

The Alloy Project

Tephra ICA Annual Benefit & Cocktail Event 2024 Sponsor Prospectus

Celebrating Tephra Institute of Contemporary Art's 50th Anniversary

About The Alloy Project

Thursday, October 3, 2024 | Reston Town Center Pavilion

ALLOY /A LOI/ (NOUN): A COMPOUND, MIXTURE, OR UNION, ESPECIALLY CREATED TO GIVE GREATER STRENGTH

The Alloy Project, Tephra ICA's Annual Benefit is a fundraising initiative offering new collaborative artworks for purchase through an auction and ticketed evening Cocktail Event. The 2024 event will celebrate the 50th anniversary of Tephra Institute of Contemporary Art with a special edition of the artist commission program.

Ten artists who have significantly contributed to the institution's legacy over the past decade have been invited to create original artworks that reflect their experiences with Tephra ICA and highlight the dynamic and symbiotic relationships between artists and curators. This iteration underscores Tephra ICA's dedication to recognizing and amplifying the diverse talents and perspectives that have enriched and shaped the institution over the years. Guests can walk away owning a singular piece of Tephra ICA's history by bidding in the online auction to acquire unique artwork for their personal collection.

The elevated Cocktail Event will bring together artists, collectors, arts enthusiasts, and professional leaders from the Washington, DC metropolitan community and beyond. Featuring original artworks for auction, honored guests, artist dialogues, live music, and a special performance, this evening promises to be one of the most vibrant events of the year, celebrating creativity, collaboration, and the impact of contemporary art.

Tephra ICA is at an exciting and transformative moment, where the future of the institution is taking shape. Proceeds from the Annual Benefit support Tephra ICA's work and commitment to contemporary art, artists, and access to this work; and raises essential funds to further the institution's presentation of regional to internationally acclaimed exhibitions, unique educational programs, and forward-thinking initiatives.





Why be a Sponsor?

Reach a Diverse Audience

The Tephra ICA Annual Benefit reaches artists, collectors, arts enthusiasts, professional leaders along with non-profits, commercial entities, and universities around the Washington, DC metropolitan community and beyond.

Be Part of the Solution for Arts

Support the arts and its impact in inspiring creativity, innovation, and empathy while strengthening communities socially, educationally, and economically.

Partner with an Iconic Institution

Tephra ICA has a 50-year history in the community and is the area's largest non-profit dedicated solely to contemporary visual arts. Beyond the intrinsic value of giving back to the arts, the Annual Benefit provides an unmatched opportunity to support Tephra ICA and its mission.



Sponsor Opportunities

Lead Sponsor \$25,000

- Prime recognition at the event and an opportunity to speak during the remarks
- Lead placement of name and/or logo in all print and digital marketing materials including invitations, website, advertisements
- Lead placement of name and/or logo on event signage at the bustling entrance of Reston Town Center's public pavilion located in Reston, Virginia's urban core and within the Pavilion.
- Receive 15 invitations to evening event for friends, family, or team members to include VIP cocktail hour
- Recognition on outward-facing Donor Glass, website, and print material (where applicable)
- Invitation to Annual Board Chair Dinner
- Receive Tephra ICA membership, with exclusive curator-led exhibition tours and complimentary gallery rental for private events upon request



Sponsor Opportunities

Signature Arts & Community Sponsor \$15,000

As a valued member of the community, play a key role in the success of the Tephra ICA Annual Benefit aiding in the institution's mission to make an imprint in the cultural fabric of the region and beyond.

- Receive prominent recognition at the Cocktail Event and an opportunity to speak during the remarks
- Name and / or logo will be prominently listed in all print and digital marketing materials (invitations, website, advertisements, and print materials)
- Name and/or logo prominently placed on signage at the bustling entrance of Reston Town Center's public pavilion located in Reston, Virginia's urban core
- Name and/or logo prominently placed on signage inside the event on the stage
- Receive 10 invitations to Cocktail Event for friends, family, or team members to include VIP cocktail hour
- Recognition on outward-facing Donor Glass, website, and print material (where applicable)
- Invitation to Annual Board Chair Dinner
- Receive Tephra ICA membership, with exclusive curator-led exhibition tours and complimentary gallery rental for private events upon request

