

# KMAC

# couture

2025 SPONSOR PACKET



**KMAC** CONTEMPORARY  
ART MUSEUM



# KMAC COUTURE IS A WEARABLE ART RUNWAY SHOW PRESENTED BY KMAC CONTEMPORARY ART MUSEUM.

It is the signature fundraiser for KMAC that provides funding for the museum's educational programs and exhibitions. This event offers a unique way to experience art and fashion.

KMAC Couture features and supports emerging and established artists, costumers, designers, and milliners through the extraordinary presentation of original couture pieces of wearable art and conceptual fashion designs.

## **KMAC COUTURE 2025**

Saturday April 19th, 2025

Pre-show Cocktail Reception, 7:15p

KMAC Couture Runway Show, 8:30p

After-party immediately follows runway show



## A STATEMENT FROM THE EXECUTIVE DIRECTOR

Thank you for considering joining the KMAC family through sponsorship of *KMAC Couture: Art Walks the Runway*. This is a special opportunity for individuals, families and businesses to share our spotlight. By choosing to become a KMAC Couture sponsor, you are choosing to directly support the work of local artists, as well as our exhibitions, education programs, and annual art outreach initiatives serving 30,000 every year. More importantly, your generous contribution will help support the people and spaces that make Louisville's arts scene so vibrant. We hope you will join us in helping to make this the best celebration of KMAC Couture yet! The work that Couture champions is a direct reflection of KMAC and its role as a contemporary art museum with a mission of connecting people to art and creative practice. I am so pleased to lead an institution, accredited by the American Alliance of Museums, that showcases the work of artists — from high school students, to highly celebrated creatives in the contemporary art world alongside one another.

A handwritten signature in black ink that reads "Michelle Staggs".

**Michelle Staggs**  
Executive Director





# KMAC COUTURE TITLE SPONSOR

**\$50,000 (\$46,775 AMOUNT TAX DEDUCTIBLE)**

## HIGHLIGHTS

Your company name would be featured in communications as “KMAC Couture brought to you by [your company name].”

Opportunity to host KMAC Couture Launch Party and be featured in communications as “KMAC Couture Launch Party brought to you by [your company name].”

Opportunity to be recognized at, and host, regular Donors Circle nights at KMAC.

Complimentary use of KMAC for a private event for 100 people or more, with an optional tour led by the Director or Curator. \*Event can take place during museum open hours or after hours. Must be used by March 1st, 2026.

One of the evening’s signature cocktails would be inspired by and named after your company.

## MEDIA AND ADVERTISING

Name recognition of “Title Sponsor” on any local television, magazine or radio coverage we secure leading up to the event.

Logo and hyperlink prominently featured on the KMAC Couture webpage.

Special 100-word feature in four issues of the KMAC e-newsletter, with 9000 subscribers, a 99% successful delivery rate, and a consistent 38-40% open rate.

Special mentions on KMAC’s extensive social media presence:

- Facebook: 10K+ followers
- Instagram: 7K followers

Mention as our Title Sponsor in a full page “thank you” advertisement that will be printed by our official media sponsor.

## MEDIA AND ADVERTISING, CONTINUED

Mention as our Title Sponsor in a ‘thank you to our sponsors’ edition of KMAC’s newsletter sent the week after Couture.

## COUTURE MATERIALS & EVENTS

Special recognition at all events and programs related to Couture.

Public acknowledgment of sponsorship during remarks made at the event by KMAC representative and emcee.

Recognition in all Couture-related promotional and print materials, e.g., programs, posters, and invitations.

Logo and sponsorship recognition on the event’s printed program.

Listed as sponsor of the Couture Launch Party in January attended by 300 people and various media outlets.

Company logo featured on our KMAC Couture invitation/Event Art Card.

Outdoor logo projection, night of KMAC Couture.

Opportunity to include samples and literature in guest swag bags.

Opportunity to include a featured item in the 2025 KMAC Couture Silent Auction.

## TICKETS

Access to all Couture events.

15 KMAC Couture VIP front-row seats.

Access for all guests to the KMAC Couture cocktail and after-parties.

