



TAP-SD
2026 San Diego Taiwan Festival

Vendor Interest Packet

Saturday 8/22/2026
1:00 PM – 5:00 PM
NTC Park (Liberty Station)
2455 Cushing Rd, San Diego, CA 92106

Dear Friends,

We are excited to invite you to TAP-SD's third annual **San Diego Taiwan Festival** on Saturday, August 22, 2026.

Our festival celebrating the culture and people of Taiwan has continued to grow each year, expanding from 800+ attendees in 2024 to over 1,500 attendees in 2025. This year, we are excited to return to NTC Park at Liberty Station with the theme "Around the Island", inspired by the meaningful tradition of traveling around Taiwan by bike or train.

The San Diego Taiwan Festival is a free, inclusive, and family-friendly event celebrating Taiwanese culture, food, arts, and community. Our mission is to:

- **Showcase Community Presence:** Demonstrate the strength, presence, and cohesion of the Taiwanese American community in San Diego.
- **Ignite Pride & Networks:** Engage young adults through elders, growing their sense of pride and confidence in cultural identity continuity while building stronger networks.
- **Showcase Taiwanese Culture:** Inform and educate the general public on unique aspects of Taiwanese culture, especially its inclusiveness, rich traditions, and arts.

With over 15 years of history in San Diego, TAP-SD is grateful for all the support you have shown us. We are looking forward to bringing the Taiwan Festival back even bigger this year, and we would love your partnership.

Through this festival, we hope to provide local businesses and vendors a platform to showcase their products, food, services, and creativity to our attendees and the greater San Diego community.

Thank you in advance for considering participating in the 2026 San Diego Taiwan Festival!

Sincerely,

Taiwanese American Professionals – San Diego (TAP-SD)



Event Details

- **Date & Time:** Saturday, 8/22/2026 | 1:00 PM – 5:00 PM
- **Venue:** NTC Park (Liberty Station)
- **Address:** 2455 Cushing Rd, San Diego, CA 92106
- **Admission:** Free for all attendees!

The Festival will Feature

- Taiwanese food and beverages
- Cultural performances
- Night market games
- Arts & crafts activities
- Community organizations
- Family-friendly entertainment
- Workshops and cultural showcases

Festival Highlights from Previous Years

- 1,500+ attendees in 2025
- Strong community engagement across multicultural audiences
- Popular Taiwanese food and beverage vendors with multiple items selling out
- Recognition and support from community leaders and organizations

WHY PARTNER?

•Amplify Your Brand

Gain visibility among a diverse audience of Taiwanese Americans, allied communities, families, students, and multicultural groups throughout San Diego.

•Connect with the Community

Interact directly with attendees through food, products, games, activities, and cultural engagement.

•Showcase Your Business

Introduce your products and services in a vibrant, high-energy festival atmosphere.

•Support Cultural Celebration

Help us continue building a meaningful community event celebrating Taiwanese culture and identity.

Festival Activities & Attractions

Night Market Games

- Pinball 打彈珠
- Dart Throwing 射氣球
- Claw Machine 娃娃機
- Ring Toss 套圈圈

Cultural Activities

- Calligraphy 書法
- Diabolo / Chinese Yo-Yo 扯鈴
- Taiwanese Indigenous Culture Craft 原住民文化
- Jian-Zi 毬子
- Bamboo-copter 竹蜻蜓
- Lantern DIY 元宵節燈籠手作
- Paper Cutting 剪紙
- Mahjong 麻將

Food & Drinks

- Taiwanese street food
- Cold noodles
- Taiwanese snacks
- Milk tea and specialty beverages

Sponsorship & Community Support

The San Diego Taiwan Festival is made possible through the support of local businesses, organizations, volunteers, and community partners.

We are grateful for the continued support from:

- UCSD Center for Taiwan Studies
- Overseas Community Affairs Council (OCAC)
- Taiwanese American Foundation of San Diego
- Taiwanese Chamber of Commerce of San Diego
- Formosan Association for Public Affairs – San Diego
- City of Taichung
- Community businesses and supporters

Vendor Information

TAP-SD will provide for all Vendor Booths:

- One (1) 10'x10' canopy
- One (1) table
- Two (2) chairs
- Volunteer assistance for unloading / loading upon request

Vendor Fee

- Food & Beverage Vendor – Unpackaged foods and on-site cooking: **\$500**
- Food & Beverage Vendor – Prepackaged foods: **\$300**
- Merchandise Vendor Fee: **\$200**

Please let us know if the vendor fee would limit your participation. We are open to discussing options with community vendors and organizations.

Vendor Requirements

All vendors are required to:

- Submit Vendor Interest Form by **07/18/2026**
- Submit vendor fee to TAP-SD by **07/18/2026**
- Obtain any required permits/licenses
- Food vendors must submit a Temporary Food Facility (TFF) Permit application to San Diego County and provide TAP-SD a copy before the required deadline by **7/22/2026**
- Comply with all county health and safety requirements

Next Steps

1. Complete the Vendor Interest Form on the TAP-SD website: <https://www.tap-sd.org/food-vendor>
2. Submit required documents and payment
3. Coordinate booth logistics with the TAP-SD Festival Team
4. Join us in celebrating Taiwanese culture and community at the 2026 San Diego Taiwan Festival!

We hope you will join us in making this year's Taiwan Festival a vibrant celebration of culture and community. Together, we can create lasting memories for attendees and strengthen our collective impact.

THANK YOU!

TAP-SD Festival Team



For all questions or inquiries, please contact:

Tom Hung (tom.hung@tap-sd.org) and Kathleen Keh (kathleen.keh@tap-sd.org)