



Tephra ICA Arts Festival **Sponsorship Prospectus**

CONTACT

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About the Tephra ICA Arts Festival

Tephra Institute of Contemporary Art (Tephra ICA) will host its 32nd annual Festival, formerly the Northern Virginia Fine Arts Festival, on May 20 and 21, 2023 showcasing more than 200 professional artists working in the fields of fine art and fine 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 and Tephra ICA's largest fundraiser, attracting up to 20,000 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.

The 2023 Festival will include a special performance and on-site activation by Baltimore-based Latinx artist Hoesy Corona. Corona's practice employs a variety of media to develop fabulated narratives centering marginalized individuals with recurring themes of queerness, race/class/gender, nature, isolation, celebration, and the climate crisis. His work's vibrant, bold, and joyful aesthetic will usher in a spirit of celebration to launch Tephra ICA's 50th anniversary.

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 reach reach up to 20,000 households around the region.

BE PART OF A “DESTINATION” EVENT The robust event 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.

[Click here](#) to learn more about the Tephra ICA Arts Festival.



2022 Festival documentation featuring Astou Dioum's artist booth



Performance documentation courtesy of Hoesy Corona

NEW! 2023 Customized Sponsorship Opportunities

\$15,000 PROGRAMMING STAGE SPONSOR

This year, the Tephra ICA Arts Festival will introduce and launch the Programming Stage. This dedicated space in the heart of the Festival will provide sponsors with a unique opportunity to host and provide informative, educational, and engaging programs, including but not limited to artist and art-making demonstrations; panel discussions featuring artists, art consultants, interior designers, Festival jurors; and much more.

\$10,000 FAMILY ART PARK SPONSOR

The Family Art Park allows children of all ages to engage in family-friendly art activities at the Tephra ICA Arts Festival. Be a part of fun, innovative arts education experiences and make an impact in the community. The Family Art Park is free and open to the public.

\$5,000 EMERGING ARTIST SPONSOR

Support a regional emerging artist and their participation in the Tephra ICA Arts Festival. This sponsorship will support expanded access and entry to participate in the event for emerging contemporary artists. Funding will help cover application fees, booth fees, booth infrastructure, and related fixtures.

\$500 BLOCK SPONSOR

Each spring, the Tephra ICA Arts Festival activates almost every street block of Reston Town Center providing opportunities to engage with fine art and fine craft to a wide and diverse audience. By becoming a Block Sponsor, your name, the name of a family member, friend, or organization will be added to event street signage to show your support in bolstering this community event.

See next page to learn more about sponsor benefits for these special packages and the full list of sponsor opportunities.

Festival Sponsorship Opportunities

\$25,000 TITLE SPONSOR

The Title Sponsor of the Tephra ICA Arts Festival receives the highest exposure throughout the event to the tens of thousands of patrons in attendance.

- Corporate name and logo will be incorporated with the Festival logo in all print and digital marketing materials
- Dedicated co-branded press release communication announcing Title Sponsorship
- Opportunity for physical presence in the heart of the Festival footprint
- Receive prominent recognition at the Festival Cocktail Hour and an opportunity to speak during the remarks
- Full page ad, designed by the Sponsor's marketing team, in the Festival Digital Guide
- Year-round recognition on Tephra ICA's outward-facing Donor Glass
- Receive three (3) complimentary uses of the Tephra ICA gallery for a private or business reception

\$15,000 SPONSOR

All sponsors at the \$15,000 level also receive these benefits:

- Logo featured on the headlining banner crossing Market Street
- Receive prominent recognition at the Festival Cocktail Hour and an opportunity to speak during the remarks
- Full page ad, designed by the Sponsor's marketing team, in the Festival Digital Guide
- Year-round recognition on Tephra ICA's outward-facing Donor Glass
- Receive two (2) complimentary uses of the Tephra ICA Gallery for private or business reception

CUSTOMIZED SPONSOR PACKAGE

PROGRAMMING STAGE SPONSOR: Sponsor the Programming Stage for its inaugural year. Corporate name and logo prominently placed on the Programming Stage located in the Reston Town Square Park. Opportunity for the Sponsor's team to create and lead one program during the Festival weekend

FESTIVAL COCKTAIL HOUR SPONSOR: Sponsorship will provide hors d'oeuvres and beverages for the Festival Cocktail Hour and receive a physical presence in the heart of the Festival along with a branded banner at the party location

ARTIST AWARDS SPONSOR: Sponsorship will receive name and logo recognition on the ten Awards of Excellence ribbons awarded to the top 10 artists

AUTOMOTIVE SPONSOR: Showcase a vehicle in the Town Center throughout the Festival weekend

