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
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
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
**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

$40,000 (AMOUNT TAX DEDUCTIBLE)
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.

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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
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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.
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.

WHO WHAT WEAR SPONSOR

$10,000 ($8,720 TAX-DEDUCTIBLE)
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
<table>
<thead>
<tr>
<th>Feature</th>
<th>Title Sponsor</th>
<th>Presenting Sponsor</th>
<th>Art Walks The Runway Sponsor</th>
<th>Who What Wear Sponsor</th>
<th>Friends of Sponsor</th>
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<td><strong>Featured as “KMAC Couture &amp; Week Brought to You by [Your Company Name]”</strong></td>
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<td><strong>Opportunity to be recognized at, and host, regular donors circle nights at the museum</strong></td>
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<td><strong>Spotlight feature on local TV news &amp; highlight in local print media</strong></td>
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<td><strong>Public acknowledgment of sponsorship during remarks at the event by KMAC rep &amp; Emcee</strong></td>
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<td><strong>Special 100-word feature for 4 issues of the KMAC e-newsletter</strong></td>
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<td><strong>Access to all couture events</strong></td>
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</tbody>
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FOR MORE INFORMATION OR TO PARTICIPATE IN A SPONSORSHIP, PLEASE CONTACT MICHELLE STAGGS OR KRIS PETTIT AT KMAC
502.589.0102
Michelle@KMACmuseum.org
Kris@KMACmuseum.org

FOLLOW UPDATES ON SOCIAL MEDIA
facebook.com/KMACcouture
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

PAGE 8
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

KMAC MUSEUM IS SUPPORTED BY The Kentucky Arts Council, the state arts agency, supports KMAC with state tax dollars and federal funding through the National Endowment for the Arts.