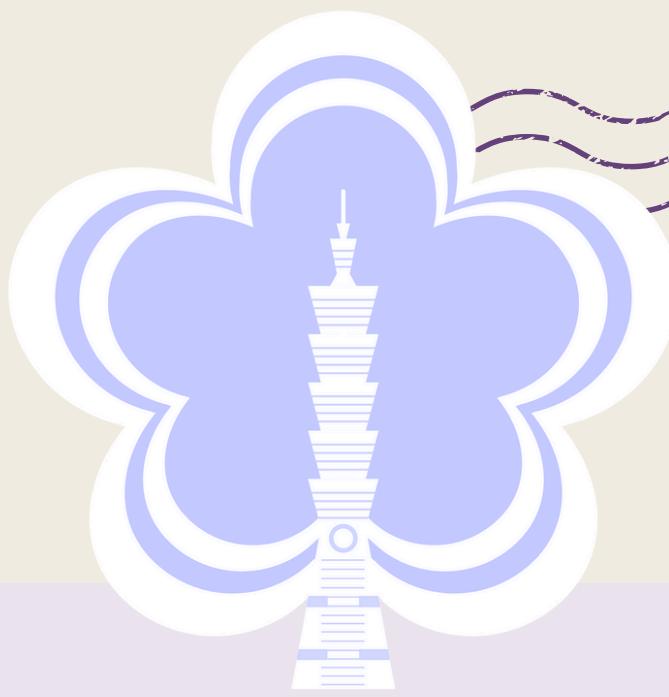


謹賀新年



TSA at UVA

EASY CARD

PARTNERSHIP PACKET



DEAR PROSPECTIVE PARTNER,

The Taiwanese Student Association (TSA) at the University of Virginia is excited to introduce a new initiative for the 2025–2026 academic year: the TSA EasyCard. Inspired by Taiwan's iconic EasyCard system, this membership card connects students with local businesses while celebrating Taiwanese culture.

EasyCard holders will receive exclusive discounts and perks at participating restaurants, cafés, and shops throughout Charlottesville. The EasyCard is more than just a discount program. It serves as a way to strengthen connections between students and the Charlottesville community, especially businesses that offer diverse cuisines and welcoming environments.

With over 350 active members, TSA hopes to use this program to promote cultural pride, support local businesses, and foster meaningful relationships. Students will be encouraged to visit partner locations throughout the year, helping drive traffic and visibility for participating businesses.

By partnering with TSA, your business joins a cultural initiative that values community, diversity, and exploration. In return, you will receive promotional features through social media, our website, and more.

Thank you for your time and consideration. This packet outlines how the EasyCard works, what you will receive as a partner, and how we plan to show our appreciation. We look forward to the opportunity to work with you.

Sincerely,

The Taiwanese Student Association at the University of Virginia





ABOUT US

The Taiwanese Student Association (TSA) at the University of Virginia is a student-run organization dedicated to celebrating Taiwanese culture and building community both on Grounds and throughout Charlottesville.

With over 350 active members, TSA hosts a wide range of cultural events throughout the year. Our signature programs—Night Market and Taste of Taiwan—each attract over 700 attendees, making them some of the largest cultural showcases at UVA. We also organize dumpling-making workshops, film screenings, cultural panels, and holiday celebrations such as the Mid-Autumn Festival, Lunar New Year, and Double Ten Day.

The TSA EasyCard is our newest initiative, modeled after Taiwan's iconic EasyCard system. It offers students exclusive perks at local businesses, encouraging them to explore Charlottesville while celebrating a meaningful part of Taiwanese daily life. By partnering with us, your business supports cultural pride, student engagement, and stronger connections between UVA and the local community.

WHAT IS IT?

WHAT IS THE TSA EASYCARD?

The TSA EasyCard is a physical membership card launched by the Taiwanese Student Association at UVA, inspired by Taiwan's widely used EasyCard system. In Taiwan, EasyCards are essential tools for daily life—used for transportation, shopping, and more. Our version brings that spirit of connection and convenience to Charlottesville.

With an EasyCard, TSA members gain access to exclusive perks and discounts at participating local businesses. This program celebrates Taiwanese culture while helping students explore the diverse food and retail scene in Charlottesville. The card also comes with added TSA benefits, such as event perks and merchandise discounts, helping students stay connected with both culture and community.

HOW DOES IT WORK?

The TSA EasyCard is valid for the entire 2025–2026 academic year, from August 21, 2025 to May 17, 2026. Students purchase the card through an online form and complete payment via Venmo. Once purchased, cards are distributed at TSA General Body Meetings and Executive Office Hours. To redeem a perk, students simply present their physical EasyCard at the register before checkout—no scanning or digital setup required. In addition to exclusive business discounts, cardholders also receive bonus perks at TSA events, such as express check-in, extra raffle entries, and merchandise discounts. TSA handles all marketing, card production, and partner communication, making the process seamless and hassle-free for participating businesses.



WHY PARTNER WITH US

IMPACT

Partnering with TSA through the EasyCard program means directly connecting with over 350 engaged students and reaching a broader audience of more than 700 attendees at events like Night Market and Taste of Taiwan. As one of UVA's largest cultural organizations, TSA creates opportunities for students to discover and support local businesses that align with their values and interests. By offering a small, student-friendly perk, your business helps foster meaningful community connections, introduce diverse cuisine and spaces to a wider audience, and create a lasting impression on a new generation of customers.

PROMOTION

TSA partners receive dedicated marketing through multiple channels that highlight and promote your business throughout the academic year. This includes an Instagram spotlight post to over 1,000 followers, a feature in our official EasyCard Guide, and a listing in the Partner Hall of Fame on our website complete with your logo, description, and link. Printed materials featuring your business will also be distributed to cardholders at events and meetings. We handle all promotional logistics on our end, making it a free and low-effort opportunity for high student visibility.

RECOGNITION

We value our partners and make it a priority to show our appreciation both publicly and personally. Your business will be thanked at major events like Night Market and Taste of Taiwan through signage, emcee shoutouts, or brochures. You'll also receive a personalized thank-you package, including a gift basket of Taiwanese snacks, TSA merchandise, and a display-ready certificate recognizing your support. At the end of the year, we'll send you a professional impact summary with feedback, student quotes, and an invitation to renew your partnership for the following year.



CONTACT US

For any questions, partnership inquiries, or details regarding EasyCard logistics, please contact our Treasurer, Hebba Mohmand, at gxu6vn@virginia.edu. We'd be happy to connect and discuss how you can support or collaborate with TSA and how we can help support you.

THANK YOU!

The TSA Executive and Officer Board sincerely thanks you for your support and generosity. With your help, our TSA EasyCard program brings to life a Taiwan-inspired system that celebrates culture, connection, and community.

This initiative not only honors the cultural roots of the EasyCard but also empowers students to explore Charlottesville's rich food scene and engage with local businesses offering diverse cuisines and welcoming environments. Your partnership plays a vital role in making that vision possible.

With gratitude,
The Taiwanese Association at the University of Virginia

Ashley Wu, Albany Viet, McKenzie Tran & Hebba Mohmand
TSA Executive Board 25–26

Cedric Chen & Kerstin Quach
Fundraising Committee