\$10,000 SPONSOR

All sponsors at the \$10,000 level also receive these benefits:

- Logo featured on the headlining banner crossing Market Street
- Receive reserved space and a prominently placed 10 x 10 ft booth rental on-site (subject to space availability)
- Receive prominent recognition at the Festival Cocktail Hour and an opportunity to speak during the remarks
- Recognition on website and Digital Festival Guide
- Year-round recognition on Tephra ICA's outward-facing Donor Glass
- Receive one (1) complimentary use of the Tephra ICA gallery for a private or business reception

CUSTOMIZED SPONSOR PACKAGE

PAVILION SPONSOR: The Reston Town Center pavilion is at the heart of the Festival footprint, and the Pavilion will be branded with the Sponsor's name and logo, and featured on all marketing materials.

FAMILY ART PARK SPONSOR: The Family Art Park allows children of all ages to engage in family-friendly art activities at the Tephra ICA Arts Festival. Sponsors receives prominent logo placement on Family Art Park tent, related signage, and the Festival map.

T-SHIRT SPONSOR: Logo will be prominently featured on t-shirts, worn all weekend by staff and volunteers and provided to all artists

WATER SPONSOR: Water bottles and/or stations for Festival patrons, artists, and volunteers for the weekend will be branded with company logo

Festival Sponsorship Opportunities

\$5,000 SPONSOR

All sponsors at the \$5,000 level also receive these benefits:

- Prominent name and logo placement on the Emerging Artist Tent, related signage, and the Festival map
- 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 Cocktail Hour
- Recognition on website and Digital Festival Guide

Year-round recognition on Tephra ICA's outward-facing Donor Glass

CUSTOMIZED SPONSOR PACKAGE

EMERGING ARTIST SPONSOR: Support a regional emerging artist and their participation in the Tephra ICA Arts Festival. This sponsorship will support expanded access and entry to participate in the event for emerging contemporary artists, and funding will help cover application fees, booth fees, booth infrastructure, and related fixtures.

\$2,500 SPONSOR

Becoming an Event Sponsor for the Tephra ICA Arts Festival is the perfect way for you or your company to contribute to the 32nd year of this iconic arts experience.

- Receive a space in the Town Center Pavilion to set up a branded table (Provided by Sponsor. Subject to space availability)
- Recognition on website and Digital Festival Guide
- Logo placement and link to company website featured in Digital Festival Guide
- Invitation to and recognition at the Festival Cocktail Hour

\$500 SPONSOR

Each spring, the Tephra ICA Arts Festival activates almost every street block of Reston Town Center providing opportunities to engage with fine art and fine craft to a wide and diverse audience. By becoming a Block Sponsor, your name, the name of a family member, friend, or organization will be added to event street signage to show your support in bolstering this community event.

- Recognition on website and Digital Festival Guide
- Logo placement and link to company website featured in Digital Festival Guide
- Invitation to and recognition at the Festival Cocktail Hour



Examples of Sponsor Booths and Sponsor Audience Engagement

Festival Sponsors are encouraged to develop interactive and creative ways to engage audiences at the Festival. Memorable experiences, great photo opportunities, and activities with takeaways, give visitors a lasting impression of your brand.

Additionally, consider engaging your employees with the Reston community through the Tephra ICA Arts Festival volunteer program. Each Festival Volunteer Role is critical to the success of the event and would not be possible without the support of our local community.



About Tephra ICA

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.

As a recognized regional arts leader, Tephra ICA serves 80,000 people annually, providing the Washington, DC metropolitan region with wide-ranging opportunities to experience and explore contemporary art through exhibitions, education offerings, interdisciplinary public programs, and the Tephra ICA Arts Festival. Tephra ICA exhibitions present the full scope of visual arts with the main gallery increasingly highlighting nationally and internationally acclaimed artists and the satellite gallery, Tephra ICA at Signature, showcasing innovative local and regional artists, sponsored by Reston Community Center.

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.

PARTNER WITH AN ICONIC RESTON INSTITUTION Tephra ICA is the area’s largest non-profit dedicated solely to contemporary visual arts. At this year’s Festival, Tephra ICA will launch the Anniversary Celebration of our 50 year history in the community. Beyond the intrinsic value of giving back to the arts, the sponsorship opportunities provide an unmatched entry point to support Tephra ICA and its mission, while gaining marketing value and community impact for Sponsors.

We welcome your partnership and collaboration to make an impact in the cultural fabric of the Washington, DC metropolitan region and beyond.

For questions or more information, please contact Tephra ICA Executive Director, Jaynelle Hazard, at jhazard@tephraica.org or 703-956-9413.