



Sponsorship Levels and Benefits: The Alloy Project | Tephra ICA's Annual Benefit & Cocktail Party

Thursday, September 18, 2025 | 6:30–9:30pm | Signature Grand Room, Reston Town Center

The Alloy Project raises essential support for Tephra ICA's free year-round exhibitions program and mission to expand access to contemporary art across the region. This year's event honors Judith Forst – former Executive Director, and founder of the Tephra ICA Arts Festival – as we kick off the countdown to the Festival's 35th anniversary in May 2026. Guests will enjoy tapas and paella from Barcelona Wine Bar, a Spanish-inspired open bar, live DJ, plus online and live auctions featuring works by the 2025 Festival Award of Excellence recipients and exhibiting artists – a unique opportunity to collect exceptional art and support a thriving creative ecosystem.

Why Sponsor?

Partner with one of the region's most respected contemporary arts institutions, celebrating over 50 years of community impact, and:

- **Connect with 50,000+ attendees annually** – a highly educated, culturally engaged audience of residents, professionals, and visitors.
- **Boost brand visibility** in one of the region's leading **tech and innovation hubs**, through integrated marketing, on-site presence, and year-round recognition.
- **Join respected partners** like **Reston Community Center** and **BXP** in supporting vibrant arts programming that enhances quality of life across the region.
- **Support free and low-cost programs** for youth, families, and seniors that increase access to the arts.
- **Drive economic impact** – the 2025 Tephra ICA Arts Festival generated **\$600,000 in art sales** and significant local spending at hotels, restaurants, and retailers.
- **Access customizable benefits at all levels** to foster client engagement, employee activation, and strategic brand alignment.

The Alloy Project Sponsor Levels & Benefits

\$10,000 VISIONARY

- 10 VIP tickets to The Alloy Project (including Auction Preview)
- Speaking opportunity at the event
- Private curator-led gallery tour (up to 20 guests)
- Customizable benefit (e.g. client reception or branded activation)
- Invitations to VIP Travel Program + Annual Board Chair Dinner
- Logo/name recognition on:
 - Digital invitation
 - On-site signage (check-in, stage, bar)
 - Tephra ICA website, social media, donor monitor
 - Post-event sponsor thank-you + Annual Report

\$5,000 CONNECTOR

- 8 VIP tickets to The Alloy Project (including Auction Preview)
- Customizable benefit (e.g. client reception or branded activation)
- Invitation to Annual Board Chair Dinner
- Logo/name recognition on:
 - Digital invitation
 - On-site signage (check-in, stage, bar)
 - Tephra ICA website, social media, donor monitor
 - Post-event sponsor thank-you + Annual Report

\$2,500 CREATIVE PARTNER

- 6 VIP tickets to The Alloy Project (including Auction Preview)
- Invitation to Annual Board Chair Dinner
- Logo/name recognition on:
 - Digital invitation
 - On-site signage (check-in, stage, bar)
 - Tephra ICA website, social media, donor monitor
 - Post-event sponsor thank-you + Annual Report

\$1,000 COMMUNITY BUILDER

- 4 VIP tickets to The Alloy Project (including Auction Preview)
- Invitation to Annual Board Chair Dinner
- Logo/name recognition on:
 - Digital invitation
 - On-site signage (check-in, stage, bar)
 - Tephra ICA website, social media, donor monitor
 - Post-event sponsor thank-you + Annual Report

Contact Phoebe Avery, Advancement Officer, for more information and customizable options at pavery@tephraica.org or 703-965-9513