



# The 35th Annual Tephra ICA Arts Festival

## Sponsorship Opportunities

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### CONTACT

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Sponsored by





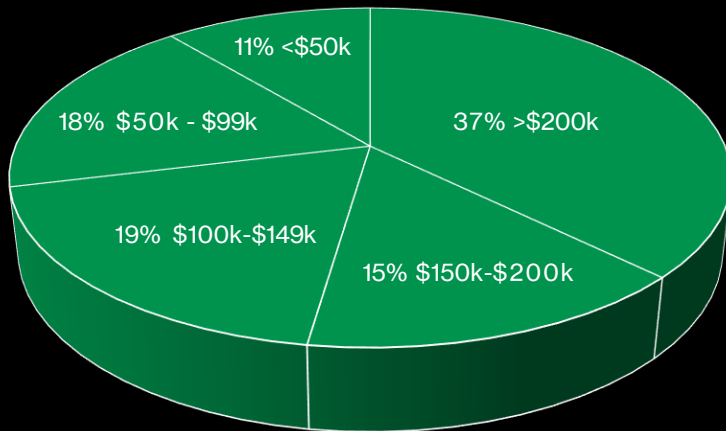
## Amplify Your Impact: Sponsor the Tephra ICA Arts Festival

Our sponsors reach **40,000+ attendees** at one of the top arts festivals in the country. Taking place on May 16 and 17, 2026, make your mark on the Festival's 35<sup>th</sup> anniversary celebrations and one of the DMV's most anticipated cultural community events.

Over 200 professional artists from across the US will exhibit their work in fine art and fine craft, offering unique opportunities for you to connect with engaged audiences, support local arts and culture, and achieve your marketing goals, all in the vibrant outdoor setting of Reston Town Center. Beyond visibility, sponsors can engage employees through rewarding volunteer opportunities and tailored experiences, fostering community connections, and further enhancing brand presence.

# 2025 Tephra ICA Arts Festival Attendance

## Attendees Household Income



2025 data was collected using pacer.ai, a foot traffic analytics platform, made available to Tephra ICA from the Festival footprint property manager BXP.

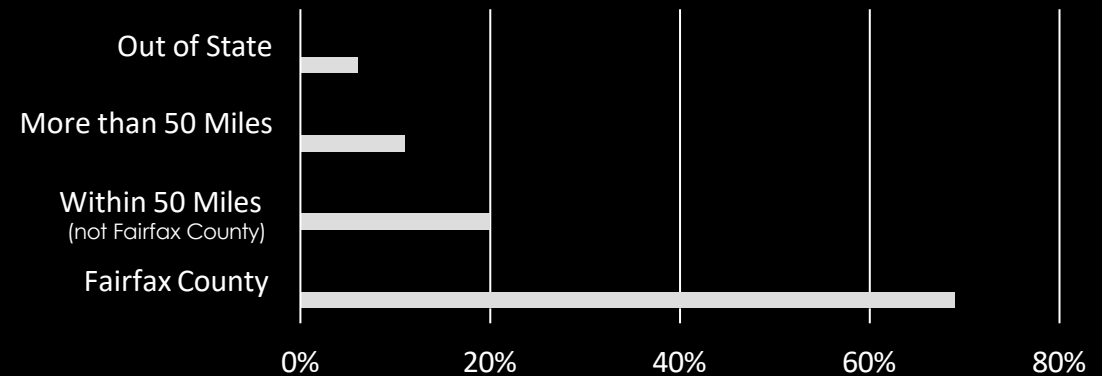
## 40,000 Unique Visitors

not including RTC residents and employees. This number represents a 40% increase from 2024, which recorded 26,000 unique visitors.

## Average Visit Duration 97 minutes

8,000 visitors stayed at the Festival for more than 2.5 hours

## Distance Traveled to Attend the Festival



# Featured Sponsorship Opportunities

Our sponsors are essential to advancing our mission by supporting free and accessible exhibitions and programs, connecting our neighbors and visitors with contemporary art experiences year-round.

In return, you gain valuable exposure to over 40,000+ attendees, 200+ national artists, and the dynamic business community along the Dulles corridor and beyond.

## SPONSOR LEVELS:

<i>Convening Sponsor</i>	\$15,000
<i>Innovating Sponsor</i>	\$10,000
<i>Programming Sponsor</i>	\$5,000
<i>Activating Sponsor</i>	\$2,500
<i>Block Sponsor</i>	\$500

## ALL SPONSOR LEVEL BENEFITS INCLUDE\*:

- Prominent name/logo placement on website, the Festival Guide, and on Festival signage
- Exclusive networking opportunities and invitations to the Festival Awards Breakfast

## \$2,500 LEVEL BENEFITS:

- Name/logo on the Tephra ICA gallery monitor throughout the year
- Complimentary 10' x 10' booth in a featured sponsor area

