



TASA NIGHTMARKET

2022



WHAT IS TASA?

Taiwanese American Student Association is a cultural organization at Rutgers University– New Brunswick. Led by 14 E–Board members, we work to promote and spread awareness of Taiwan's history, culture, food, and language to the Rutgers and New Brunswick community.

☆ Our bi-weekly general interest meetings (GIMS) on Thursday nights regularly attract around 100 people

☆ Pinnacle semesterly events are TASA Freestyle in the fall and TASA Nightmarket in the spring



WHAT IS NIGHTMARKET?



TASA Nightmarket aims 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 nightmarket by serving authentic food and bubble tea, providing fair-like games, and having various kinds of performances by the many cultural organizations here at Rutgers.

Through TASA Nightmarket, people are able to learn more about the Taiwanese culture and truly be immersed in a night of Taiwanese representation.

TASA NIGHTMARKET EVENT DATE

- **PLANNED DATE**

TASA Nightmarket is planned for Friday 4/8/2022

- **RAIN DATE**

TASA Nightmarket is planned for 4/10/2022 in case of rain

APRIL 2022

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



EVENT BUDGET



Total Event Budget: \$23,650.00

Venue Rental and Equipment:
\$3,500.00

Advertising: \$650.00

Entertainment: \$4,000.00

Cultural Food: \$12,000.00

Supplies, Decorations: \$3,000.00

Other: \$500.00

Approximately 50% of the budget is allocated towards authentic cultural food catering from contracted vendors. The Venue Rental and Equipment Category includes costs associated with renting the Morrell Street venue and staging/lighting equipment that is used. The Entertainment category includes the cost of Ksound Lighting Setup used for performances as well as Nightmarket Games and Materials. The “Other” category includes the cost of U-Haul rental to move equipment.



THANK YOU!

We are excited to be working with you to bring our Nightmarket to the Rutgers Community!