

The Alloy Project

**Tephra ICA Annual Benefit & Cocktail Event
2024 Cochair & Host Committee Prospectus**

Celebrating Tephra Institute of Contemporary Art's 50th Anniversary

About The Alloy Project

Thursday, October 3, 2024 | Reston Town Center Pavilion

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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 Join the Host Committee?

Be a part of our success! The Alloy Project Host Committee will act as Tephra ICA ambassadors, playing key roles in attracting ideal attendees and sponsors while maximizing fundraising prospects.

Host Committee Roles and Responsibilities

- **Leverage Personal Networks to Boost RSVPs:** Send direct invitations to at least five high-potential contacts likely to bid in the online auction of commissioned artwork and participate in onsite giving opportunities.
- **Identify and Engage Potential Sponsors:** Contact local businesses, corporations, and individuals with an interest in supporting the arts and their community, offering them customized sponsorship opportunities that highlight the benefits and visibility they will receive.
- **Get involved as desired by hosting an auction preview** the week of Sept. 23-28, promoting the event on social media, providing decor input, and recruiting volunteers. Benefit provides an unmatched opportunity to support Tephra ICA and its mission.



Host Committee Package | \$350

- Receive two tickets to the VIP Cocktail Hour and Evening Event. The Cocktail Hour is exclusive for sponsors, special guest artists, and friends of Tephra ICA taking place one hour before the start of the Evening Event featuring exhibition tours with Tephra ICA staff.
- Name included on all marketing materials (invitations, website, advertisements, print materials)
- Receive prominent recognition at the Evening Event and an opportunity to speak during the remarks
- Tephra ICA Membership at Contributor Level
 - Subscription to quarterly member newsletter
 - Invitation to private events including special receptions, curator-led tours, and artist studio visits
 - 20% discount on a membership to share with friends and family
 - Invitations to the Tephra ICA Festival Party (amount varies per donation level)
 - 100% tax-deductible, subject to any limitation prescribed by law

[Click Here to Join the Host Committee](#)

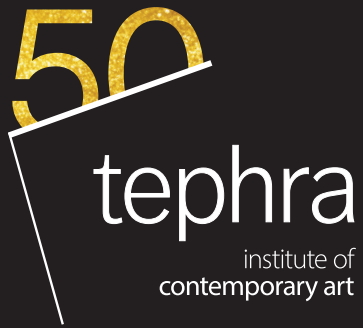


Cochair Package | \$550

- Receive four tickets to the VIP Cocktail Hour and Evening Event. The Cocktail Hour is exclusive for sponsors, special guest artists, and friends of Tephra ICA taking place one hour before the start of the Evening Event featuring exhibition tours with Tephra ICA staff.
- Name included on all marketing materials (invitations, website, advertisements, print materials)
- Receive prominent recognition at the Evening Event and an opportunity to speak during the remarks
- Tephra ICA Membership at Collaborator Level
 - Subscription to quarterly member newsletter
 - Invitation to private events including special receptions, curated tours, and artist studio visits
 - 20% discount on a membership to share with friends and family
 - Invitations to the Tephra ICA Festival Party (amount varies per donation level)
 - 100% tax-deductible, subject to any limitation prescribed by law

[Click Here to Become a Cochair](#)





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.