Signature Arts & Creativity Sponsor \$10,000

As an avid supporter of the arts, enable unique voices in contemporary art to create new works for Tephra ICA's The Alloy Project, and bolster a regional arts scene rich with creativity

- Receive prominent recognition at the Cocktail Event and an opportunity to speak during the remarks
- Name and / or logo will be prominently listed in all print and digital marketing materials (invitations, website, advertisements, and print materials)
- Name and/or logo prominently placed on signage at the bustling entrance of Reston Town Center's public pavilion located in Reston, Virginia's urban core
- Name and/or logo prominently placed on signage inside the event at the artwork area
- Receive 8 invitations to Cocktail Event for friends, family, or team members to include VIP cocktail hour
- Recognition on outward-facing Donor Glass, website, and print material (where applicable)
- Invitation to Annual Board Chair Dinner
- Receive Tephra ICA membership, with exclusive curator-led exhibition tours and complimentary gallery rental for private events upon request

Sponsor Opportunities

Arts & Cocktail Sponsor \$5,000

As a celebrated host, ensure that the evening makes a splash with this sponsorship that helps provide food and beverage for the event.

- Receive prominent recognition at the Cocktail Event and an opportunity to speak during the remarks
- Name and / or logo will be prominently listed in all print and digital marketing materials (invitations, website, advertisements, and print materials)
- Name and/or logo prominently placed on signage at the bustling entrance of Reston Town Center's public pavilion located in Reston, Virginia's urban core
- Name and/or logo prominently placed on signage inside the event at the bar and catering area
- Receive 6 invitations to Cocktail Event for friends, family, or team members to include VIP cocktail hour
- Receive prominent recognition at the evening event and an opportunity to speak during the remarks
- Recognition on outward-facing Donor Glass, website, and print material (where applicable)
- Invitation to Annual Board Chair Dinner
- Receive Tephra ICA membership, with exclusive curator-led exhibition tours and complimentary gallery rental for private events upon request

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Sponsor Opportunities

Arts & Entertainment Sponsor \$2,500

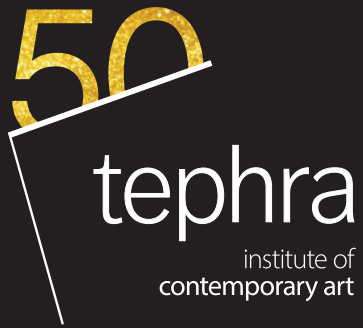
As a guest that everyone will remember, keep the music playing and the artists talking, spotlight the performance, and make the flowers fresh.

- Receive prominent recognition at the Cocktail Event and an opportunity to speak during the remarks
- Name and / or logo will be prominently listed in all print and digital marketing materials (invitations, website, advertisements, and print materials)
- Name and/or logo prominently placed on signage at the bustling entrance of Reston Town Center's public pavilion located in Reston, Virginia's urban core
- Name and/or logo prominently placed on signage inside the event at the DJ and music area
- Receive 4 invitations to Cocktail Event for friends, family, or team members to include VIP cocktail hour
- Recognition on outward-facing Donor Glass, website, and print material (where applicable) throughout the year
- Receive Tephra ICA membership, with exclusive curator-led tours upon request and complimentary invitations to members-only events

Arts & Making Sponsor \$1,000

As a champion of local artists, support the artist resources that make the magic happen

- Receive prominent recognition at the Cocktail Event and an opportunity to speak during the remarks
- Name and / or logo will be prominently listed in all print and digital marketing materials (invitations, website, advertisements, and print materials)
- Name and/or logo prominently placed on signage at the bustling entrance of Reston Town Center's public pavilion located in Reston, Virginia's urban core
- Name and/or logo prominently placed on signage inside the event at artwork area
- Receive 2 invitations to Cocktail Event for friends, family, or team members to include VIP cocktail hour
- Receive Tephra ICA membership, with exclusive curator-led tours upon request and complimentary invitations to members-only events



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.

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.

For more information about ways to support, please contact Tephra ICA Advancement Officer Phoebe Avery at pavery@tephraica.org.