

逢賀新年

TSA NIGHTMARKET 2026

SPONSORSHIP PACKET

APRIL 4TH, 2026



DEAR PROSPECTIVE SPONSOR,

The Taiwanese Student Association (TSA) at the University of Virginia is thrilled to announce the return of one of our most anticipated cultural showcases — our annual Night Market — taking place Saturday, April 4th, 2026, at the iconic UVA Amphitheatre in Charlottesville, VA.

Each year, this event draws over 500 attendees from UVA, nearby schools, and beyond. More than just a celebration, Night Market is a full sensory experience that transports guests to the vibrant street markets of Taiwan (夜市 or yèshì), renowned for their rich culture, food, and festive energy. This year, we'll transform the Amphitheatre into a dazzling recreation of a traditional Taiwanese night market. Attendees will enjoy authentic cuisine, bubble tea, games, and live performances from talented student dance and cultural groups. Our goal is to offer a night of joy, discovery, and cultural pride.

Night Market is more than an event — it's a platform for representation. Your sponsorship helps us continue this important work of cultural education and celebration. In return, your organization will gain meaningful exposure to a diverse, engaged audience while showing visible support for the Taiwanese and greater Asian-American community at UVA and across the East Coast.

Thank you for your time and consideration. We would not be able to bring this vision to life without your generous support. This packet includes event details, sponsorship opportunities, and how we can give back to show our appreciation. Please don't hesitate to reach out with any questions. We look forward to collaborating with you!

Sincerely,

The Taiwanese Student Association at the University of Virginia

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ABOUT US

The Taiwanese Student Association (TSA) at the University of Virginia is a student-run cultural organization dedicated to building awareness and appreciation for Taiwanese heritage on Grounds and throughout the broader community. While Night Market is our flagship celebration, TSA works year-round to foster cultural connection and community through meaningful programming that blends tradition, education, and fun.

Our calendar features a wide variety of events, including dumpling-making workshops, Taiwanese film screenings, cultural panels like Talking Taiwan Through Time (in collaboration with the Asian Student Union), and hands-on holiday celebrations for occasions such as the Mid-Autumn Festival, Lunar New Year, and Double Ten Day. We also host the Yinghua Volleyball Tournament with other student groups to promote teamwork and inter-organizational engagement.

At the heart of TSA's mission is a commitment to inclusivity, cultural pride, and student leadership. We welcome members of all backgrounds to explore Taiwanese culture—whether through food, language, history, or community-building. With each event, TSA strengthens cultural visibility on Grounds while creating a welcoming space for learning, belonging, and shared experience. Learn more on our [website](#) and [Instagram](#).



YOUR IMPACT

WHY YOUR SUPPORT MATTERS

TSA's annual Night Market is a large-scale cultural celebration that brings together over 500 attendees for an immersive evening of traditional food, games, performances, and cultural education. Led by our Culture Chairs and supported by the entire board, the event highlights the vibrancy of Taiwanese culture at UVA and beyond.

Your sponsorship directly supports this inclusive and impactful experience while positioning your organization as a visible advocate for cultural diversity, student leadership, and community engagement. In appreciation, we proudly recognize our sponsors across platforms and in-person, connecting you with a diverse and engaged audience.

GET INVOLVED

Our goal is to keep Night Market free and accessible to all students, so that everyone — regardless of background or financial means — can experience the richness of Taiwanese culture. To make this vision possible, we graciously welcome both monetary and non-monetary contributions.

Whether it's a financial donation, gift cards, certificates, or product donations for our event raffles, every contribution helps us bring Night Market to life. Your support not only strengthens the cultural fabric of our campus but also shows students that community and inclusion matter.

No matter the form or size, your generosity will be deeply appreciated and meaningfully recognized. Together, we can create a night to remember — one that leaves a lasting impression on every guest who attends.