## \$5,000 LEVEL BENEFITS:

- Sponsor-designed, half page ad in the digital Festival Guide
- One (1) personalized experience at Tephra ICA such as an exhibition tour, private reception, or customized team-building program

## \$10,000+ LEVEL BENEFITS:

- Name/logo on headlining banner for the month before the Festival
- Opportunity for remarks at the Awards Breakfast
- Sponsor-designed full-page ad in the digital Festival Guide
- Exclusive, high-impact branding opportunity to underwrite a key festival component such as the **Festival Art Park** (family-friendly creativity) or **Artist Hospitality** (cultural champion), among others.
- Two (2) personalized experiences at Tephra ICA such as an exhibition tour, private reception, or customized team-building program

*\*Schedule a meeting with Phoebe Avery, Advancement Officer, [pavery@tephraica.org](mailto:pavery@tephraica.org) to explore opportunities, including customizable sponsorship options.*

# Special Festival Features

Celebrate key milestones with us!

## Judith Forst People's Choice Award

**Celebrate 35 Years of Creativity – and Make an Artist's Day!**

In honor of the Festival's 35th anniversary, we're introducing a special new artist award celebrating Festival founder Judith Forst – and you can help choose the winner! Festival audiences will vote for their favorite artist, with the winner revealed at our exclusive **Festival Awards Breakfast**. **At the \$5K level**, you can be recognized as part of this new community engagement with your sponsorship.

## Evolving Craft at 250

**Spotlight on the Enduring Role of Craft in our Nation's Story**

This one-time juried program celebrates twenty Festival artists who bridge tradition and innovation in American craft during this sesquicentennial year. Selected by an independent juror, one artist from this group will also receive an award at the **Festival Awards Breakfast** – another exciting opportunity for sponsors at **the \$2.5K level** to help us spotlight this unique anniversary initiative.





May 23 - September 19

Sunset Concerts  
Wednesdays

7:00 p.m. - 8:30 p.m. Plaza

Happy Hour Wednesdays

5:30 p.m. - 6:45 p.m.



BROADWAY  
IN TYSONS

CAPITAL ONE  
HALL  
POP UP  
BOX OFFICE

Save on ticket fees by  
purchasing with us!



Scan To View Our Events Calendar

Experience a Volkswagen

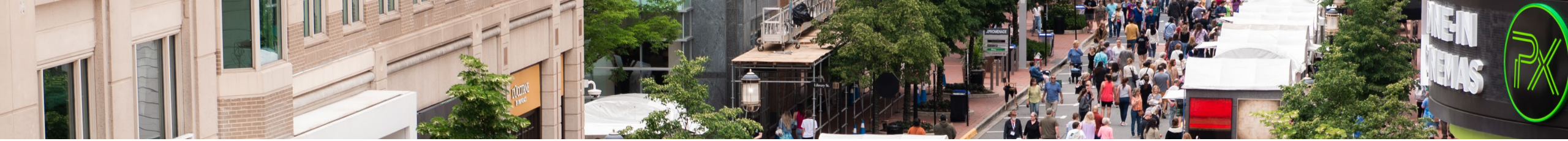


The M Group



The M Group  
Architects + Interior Architects

Examples of sponsor booths and sponsor audience engagement.



# Join Our Top-Level Sponsors in Supporting the 2026 Tephra ICA Arts Festival



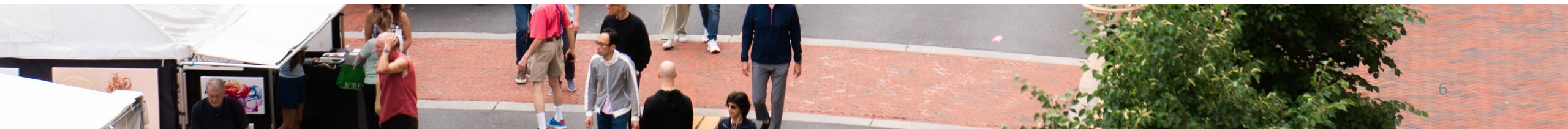
**Title Sponsor**



**Signature Community Sponsors**



**Grantors**



## About Tephra Institute of Contemporary Art (Tephra ICA)

Tephra ICA is a non-profit, non-collecting institution serving audiences for over fifty years with events, exhibitions, and programs that build opportunity for contemporary art, artists and the community to imagine and create in Reston and beyond.

The word “tephra” – matter 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.

As a recognized regional arts leader, Tephra ICA serves 80,000 people annually, and is dedicated to transforming NOVA’s relationship with contemporary art.

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 fulfills and extends the original Reston vision.

For questions or more information, please contact Phoebe Avery, Advancement Officer, at [pavery@tephraica.org](mailto:pavery@tephraica.org) or 703-956-9513.

*Tephra ICA is supported in part by Reston Community Center, ArtsFairfax, Virginia Commission for the Arts, and the Virginia Tourism Corporation.*