

Special Events Funding Request 2021-2022

Brian Liao - Mon, Oct 18, 2021 6:21 PM

RUSA Allocations Board

General Information

Organization Name

Taiwanese American Student Association

SABO Account Number

494

Mission of Organization(from your group's constitution)

TASA is a student cultural organization at Rutgers University- New Brunswick. Our goal is to promote, network, and build awareness of Taiwan's culture, food, and language within the Rutgers community. Highlight of fall semester events include Price is Right (Jeopardy game modeled after Taiwanese 7-11), and TASA Freestyle (annual talent showcase). In the spring semester, TASA Nightmarket is our pinnacle event, where thousands of Rutgers students experience how a Taiwanese nightmarket would be like on College Ave.

Name of Contact Person

Brian Liao

Position in Organization

Treasurer

Contact email(must be checked daily)

bl616@rutgers.edu

Organization Advisor

Asian American Cultural Center (aacc@echo.rutgers.edu)

Current Generated Revenue of Organization

8,640.30

Special Event Name

TASA Nightmarket 2022

Please provide a detailed explanation of your event's purpose and how it connects with your organization's mission, along with the history of the event.

TASA Nightmarket was first brought to Rutgers in 2004. Next spring (2022) will be our 19th Annual Nightmarket. Every year, hundreds of people from Rutgers and neighboring communities attend the event, with our attendance increasing yearly. The goal of the event is to bring the popular and lively nightmarkets commonly found in Taiwan to the Rutgers community. Held on an entire street on campus with stands and decorations, we recreate a

traditional Taiwanese night market by serving authentic Taiwanese food and bubble tea, providing fair-like games, and having various kinds of performances by the many cultural organizations here at Rutgers. We also invite students from other colleges and families from local Chinese schools to enjoy this event. Through TASA Nightmarket, people are able to learn more about the Taiwanese culture and truly be immersed in a night of Taiwanese representation.

If you would like to attach any additional materials related to your event (i.e. pictures, flyers, presentations, etc.) that will assist the Allocations Board in understanding your event, please attach them here.

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Historical Information

Academic Year(the most recent academic year your event was held)

2019 (most recent in-person)

Attendance (RU Students)

800

Attendance (Non-RU Guests)

300

Location

Morrell Street (College Ave, between Panera and Student Center)

Admission Charge (RU Students/Guests)

Free admission

Co-Sponsorships

Rutgers Alumni Association (RAA), Asian American Cultural Center (AACC), Asian Student Council (ASC), Taiwanese Association of America - New Jersey (TAANJ), Sunmerry Bakery, Gong Cha, Taiwan Tasty, Vietnamese Student Association, Chinese Student Organization, Rutgers Cantonese Club, Korean Student Association, Rutgers Association of Philippine Students

Advertising

417.73

Room Rental/Equipment

2194.87

Entertainment

0

Honorarium

0

Cultural Food

4663.73

Food

0

Supplies/Materials

1943.63

Security (NOTE: this is funded from a separate pool of money but is useful for our planning purposes)

0

Costumes/Props

0

Other

133.59

TOTAL COST (excluding security)

9219.96

Advertising

Snapchat geo filters and tshirts

Room Rental/Equipment

Morrell street rental, electrician fees, and Ksound Lighting (sound and lighting) set up

Entertainment

N/A

Honorarium

N/A

Cultural Food

Approved catering from: Gong Cha (bubble tea), Sunmerry (asian bakery), Noodle Plus, Taiwan Tasty, Kam Man

Food

N/A

Supplies/Materials

Paint, felt for banner, tablecloths, light decorations, home depot wood and equipment, tents, cardboard poster decorations, game materials

Costumes/Props

N/A

Other

U-Haul rental for transportation of supplies

If you have any files relevant to the performance of your Special Event either last year or years before, please attach them here. The more information we have about the history of your program, the more accurately we can fund your program.



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Current Budget

Expected Attendance (RU Students)

900

Expected Attendance (Non-RU Guests)

350

Please provide a justification for your expected attendance(include as much historical data as possible).

