

# Sponsorship Prospectus

NorthernVirginia

**FINEARTS  
FESTIVAL**

Presented by  
Tephra Institute of Contemporary Art

*September 10-12, 2021*

# About

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Now in its 30th year, the Northern Virginia Fine Arts Festival, presented by Tephra ICA, showcases more than 200 artists annually working in the fields of fine art and craft. Drawing upon a robust exhibitor and collector base coupled with Tephra ICA's contemporary foundation, the Festival has become one of the region's most anticipated events, attracting approximately 30,000 people to the unique, outdoor environment of Reston Town Center. The Festival is comprised of one-on-one experiences, performances, and special events that engage visitors with compelling artistic voices – leaving an exciting, thoughtful mark in the region.

## REACH A WIDE AND DIVERSE AUDIENCE

The annual Festival marketing campaign reaches extensive online, print, TV, radio, and social media audiences. Marketing materials highlighting major Sponsors are sent to over 20,000 households around the region.

## BE PART OF A “DESTINATION” EVENT

A robust Festival provides a compelling cultural reason for people to make Reston a true destination – enhancing quality of life and driving traffic that is beneficial for local businesses.

## PARTNER WITH AN ICONIC RESTON INSTITUTION

Tephra ICA, which has a 45-year history in the community, is the area's largest non-profit dedicated solely to contemporary visual arts. Beyond the intrinsic value of giving back to the arts, the Festival provides an unmatched opportunity to support Tephra ICA and its mission, while gaining marketing value for Sponsors.



# Sponsor Opportunities

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## **\$25,000 TITLE SPONSOR**

- Corporate name and logo will be incorporated with the Festival logo in all print and digital marketing materials
- Opportunity for physical presence in the heart of the Festival footprint
- Receive prominent recognition at the Festival party and an opportunity to speak during the remarks
- Two-page ad in the Festival program (designed by the Sponsor's marketing team)
- Recognition on gallery's outward-facing Donor Glass
- Receive three complimentary uses of the Tephra ICA gallery for a private or business reception

## **\$15,000 SPONSOR**

- Logo featured on the headlining banner crossing Market Street
- Dedicated social media promotion
- Invitation to and recognition at the Festival party
- Recognition on gallery's outward-facing Donor Glass
- Receive two complimentary uses of the Tephra ICA gallery for a private or business reception

### **Opportunities include:**

- Festival Party Sponsor: Sponsorship will provide catering for the party and receive a booth and banner at the Pavilion's entry point.
- Excellence in Contemporary Art Awards Sponsor: Sponsor will be identified on the ten blue ribbons provided to the award winners.
- Automotive Sponsor: Showcase a vehicle in the Town Center throughout the Festival weekend.

## **\$10,000 SPONSOR**

- Logo featured on the headlining banner crossing Market Street
- Dedicated social media promotion
- Invitation to and recognition at the Festival party
- Recognition on gallery's outward-facing Donor Glass
- Receive one complimentary use of the Tephra ICA gallery for a private or business reception

### **Opportunities include:**

- T-Shirt Sponsor: Logo will be prominently featured on t-shirts, worn all weekend by staff and volunteers and provided to all artists.
- Pavilion Sponsor: The Reston Town Center Pavilion is at the heart of the Festival, housing the Festival Party, the Family Art Park, and the Tephra ICA information booth. The Pavilion will be branded with the Sponsor's name and logo in all Festival marketing materials.
- Water Sponsor: Combine \$5,000 cash with an in-kind donation of water bottles for all Festival patrons, artists, and volunteers for the weekend.

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# Sponsor Opportunities

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## **\$5,000 SPONSOR**

- Receive reserved space and a prominently placed 10 x 10 ft booth rental on-site (subject to space availability)
- Invitation to and recognition at the Festival party
- Recognition on gallery's outward-facing Donor Glass

### **Opportunities include:**

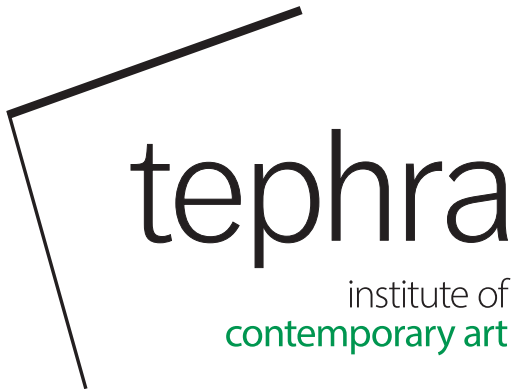
- Family Art Park Sponsor: Logo placement on Family Art Park signage and the Festival map.
- Street Block Sponsor: Logo placement on each artist booth sign on the street block.
- Photo Booth Sponsor: Logo placement on four photo booths in Town Center.
- Digital Program Sponsor: Logo placement and link to company website featured on TephraICA's website and the digital festival guide.

## **\$2,500 SPONSOR**

- Receive a space in the Town Center Pavilion to set up a branded table (subject to space availability)
- Recognition on website
- Invitation to and recognition at the Festival party

To learn more please contact Tephra ICA's Executive Director and Curator, Jaynelle Hazard, at [jhazard@tephraica.org](mailto:jhazard@tephraica.org).





## About Tephra ICA

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Tephra Institute of Contemporary Art (Tephra ICA) is a non-profit, non-collecting institution committed to promoting innovative contemporary art and thinking. The word “tephra” – matter ejected from geothermal eruptions that lands upon, nourishes, and changes the surrounding environment - emphasizes the institution’s belief in the combustibility of creativity and the generation of ideas and growth that the arts can provide.

We are devoted to celebrating artists and value the power of art to broaden perspectives, start difficult conversations, and consider alternative ideas. We work with artists, galleries, institutions, universities, thought leaders, and collectors globally. We rely on a variety of funding sources for programming, including memberships, sponsorships, grants, donations, and other fundraising efforts.

Formally known as Greater Reston Arts Center (GRACE), the idea of Tephra ICA emerged as the institution’s programs, audience, and impact continued to evolve. We proudly reside in Reston, Virginia, whose founder, Robert E. Simon, insisted that it should be a place welcoming to all people and that it prioritize the arts as essential to a well-rounded life. Founded in 1974 as the Greater Reston Arts Center by local artists and residents committed to those ideas, Tephra ICA embraces the role of helping to fulfill and extend the original Reston vision.