



Tephra ICA Arts Festival

Sponsorship Opportunities

CONTACT

Phoebe Avery, Advancement Officer, Tephra ICA
pavery@tephraica.org | 703-956-9513



Sponsored by



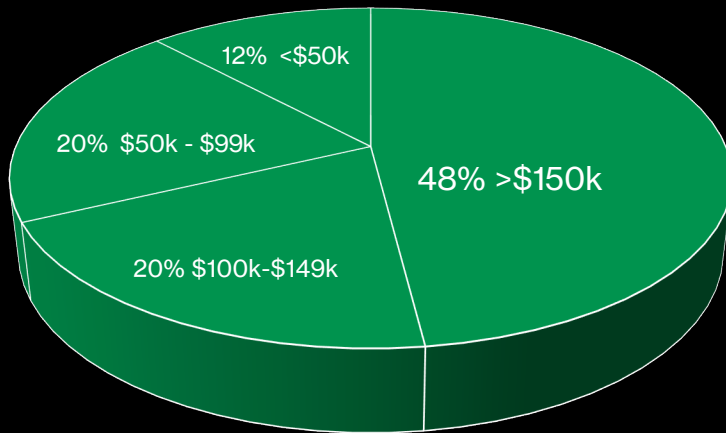


Amplify Your Impact: Sponsor the Tephra ICA Arts Festival

Hosted by Tephra Institute of Contemporary Art (Tephra ICA), sponsoring the Tephra ICA Arts Festival provides exposure to over 25,000 annual attendees at one of the top arts festivals in the country. Taking place on May 17 and 18, 2025, this 34th annual event will showcase over 200 professional artists from across the US working in fine art and fine craft. As one of the region's most anticipated community events, the Festival offers a unique opportunity for you to connect with engaged audiences, support local arts and culture, and achieve your marketing goals in the vibrant outdoor setting of Reston Town Center.

Sponsor Reach

Attendees Household Income



Data from the 2024 Tephra ICA Arts Festival

26,000 Unique Visitors

not including RTC residents and employees

\$500,000+ reported sales

direct financial benefit to artists during the Festival weekend

Regional Marketing Campaign including:

- WMATA and Fairfax Connector
- WAMU streaming
- Dedicated eblasts with *Washington City Paper*, *District Fray*, *BMore Arts*, and *East City Art*
- Marketing funds from Virginia Tourism Corporation

2025 Featured Sponsorship Opportunities

Our sponsors play a key role in advancing our mission to connect audiences with contemporary art and artists. In return, you gain valuable exposure to over 25,000 attendees, 200+ national artists, and the Reston Town Center community.

SPONSOR LEVELS AND BENEFITS:

- Convening Sponsors – 15,000
- Innovating Sponsors – \$10,000
- Programming Sponsors – \$5,000
- Activating Sponsors - \$2,500
- Block Sponsors – \$500 - \$1000

ALL SPONSOR LEVELS INCLUDE:

- Prominent name/logo placement on website, the Festival Guide, and on Festival signage
- Exclusive networking opportunities and access 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, quarter page ad in the Festival Guide
- Invitation to the annual Board Chair Brunch

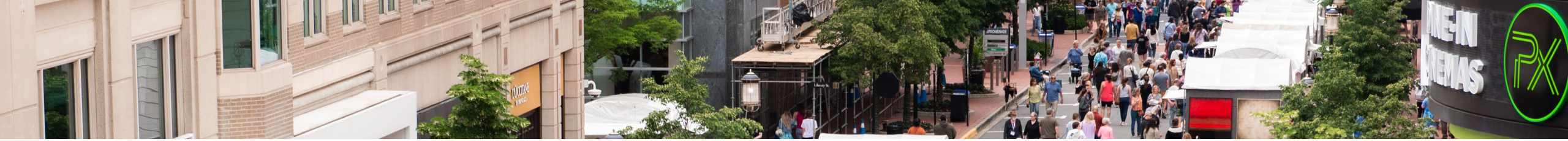
\$10,000+ LEVEL BENEFITS:

- Name/logo on headlining banner across Market St. For the month before the Festival
- Prominent acknowledgement at the Festival Awards Breakfast + opportunity for remarks
- Sponsor-designed full-page ad in the Festival Guide
- Personalized exhibition tours and customized team-building programs at Tephra ICA

**Schedule a meeting with Phoebe Avery, Advancement Officer, pavery@tephraica.org to explore opportunities, including customizable sponsorship options.*

Examples of sponsor booths and sponsor audience engagement





Join Our Top-Level Sponsors in Supporting the 2025 Tephra ICA Arts Festival



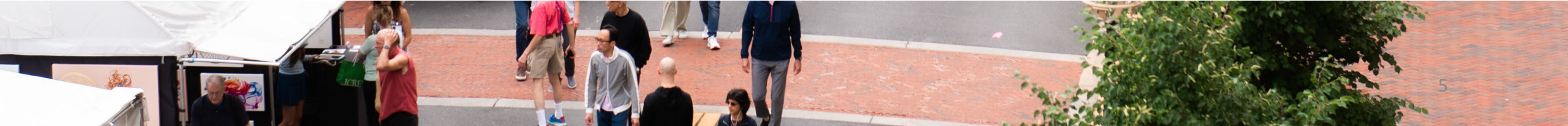
Title Sponsor



Signature Community Sponsors



Grantors



About Tephra Institute of Contemporary Art (Tephra ICA)

Tephra ICA is a non-profit, non-collecting institution committed to promoting innovative contemporary art and thinking. The word “tephra” 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.

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. Our exhibitions and programs present the full scope of visual arts highlighting nationally and internationally acclaimed artists in our main gallery and the satellite gallery, Tephra ICA at Signature, dedicated to showing innovative local and regional artists.

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 or 703-956-9513.

Tephra ICA is supported in part by Reston Community Center, ArtsFairfax, Virginia Commission for the Arts, and the National Endowment for the Arts.