Nightmarket is TASA's largest event of the year, and expected attendance is extrapolated from past Nightmarkets. Since the event is open to Rutgers students and members of the community, it is challenging to estimate attendance. However, due to the COVID-19 pandemic, students from the class of 2023 through 2025 have not been able to experience an in-person Nightmarket; thus, we expect an increased amount of participants compared to previous years. TASA's general interest meetings have also seen an increase in participants, and our event attendance regularly exceeds 100 members.

Date of Event

4/8/2022

Location of Event

Morrell Street (College Ave between Panera and Student Center)

Admission Charge for RU Student

Free Admission

Admission Charge for Non-RU Guest

Free Admission

Co-Sponsorships (any groups that are giving money or otherwise assisting in putting on the event)

Rutgers Alumni Association (RAA), Asian American Cultural Center (AACC), Asian Student Council (ASC), Taiwanese Association of America - New Jersey (TAANJ), Sunmerry Bakery, Gong Cha, Taiwan Tasty, Veitnamese Student Association, Chinese Student Organization, Rutgers Cantonese Club, Korean Student Association, Rutgers Association of Philippine Students

Amount Fundraised

0

Room Rental/Equipment

3500

Entertainment

4000

Honorarium

0

Cultural Food

12000

Food

0

Supplies/Materials

3000

Security

0

Costumes/Props

0

Other

1150

Total Cost (excluding security)

23650

Room Rental/Equipment

Morrell Street Site Rental, Raindate Cancellation Fees, Electrician Fees, Microphones, Performance Stage Setup, Lights and Lanterns for Booths.

Entertainment

Ksound Lighting Setup for Stage (also provides sound system), Nightmarket Games and Materials

Honorarium

N/A

Cultural Food

Culturally authentic food catering from: Gong Cha (Bubble Tea), Sunmerry (Asian Bakery), Noodle Plus, Taiwan Tasty, King's Joint, Edison Noodle House, Meet Fresh (Bubble Tea)

Food

N/A

Supplies/Materials

Wood and Equipment for Games Booths, Decorative Lights, Game Materials, Tents, Paint and Felt for Banners, Decorations, Photo Booth Set Up, Polaroid Film

Security

N/A

Costumes/Props

N/A

Other

U-Haul rental for transportation of supplies, Advertisements, Flyers, Snapchat Geofilter, T-shirts

If you have any spreadsheets or other financial information that you feel further clarifies the funding requirements for your event please include them here.

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Final Questions

What distinguishes this event from other events on campus and other events you hold during the semester?

TASA Nightmarket is unique in that it provides an opportunity for the Rutgers and New Brunswick community to be fully submerged in a culturally oriented representation of Taiwan. Nightmarket brings the energy and cultural accuracy of the real social nightlife of Taiwan onto campus. It distinguishes itself from the crowd by providing xiaochi (small eats), which replicate how Taiwanese people enjoy each other's company and leisure time. Over 1000 people attend this annual event and it attracts people of all ages from toddlers to grandparents. It allows the younger generation to experience the social life of their cultural heritage and the older generation to reminiscence on their nights spent in traditional nightmarkets in Taiwan.

The event not only entices the present Asian community but it also invites everyone regardless of cultural background to a night of cultural appreciation. TASA believes that Nightmarket is the epitome of Taiwanese representation as it dominates such an important role in the social scene in Taiwan.

How do you keep track of attendance?(we suggest that organizations on campus use Rutgers Event Pass, especially for Special Events as it helps us provide more accurate funding. If your event is going to be remote you may use other means of attendance taking).

We will implement Event Pass to track attending Rutgers Students at Nightmarket. However, due to the open nature of the event, total attendance will be estimated based on our resource usage such as food consumption and games played.

Is there any additional information you can provide to further inform the Allocations Board about the function and importance of your event that has not been included earlier?

TASA Nightmarket was also funded in Spring 2021 but was held virtually, and thus expenses of Nightmarket 2021 are not a good representation of 2022 Nightmarket expenses. Historical information is based on Spring 2019 Nightmarket. TASA Nightmarket has been consistently funded by RUSA Allocations for over a decade and we have archives and attendance records from previous Nightmarkets.

Discussion

J Jonathan Bellinghausen

Write a message

 [Add an Attachment](#)

CANCEL

POST

Reviewers



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