HOW SPONSORSHIP SUPPORTS YOU

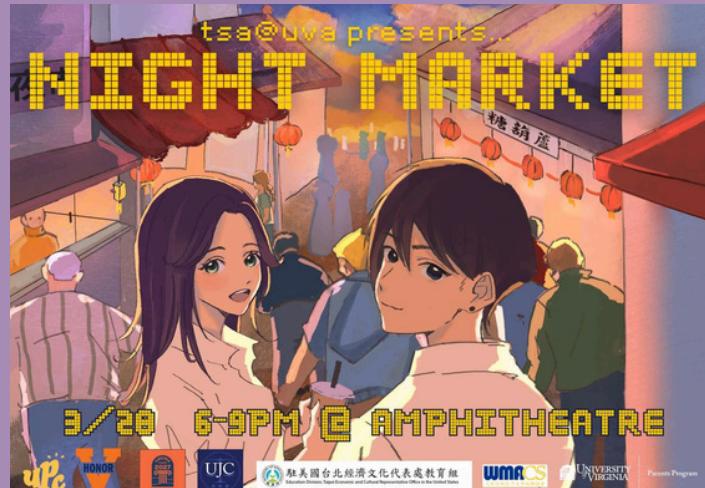


RECOGNITION

Sponsors receive prominent exposure through event marketing, signage, and live acknowledgments. Your logo will be featured across promotional materials and recognized throughout Night Market, ensuring strong visibility to a wide and engaged audience.

ENGAGEMENT

Sponsors can connect directly with attendees through complimentary tabling, inclusion in giveaways, and personalized social media shoutouts — offering valuable interaction both in-person and online.



APPRECIATION

We deeply value every sponsor who helps bring Night Market to life. In recognition of your support, you'll receive a handwritten thank-you card from our executive team and a post-event recap featuring photos and engagement metrics to highlight your impact.

Beyond this year's event, we hope to build lasting relationships with our sponsors. By continuing our partnership in future Night Markets and other cultural initiatives, your organization can grow its presence within the UVA community while championing diversity and student-led programming year after year.

TSA NIGHT MARKET 2025

A LOOK INTO LAST YEAR'S EVENT



GAMES

Guests fished in Sun Moon Lake, kicked Jianzi, tried calligraphy, and enjoyed a variety of fun, cultural games all night long!

MERCH

TSA gave out free Night Market t-shirts and teddy bears, and sold custom-designed keychains and tote bags by our talented PR chairs!



PERFORMANCES

From TSA's modern and traditional dances to thrilling acts like Wushu, Lion Dance, Yoyo, Apex Dance Crew, and a vibrant Taiwanese fashion show — the stage lit up all night long!



FOOD

TSA served popcorn chicken, scallion pancakes, boba, egg tarts, and more — with cultural favorites like halo-halo, chè Tháï, matcha, and tiramisu from OYFA, VSA, and others!

VENDORS

External student-run vendors brought creativity to Night Market with handmade jewelry, art, clothing, and other unique creations!

THE VISION

Deepening Cultural Authenticity and Visual Immersion

As we prepare for TSA's next annual Night Market, our goal is to deliver an immersive experience that captures the vibrant spirit of Taiwan — rich in culture, flavor, and atmosphere. Building on this year's success, we aim to further elevate both authenticity and ambiance by:

- Expanding food options to include Taiwanese sausage, tanghulu, and soy milk, alongside past favorites like popcorn chicken and boba.
- Introducing more traditional games such as ring toss, marble shooting (打彈珠), and scratch card prizes.
- Enhancing visuals with improved stage lighting, string lights, and a larger display of red lanterns.
- Creating themed photo spots inspired by Shilin Night Market, Formosan bears, and traditional architecture.
- Adding bilingual signs and cultural trivia to booths for an educational touch.

Through these upgrades, we hope to celebrate Taiwan in every detail — offering an experience that is both authentic and enriching for all attendees.



Expanding Partnership and Collaboration

Looking ahead, we're excited to grow Night Market through greater collaboration with student organizations and external sponsors.

We plan to:

- Partner with cultural and service-based orgs to co-host booths, share performances, and offer food from their heritages.
- Work with local businesses to support logistics, provide giveaways, and enhance decor and stage effects.
- Expand outreach to invite more students to attend, volunteer, or get involved.

These efforts will strengthen TSA's presence on Grounds, foster inter-org collaboration, and make Night Market a true celebration of culture and community across campus.

CONTACT US

For any questions, sponsorship inquiries, or details regarding budgeting and funding, please reach out to 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 annual Night Market can continue to celebrate Taiwanese culture while empowering and uniting the broader Asian American community at UVA.

Your partnership helps bring this vibrant event to life and leaves a lasting impact on our community.

With gratitude,

The Taiwanese Association at the University of Virginia

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

Catherine Cheng & Jenny Zhang
Culture Committee

Cedric Chen & Kerstin Quach
Fundraising Committee