

KMAC MUSEUM

KMAC couture



2022 SPONSOR PACKET

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

IT IS THE SIGNATURE FUNDRAISER FOR
KMAC MUSEUM THAT PROVIDES FUNDING
FOR THE MUSEUM'S EDUCATIONAL
PROGRAMS AND EXHIBITS.

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 2022

Saturday, April 16, 2022

Pre-Show Cocktail Hour, 7:00p

KMAC Couture Runway Show, 8:30p

After-party immediately follows runway show

FROM THE EXECUTIVE DIRECTOR

Celebrate Life!

Together, we've built a creative platform that recognizes artistic creativity at its core bringing the community together in a unique way. April 16, 2022, our 10th Anniversary of Art Walking the Runway, will be a celebration to remember.

KMAC Couture X asks artists to use Anniversary as a theme in the creation of their wearable art. The excitement is already starting to build for the 10th year of KMAC Couture and we want you to be a part of the "most anticipated event"* in Louisville and the "unofficial start of the Derby season". KMAC Couture directly reflects KMAC Museum's mission of connecting people to art and creative practice.

As an accredited institution by the American Alliance of Museums, KMAC Museum continues to garner national attention for our exhibitions with a unique focus on curating shows around the artistic process, materials and labor that go into creating art. The Museum prides itself on contextualizing Kentucky artists in an international art scene, helping to elevate and promote the local artist. Last year, KMAC Museum provided art education to over 30,000 youth, 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 unique opportunity for our local and corporate businesses to share the spotlight by supporting our local artists. It will provide for KMAC Museum's exhibitions, education programs, and art outreach throughout the year. And, even more importantly, you'll be supporting the people and spaces who contribute to making 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 Museum

CURATORIAL STATEMENT

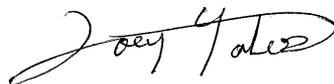
ANNIVERSARY THEME

Marking its tenth anniversary in 2022, KMAC Couture launched in 2013 as a distinct fashion event that allowed KMAC to showcase its unique position as a contemporary art museum that celebrates ideas at the crossroads of art, craft, and design. Some participants over the years have invented their own textiles and employed unconventional materials that help push the boundaries of wearability, constructing work that can be both costume and sculpture. Others have created fantastical garments with a more functional and durable quality, but that are likewise extraordinary in how they explore the range of possibilities for artistic expression through the items we wear, canvassing the human body in limitless ways.

As we continue to honor the fullest range of creativity in our approach to KMAC Couture, for our tenth year we have chosen a theme that observes the spirit of anniversary and the accompanying feelings of great achievement, pride, joy, triumph, and remembrance. How do you imagine a garment that can reflect the look and feel of a birthday or the celebration of our

annual collective trip around the sun on New Year's? How could your school class reunion be encapsulated into a single outfit? Perhaps there is a favorite material that you'd like to work with from the list of traditional wedding anniversary gifts like 1st year for paper, 2nd year cotton, or 10th year aluminum. There are a vast number of possibilities for the materials and ideas that you can work with to explore this theme. Are you someone who enjoys commemorating the summer solstice or the autumn equinox? If so, then the yearly anniversaries for the changing seasons could be an inspiration for your design. As the artists and designers who make this event so dynamic and special, we want to celebrate this year with you. Create a look that conjures a favorite or important day that you celebrate or remember each year and help make our 10th anniversary of Art Walks the Runway a show to remember.

Joey Yates
Curatorial Director





KMAC COUTURE TITLE SPONSOR

\$40,000 (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 by the Director or Curator.

MEDIA AND ADVERTISING

Name recognition of “Title Sponsor” on local broadcast news and in print media coverage of event.

Spotlight feature of your company’s sponsorship on local television news program and highlight in local magazine/newspaper articles.

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.

MEDIA AND ADVERTISING, CONTINUED

Special mentions in social media posts.

Mention in our ongoing advertisements for KMAC Couture across all three Louisville Public Media radio stations

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 print material at KMAC Couture.

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

Logo projection around runway.

Opportunity to be highlighted at KMAC Couture Fashion Week.

Opportunity to include samples and literature in guest swag bags.

TICKETS

Access to all Couture events.

10 KMAC Couture VIP front-row seats, 10 2nd-row seats, 10 3rd-row seats, and access for all 30 guests to the KMAC

KMAC COUTURE PRESENTING SPONSOR

\$30,000 (\$26,800 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 by the Director or Curator.

MEDIA AND ADVERTISING

Name recognition on local broadcast news and in print media coverage of 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.

Special mentions in social media posts.

Mention in our ongoing advertisements for KMAC Couture across all three Louisville Public Media radio stations.

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 print material at KMAC Couture.

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

Logo projection around runway.

Opportunity to be highlighted at KMAC Couture Fashion Week.

Opportunity to include samples and literature in guest swag bags.

TICKETS

Access to all Couture events.
10 KMAC Couture VIP front-row seats, 10 2nd-row seats, and access for all 20 guests to the KMAC Couture cocktail party and after-party.

ART WALKS THE RUNWAY SPONSOR

\$20,000 (\$16,800 TAX-DEDUCTIBLE)

HIGHLIGHTS

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

MEDIA AND ADVERTISING

Name recognition on local broadcast news and in print media coverage of 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.

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 print material at KMAC Couture.

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

Logo projection around runway.

Opportunity to be highlighted at KMAC Couture Fashion Week.

Opportunity to include samples and literature in guest swag bags.

TICKETS

Access to all Couture events.
8 KMAC Couture VIP front-row seats, 8 2nd-row seats, and access for all 16 guests to the KMAC Couture cocktail party and after-party.