# KMAC COUTURE PRESENTING SPONSOR

**\$30,000 (\$27,850 AMOUNT TAX DEDUCTIBLE)**

## HIGHLIGHTS

Listed as Presenting Sponsor throughout the Couture tent.

Complimentary use of KMAC for a private event for up to 60 people, with an optional tour led by the Director or Curator.

\*Event can take place during museum open hours or after hours. Must be used by March 1st, 2026.

## MEDIA AND ADVERTISING

Name recognition of “Presenting Sponsor” on any local television, magazine or radio coverage we secure leading up to the event.

Logo and hyperlink prominently featured on the KMAC Couture webpage.

Special 100-word feature in three issues of the KMAC e-newsletter, with 9000 subscribers, a 99% successful delivery rate, and a consistent 38-40% open rate.

Special mentions on KMAC’s extensive social media presence:

- Facebook:
- 10K+ followers
  - Instagram: 7K followers

Mention as our Presenting Sponsor in a full page “thank you “ advertisement that will be printed by our official media sponsor.

Mention as our Presenting Sponsor in a special ‘thank you to our sponsors’ edition of KMAC’s newsletter sent the week after Couture.

## COUTURE MATERIALS & EVENTS

Public acknowledgment of sponsorship during remarks made at the event by KMAC representative and emcee.

Recognition in all Couture-related promotional and print materials, e.g., programs, posters, and invitations.

Logo and sponsorship recognition on the event’s printed program.

Company logo featured on our KMAC Couture invitation/Event Art Card.

Opportunity to include samples and literature in guest swag bags.

Opportunity to include a featured item in the 2025 KMAC Couture Silent Auction.

## TICKETS

Access to all Couture events.

10 KMAC Couture VIP front-row seats

Access for all 10 guests to the KMAC Couture cocktail and after-parties.

# ART WALKS THE RUNWAY SPONSOR

## **\$20,000 (\$18,280 TAX-DEDUCTIBLE)**

### **HIGHLIGHTS**

Complimentary use of KMAC for a private event for up to 40 people, with an optional tour led by the Director or Curator.

\*Event must take place during KMAC Museum open hours, must be used by March 1st, 2026.

Mention as our Art Walks the Runway Sponsor in a full page "thank you" advertisement printed by our official media sponsor.

### **MEDIA AND ADVERTISING**

Special 100-word feature in two issues of the KMAC e-newsletter, with 9000 subscribers, a 99% successful delivery rate, and a consistent 38-40% open rate.

Special mentions on KMAC's extensive social media presence:

- Facebook: 10K+ followers
- Instagram: 7K followers

Logo and hyperlink prominently featured on the KMAC Couture webpage.

Mention as our Art Walks the Runway Sponsor in a special 'thank you to our sponsors' edition of KMAC's newsletter sent the week after Couture.

Featured as our Art Walks the Runway Sponsor on select local television, magazine and/or radio coverage ahead of the event.

### **COUTURE MATERIALS & EVENTS**

Special recognition at the Couture Launch Party in January attended by 300 people and various media outlets.

Public acknowledgment of sponsorship during remarks made at the event by KMAC representative and emcee.

Recognition in all Couture-related promotional and print materials, e.g., programs, posters, and invitations.

Logo and sponsorship recognition on the event's printed program.

Opportunity to include samples and literature in guest swag bags.

Opportunity to include a featured item in the 2025 KMAC Couture Silent Auction.

### **TICKETS**

Access to all Couture events.

8 KMAC Couture VIP front-row seats.

Access for all 8 guests to the KMAC Couture cocktail and after-parties.

# WHO WHAT WEAR SPONSOR

## **\$10,000 (\$8,710 TAX-DEDUCTIBLE)**

### **HIGHLIGHTS**

Complimentary use of KMAC for a private event for up to 30 people, with an optional tour led by the Director or Curator.

\*Event must take place during KMAC Museum open hours, must be used by March 1st, 2026.

Mention as our Who What Wear sponsor in a full page "thank you" advertisement printed by our official media sponsor.

### **MEDIA AND ADVERTISING**

Logo and hyperlink prominently featured on the KMAC Couture webpage.

Mention as our Who What Wear Sponsor in a special "thank you to our sponsors" edition of KMAC's newsletter sent the week after Couture.

