬人領券，成功引導青年建立觀賽與運動習慣。為解決過去職業賽事過於集中都會區的限制，並擴大政策效益，正式轉型為「運動幣」，讓運動資源能更有效率地擴散至各年齡層。

運動部提醒，凡民國 99 年 1 月 1 日以前出生之國民，均可於 115 年 1 月 26 日至 2 月 8 日期間至「動滋網」(500.gov.tw) 登記。為確保系統順暢，首 5 日將依身分證字號末碼進行分流(1 月 26 日為末碼 0、1，以此類推)，1 月 31 日起全面開放登記，並於 2 月 12 日進行公開直播抽籤。

運動部強調，為兼顧產業均衡發展，運動幣除了 500 元可全額抵用「做運動」與「看比賽」外，新增「添裝備」類別(每人最高抵用 200 元)，民衆可用於購買運動鞋服、器材，全面串連運動消費生態圈。運動幣不僅是補助，更是引導民衆參與運動的政策工具，未來將持續透過政策引導帶動運動產業發展，讓運動成為國人自然而然的生活習慣。

Sport Terms 運動詞彙

Winter Olympics	冬季奧運
Sports Activist Awards	運動推手獎
Sports donation matching platform	體育運動捐贈媒合平臺
Enterprise involvement in the development of sports	企業投入體育運動發展
Corporate sponsorship/donation	企業贊助／捐贈



January / Issue 158

**Ministry of Sports
Newsletter**

Publisher 李洋 部長
Minister
Lee, Yang

Tel (886) 2-87711478

Fax (886) 2-87731435

E-mail olivia@sports.gov.tw

Website <https://www.sports.gov.tw/>