WHO WHAT WEAR SPONSOR

\$10,000 (\$8,720 TAX-DEDUCTIBLE)

HIGHLIGHTS

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

MEDIA AND ADVERTISING

Name recognition on local broadcast news and in print media coverage of 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.

COUTURE MATERIALS & EVENTS

Promotional and print materials, e.g., programs, posters, and invitations.

Logo and sponsorship recognition on print material at KMAC Couture.

Logo projection around runway.

Opportunity to include samples and literature in guest swag bags.

TICKETS

Access to all Couture events.
6 KMAC Couture VIP front-row seats, 2 second-row seats, and access for all 8 guests to the KMAC Couture cocktail party and after-party.

FRIEND OF COUTURE SPONSOR

\$3,000 (TAX-DEDUCTIBLE)

HIGHLIGHTS

Name recognition on local broadcast news and in print media coverage of 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.

COUTURE MATERIALS & EVENTS

Promotional and print materials, e.g., programs, posters, and invitations.

Logo and sponsorship recognition on print material at KMAC Couture.

Logo projection around runway.

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

**COMPARE SPONSORSHIPS AT A
GLANCE ON THE FOLLOWING PAGE**

| | TITLE SPONSOR \$40,000 | PRESENTING SPONSOR \$30,000 | ART WALKS THE RUNWAY SPONSOR \$20,000 | WHO WHAT WEAR SPONSOR \$10,000 | FRIENDS OF SPONSOR \$3,000 |
|---|----------------------------------|--------------------------------|--|-----------------------------------|-------------------------------|
| FEATURED AS “KMAC COUTURE & WEEK BROUGHT TO YOU BY [YOUR COMPANY NAME]” | X | | | | |
| OPPORTUNITY TO BE RECOGNIZED AT, AND HOST, REGULAR DONORS CIRCLE NIGHTS AT THE MUSEUM | X | | | | |
| SPECIAL HOSTING OPPORTUNITY & RECOGNITION AT LAUNCH PARTY | X | | | | |
| LISTED AS “PRESENTING SPONSOR” THROUGHOUT COUTURE TENT | | X | | | |
| SPECIAL RECOGNITION AT ALL EVENTS AND PROGRAMS RELATED TO COUTURE | X | | | | |
| SPOTLIGHT FEATURE ON LOCAL TV NEWS & HIGHLIGHT IN LOCAL PRINT MEDIA | X | | | | |
| CO-HOSTING OPPORTUNITY OF ARTXFM & WEEKLY RADIO MENTION | X | X | X | | |
| LISTED AS SPONSOR AT LAUNCH PARTY | X | X | X | | |
| SPECIAL SOCIAL MEDIA POSTS | X | X | X | | |
| OPPORTUNITY TO BE HIGHLIGHTED AT KMAC COUTURE FASHION WEEK | X | X | X | | |
| PUBLIC ACKNOWLEDGMENT OF SPONSORSHIP DURING REMARKS AT THE EVENT BY KMAC REP & EMCEE | X | X | X | | |
| RECOGNITION ON ALL COUTURE-RELATED PROMOTIONAL AND PRINT MATERIALS | X | X | X | X | |
| COMPLIMENTARY USE OF KMAC FOR A PRIVATE EVENT WITH OPTIONAL TOUR BY THE DIRECTOR OR CURATOR | X | X | X | X | |
| KMAC COUTURE TICKETS | 10 VIP, 10 2ND-ROW, & 10 3RD-ROW | 10 VIP & 10 2ND-ROW | 8 VIP & 8 2ND-ROW | 6 VIP & 2 GA | 2 VIP, 2 2ND-ROW |
| ACCESS TO COUTURE COCKTAIL PARTY & AFTER-PARTY | 30 GUESTS | 20 GUESTS | 16 GUESTS | 8 GUESTS | 4 GUESTS |
| LOGO PROJECTION AROUND RUNWAY | X | X | X | X | X |
| RECOGNITION & HYPERLINK ON THE KMAC WEBSITE | X | X | X | X | X |
| SPECIAL 100-WORD FEATURE FOR 4 ISSUES OF THE KMAC E-NEWSLETTER | X | X | X | X | X |
| OPPORTUNITY TO INCLUDE SAMPLES AND LITERATURE IN GUEST SWAG BAGS | X | X | X | X | X |
| ACCESS TO ALL COUTURE EVENTS | X | X | X | X | X |
| NAME RECOGNITION ON LOCAL BROADCAST NEWS AND IN PRINT MEDIA COVERAGE OF THE EVENT | X | X | X | X | X |
| LOGO & SPONSORSHIP RECOGNITION ON PRINT MATERIAL AT KMAC COUTURE | X | X | X | X | X |

**FOR MORE INFORMATION OR TO PARTICIPATE IN A SPONSORSHIP, PLEASE
CONTACT MICHELLE STAGGS OR KRIS PETTIT AT KMAC**

502.589.0102

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Kris@KMACmuseum.org

FOLLOW UPDATES ON SOCIAL MEDIA

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instagram: @KMACcouture

SEE PAST YEARS' EVENT PHOTOS AND VIDEOS ON OUR WEBSITE

KMACmuseum.org/couture

IMAGE CREDITS IN ORDER OF APPEARANCE

FRONT COVER

Artist: Haylen Wehr

Model: Elizabeth Robinson

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Artist: Jessica Sharp

Model: Jasmine Graham

ALL PHOTOGRAPHS COURTESY OF DESTINY ROBB

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

KMAC MUSEUM IS SUPPORTED BY



The Kentucky Arts Council, the state arts agency,
supports KMAC with state tax dollars and Federal
funding the National Endowment for the Arts.