



GreaterRestonArtsCenter
NorthernVirginia

FINEARTS FESTIVAL

2020 SPONSORSHIP PROSPECTUS

ER LASHBROO

WHY BE A SPONSOR?

Greater Reston Arts Center's 29th Annual Northern Virginia Fine Arts Festival is one of the largest outdoor visual arts festivals on the East Coast, attracting over 30,000 weekend visitors.

Open Friday, Saturday, and Sunday, May 15-17, 2020, with an evening Festival Party on May 16.

REACH A WIDE AND DIVERSE AUDIENCE

The annual Festival marketing campaign reaches extensive online, print, TV, radio, and social media audiences. Marketing materials featuring our major Sponsors are sent to over 20,000 households regionally.

BE PART OF A "DESTINATION" EVENT

A robust Festival provides a compelling cultural reason for people to make Reston a true destination—enhancing quality of life and driving traffic that is good for area businesses.

PARTNER WITH AN ICONIC RESTON INSTITUTION

The Greater Reston Arts Center (GRACE), which has a 45-year history in the community, is the area's largest non-profit dedicated solely to the visual arts. Beyond the intrinsic value of supporting the arts, the Festival provides an unmatched opportunity to support the Greater Reston Arts Center and its mission, while gaining real branding and marketing value for your business.

"Northern Virginia Fine Arts Festival is one of the finest quality art fairs in this region of the country. The 'art stars' of the outdoor art fairs vie for spaces here, a wonderful place to add contemporary art to your collection."

- Connie Mettler, Art Fair Insiders



For more information about sponsorships, please contact
Elizabeth Denholm, Advancement Officer
edenholm@restonarts.org
(703) 471-9242

SPONSORSHIP PACKAGES CUSTOMIZED TO FIT YOUR BUSINESS.

\$25,000 TITLE SPONSOR

- Corporate name and logo will be incorporated with the Festival logo in all print and digital marketing materials.
 - Prime real estate in the heart of the Festival.
 - Receive prominent recognition at the Festival party and an opportunity to speak during the remarks.
 - Two-page ad in the Festival program (Designed by the sponsor's marketing team).
 - Recognition on gallery's outward-facing Donor Glass.
 - Receive three complimentary uses of the Greater Reston Arts Center gallery for a private or business reception of your choosing.
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\$15,000 SPONSOR

- Logo featured on the banner crossing Market Street.
- A full-page ad in the Festival program.
- Invitation to and recognition at the Festival party.
- Recognition on gallery's outward-facing Donor Glass.
- Receive two complimentary uses of the Greater Reston Arts Center gallery for a private or business reception of your choosing.

Opportunities include:

- **Festival Party Sponsor:** Sponsorship will provide catering for the party and receive a booth and banner at the Pavilion's entry point.
- **Excellence in Contemporary Art Awards Sponsor:** Sponsor will be identified on the ten blue ribbons provided to the award winners.
- **Automotive Sponsor:** Showcase a vehicle in the Town Center throughout the Festival weekend.

\$10,000 SPONSOR

- Logo featured on the banner crossing Market Street.
- A full-page ad in the Festival program.
- Invitation to and recognition at the Festival party.
- Recognition on gallery's outward-facing Donor Glass.
- Receive one complimentary use of the Greater Reston Arts Center gallery for a private or business reception of your choosing.

Opportunities include:

- **T-Shirt Sponsor:** Logo will be prominently featured on t-shirts, worn all weekend by all staff and volunteers and provided to all artists.
 - **Pavilion Sponsor:** The Reston Town Center pavilion is at the heart of the Festival, housing Friday night's Festival Party, the Family Art Park, and the GRACE information booth. The Pavilion will be branded with the Sponsor's name and logo in all Festival marketing materials.
 - **Program Sponsor:** Sponsor the printed Festival program and be prominently recognized within it. The program is provided to all patrons, artists, and volunteers.
 - **Water Sponsor:** Combine \$5,000 cash with an in kind donation of water bottles for all Festival patrons, artists, and volunteers for the weekend.
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\$5,000 SPONSOR

- Receive reserved space and a prominently placed 10 x 10 ft booth rental on-site to set up a branded booth (subject to space availability).
- A half-page ad in the Festival program.
- Invitation to and recognition at the Festival party.
- Recognition on gallery's outward-facing Donor Glass.

Opportunities include:

- **Family Art Park Sponsor:** Your logo will be on Family Art Park signage and the Festival map.
 - **Street Block Sponsor:** Your logo will be on each artist booth sign on that block.
 - **Photo Booth Sponsor:** Your logo will be on four photobooths in the Town Center.
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\$2,500 SPONSOR

- Receive a space in the Town Center Pavilion to set up a branded table (to be provided by sponsor. Subject to space availability).
- Recognition on website.
- Invitation to and recognition at the Festival party.

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The Greater Reston Arts Center (GRACE) serves 80,000 people annually, providing Virginia, Maryland, and DC's diverse communities with abundant opportunities to experience and explore contemporary art through exhibitions, education programming, and the Northern Virginia Fine Arts Festival. Greater Reston Arts Center strives to increase understanding of different cultures through art, brings diverse audiences together around a common interest, and ensures access and opportunity for engagement in the arts to all residents, regardless of age, race, ethnicity, or income. Admission to the GRACE gallery is always FREE, as are most programs.

EXHIBITIONS AT GREATER RESTON ARTS CENTER (GRACE)

GRACE's main gallery location showcases regional artists alongside artists of national and international reputations. Recent exhibitions have created opportunities for partnerships with Reston Community Center, the National Museum of African American History and Culture, George Mason University, and the National Gallery of Art.

GREATER RESTON ARTS CENTER AT SIGNATURE

Greater Reston Arts Center at Signature is a new and innovative satellite gallery space that presents a year-round schedule of exhibitions of the best local and regional artists selected by the Center's curatorial staff. Admission to Greater Reston Arts Center at Signature is always free and open to the public. Sponsored by Balducci's Food Lover's Market.

EDUCATION

Exhibition programming includes Creative Responses for which a local expert in their field is invited to respond to the work on view and engage visitors in conversation. Emerging Visions and Summer Art Camp deliver art enrichment experiences to over 10,000 students.

NORTHERN VIRGINIA FINE ARTS FESTIVAL

MAY 15-17, 2020

The Northern Virginia Fine Arts Festival, GRACE's largest fundraising effort and a marquee cultural event on the regional calendar, now on its 28th year, is consistently listed as one of the top 20 such events in the country attracting 30,000 visitors and over 200 fine artists annually.

MAKE ART HAPPEN

GRACE offers many opportunities for you to support the arts in your community. To find out more visit restonarts.org/support

ABOUT GRACE

GreaterRestonArtsCenter

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703.471.9242 | info@restonarts.org | RESTONARTS.ORG
Tuesday-Saturday, 11am-5pm