Logo and Sponsorship recognition in a special Couture-themed e-newsletter sent to almost 9000 subscribers ahead of the event.

Special mentions on KMAC's extensive social media presence:

- Facebook: 10K+ followers
- Instagram: 7K followers

### **COUTURE MATERIALS & EVENTS**

Recognition in all Couture-related promotional and print materials, e.g., programs, posters, and invitations.

Logo and sponsorship recognition on the event's printed program.

Opportunity to include samples and literature in guest swag bags.

Opportunity to include a featured item in the 2025 KMAC Couture Silent Auction.

### **TICKETS**

Access to all Couture events.

6 KMAC Couture VIP front-row seats.

Access for all 6 guests to the KMAC Couture cocktail and after-parties.

# FRIEND OF COUTURE SPONSOR

**\$5,000 (\$4,140 TAX-DEDUCTIBLE)**

## HIGHLIGHTS

Complimentary use of KMAC for a private event for up to 20 people, with an optional tour led by a member of KMAC Staff.

\*Event must take place during KMAC Museum open hours, must be used by March 1st, 2026.

Logo and Sponsorship recognition in a special Couture-themed e-newsletter sent to 9000 subscribers ahead of the event.

Mention as our Friends of Couture Sponsor in a full page “thank you” advertisement printed by our official media sponsor.

## MEDIA AND ADVERTISING

Logo and hyperlink prominently featured on the KMAC Couture webpage.

Mention as our Friend of Couture in a special ‘thank you to our sponsors’ edition of KMAC’s newsletter sent the week after Couture.

Special mentions on KMAC’s extensive social media presence:

- Facebook: 10K+ followers
- Instagram: 7K followers

## COUTURE MATERIALS & EVENTS

Recognition in all Couture-related promotional and print materials, e.g., programs, posters, and invitations.

Logo and sponsorship recognition on the event’s printed program.

Opportunity to include samples and literature in guest swag bags.

Opportunity to include a featured item in the 2025 KMAC Couture Silent Auction.

## TICKETS

Access to all Couture events.

4 KMAC Couture VIP front-row seats.

Access for all 4 guests to the KMAC Couture cocktail party and after-party.







**FOR MORE INFORMATION OR TO PARTICIPATE IN A SPONSORSHIP, PLEASE CONTACT:**

Michelle Staggs, **EXECUTIVE DIRECTOR**  
Michelle@KMACmuseum.org 502.589.0102

Kris Thompson, **DEVELOPMENT & SPECIAL PROJECTS MANAGER**  
Kris@KMACmuseum.org 502.589.0102

**FOLLOW UPDATES ON SOCIAL MEDIA**

Facebook.com/KMACcouture  
Instagram: @KMACcouture

**SEE ALL PAST YEARS' KMAC COUTURE PHOTOS AND VIDEOS ON OUR WEBSITE**

KMACmuseum.org/couture

**IMAGE CREDITS**

*In Order of Appearance*

**FRONT COVER**

Artist: Sara Jane Coakley  
Model: Madelynn Koury

**PAGE 1**

Artist: Julia Deeters  
Model: Ava Ault

**PAGE 4**

Artist: Ayodeji Lasisi  
Model: Alicia Antonia  
Artist: Julia Carstanjen  
Model: Jessie Smith  
Artist: Amy Streeter  
Model: Margaret Streeter

**PAGE 12**

Artist: Autumn Bay  
Model: Kasi Shelton

**COLLAGE PAGE**

Artist: Juliet Taylor  
Models: Adlai Filiatreau and Lydia Holdaway  
Artist: Soul Lea  
Model: Kiesence Hodge

**BACK COVER**

Artists: Edward Ruzicka, Jack Scantland, Mireia Cecil  
Model: Cannon Richards

**PHOTOGRAPHS COURTESY OF**

Clay Cook Photography

**MUSEUM HOURS**

Tuesday - Sunday 10a-5p  
Monday CLOSED  
715 W Main St., Louisville, Ky 40202  
KMACmuseum.org 502.589.0102

**KMAC IS ACCREDITED BY**



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**KMAC MUSEUM IS SUPPORTED BY**



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