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

A SIGNATURE EVENT FOR THE MUSEUM, KMAC COUTURE PROVIDES FUNDING FOR EDUCATIONAL PROGRAMS AND EXHIBITS.

THIS EVENT OFFERS A UNIQUE WAY TO EXPERIENCE THE INTERSECTION OF ART AND FASHION. KMAC COUTURE FEATURES AND SUPPORTS BOTH EMERGING AND ESTABLISHED ARTISTS, COSTUMERS, DESIGNERS, AND MILLINERS THROUGH THE EXTRAORDINARY PRESENTATION OF ORIGINAL COUTURE PIECES OF WEARABLE ART.

KMAC COUTURE 2023
Saturday, April 15, 2023
Pre-Show Cocktail Hour, 7:00p
KMAC Couture Runway Show, 8:30p
After-party immediately follows runway show
KMAC Couture is my favorite event of the year. The artistic creativity that is presented every year always amazes me and it is so inspiring how this event continues to activate our community and creators in such unique ways. 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 offers all ranges of artists — from high school students, to highly celebrated creatives in the contemporary art world, the opportunity to showcase their work alongside one another.

KMAC continues to garner national attention for our exhibition program, which uniquely focuses on curating shows around the artistic processes, materials and labor that go into creating art. The Museum also prides itself on contextualizing Kentucky artists within the international art scene and always strives to elevate and promote the local artist. Last year, KMAC provided art education to over 30,000 young people, both in the Museum and throughout the community. We are thrilled to be a free admission museum to children and students of all ages -- your support makes this possible.

Through sponsorship, KMAC Couture provides a special opportunity for our local and corporate 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. 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!

Michelle Staggs
Executive Director
KMAC is thrilled to embark on another year of KMAC Couture, the Museum’s annual fundraising event that celebrates the electrifying juxtaposition of fashion, art, design and performance. Over the past ten years, KMAC Couture has rapidly evolved from a small, but unique fundraising event, to one of the most exciting annual displays of innovative fashion in the state. Each year, artists challenge the boundaries that exist between costume, sculpture, ready-to-wear fashion and couture design and enchant audiences with garments that explore the full range of artistic expression.

As KMAC Couture turns the page on the story of its first decade and embarks a new chapter, the curatorial committee is calling on artists to find inspiration within the pages of a treasured book or piece of literature. Books are fundamental to our humanity. They communicate our shared experience of the human condition and exist as a record of how our civilization has evolved. The possibilities for creative inspiration are as endless as the number of books there are to reference as your source material.

Perhaps beloved characters from fictional novels or historical figures immortalized in famed biographies will inspire your look. Epic poems and oral histories from ancient societies are also suitable as a guide for your design.

The influence for your biggest fashion fantasy could also be drawn from comic book superheroes like Thor, Wonder Woman, or Black Panther, as well as the eccentric personalities in graphic novels from The Watchmen to Ghost World. From Southern Gothic surroundings to Jazz Age ambience, inspiration could come from any literary theme and from any time period that has captured your imagination.

After 10 years of incredible creativity, the curatorial committee will be looking for unique ideas that tell a story and elevate the narrative of KMAC Couture as an event that champions wearable art and spectacle. Stand out proposals will be those that activate the crowd, contain a performative element or transition in some way as they walk down the runway. We look forward to receiving proposals that successfully translate themes from the page to the runway and hope you will help us make KMAC Couture 2023 one for the books!

Joey Yates
Curatorial Director
KMAC Couture Title Sponsor

$40,000 ($36,800 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.

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

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.

Special mentions in social media posts.

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 Launch Party in January attended by 300 people and various media outlets.

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

Opportunity to include samples and literature in guest swag bags.

Tickets
Access to all Couture events.

10 KMAC Couture VIP front-row seats.

10 second-row seats.

Access for all 20 guests to the KMAC Couture cocktail and after-parties.
KMAC COUTURE
PRESENTING SPONSOR

$30,000 ($27,440 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.

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

Special 100-word feature for four issues of the KMAC e-newsletter, sent to 8,000+ recipients.

Logo and hyperlink prominently featured on the KMAC Couture webpage.

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.

Special mentions in social media posts.

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.

TICKETS
Access to all Couture events.

10 KMAC Couture VIP front-row seats.

6 second-row seats.

Access for all 16 guests to the KMAC Couture cocktail and after-parties.
ART WALKS THE RUNWAY SPONSOR

$20,000 ($18,080 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.

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 one issue of the KMAC e-newsletter, sent to 8,000+ recipients.

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.

Special mentions in social media posts.

COUTURE MATERIALS & EVENTS
Special recognition at 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.

TICKETS
Access to all Couture events.

8 KMAC Couture VIP front-row seats.

4 second-row seats.

Access for all 12 guests to the KMAC Couture cocktail and after-parties.
WHO WHAT WEAR SPONSOR

$10,000 ($9,040 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.

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 8000+ recipients ahead of the event.

Special mentions in social media posts.

**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.

**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

$3,000 ($2,360 TAX-DEDUCTIBLE)

HIGHLIGHTS
Logo and Sponsorship recognition in a special Couture-themed e-newsletter sent to 8000+ recipients 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 presenting sponsor in a special ‘thank you to our sponsors’ edition of KMAC’s newsletter sent the week after Couture.

Special mentions in social media posts.

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.

TICKETS
Access to all Couture events.

2 KMAC Couture VIP front-row seats.

2 second-row seats.

4 guests to the KMAC Couture cocktail party and after-party.
FOR MORE INFORMATION OR TO PARTICIPATE IN A SPONSORSHIP, PLEASE CONTACT:

Michelle Staggs, Museum Director
Michelle@KMACmuseum.org
502.589.0102

Kris Thompson, Development and 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: Fiyin Lasisi
Model: Joy Thompson

PAGE 1
Artist: Andrea Kaye
Model: Andrea Kaye

PAGE 4
Artist: Kris Thompson
Model: Isabelle Grass

PAGE 5
Artist: Rachel Schmidt
Model: Leah Hashagan

PAGE 12
Artist: Deji Lasisi
Model: Alicia Antonia

BACK COVER
Artist: Alyson Thiel
Model: Alyson Thiel

ALL PHOTOGRAPHS COURTESY OF CLAY COOK

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

KMAC IS ACCREDITED BY
American Alliance of Museums

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