



MAC

**The arts boost local business
create jobs, stimulates tourism,
and increase property values,
contributing significantly
to a thriving local economy**

MEDIA ARTS COUNCIL

**Community Impact
and
Sponsorship Opportunities**

cover artwork by Claudia Buchanan
2023 commissioned mural at Cafesphere
media, pa

MAC is the Media Arts Council

MAC is a non profit organization supporting local art and artists and integrating a wide range of arts into the life of the entire community.

MAC is a promoter of music festivals and film festivals, commissioner of mural paintings, and street art, provider of high level youth programming and so much more.

MAC is a venue for continuous arts and culture programming including live performances, visual art, artistic gatherings, and creative experiences.

Our sponsors are part of the best in arts and culture in Delaware County. Your tax-deductible sponsorship supports the arts and provides your brand with significant marketing exposure, uncluttered and easily recognizable to MAC's audience.

We prominently acknowledge our sponsors' vital support.

Sponsors also have access to exclusive VIP parties and behind-the-scenes opportunities to meet and mingle with artists, business leaders, and other prominent individuals.

MAC A MAJOR ECONOMIC DRIVER IN DELAWARE COUNTY

2022 ECONOMIC IMPACT **\$620,000**



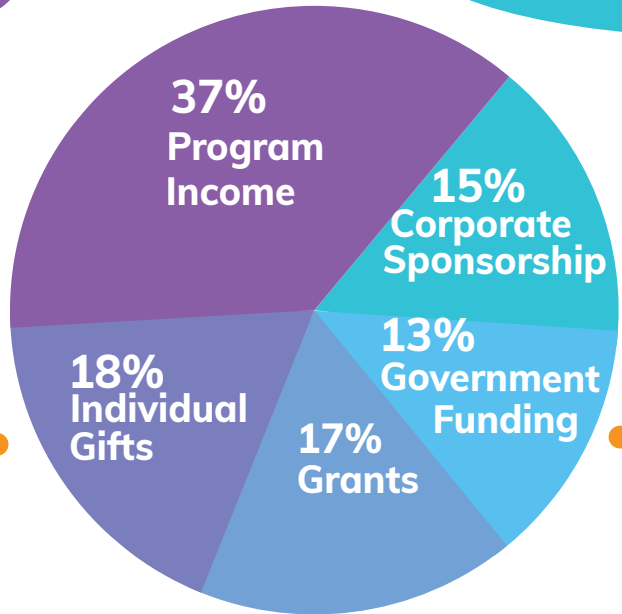
50+
Local Businesses Directly Supported By **MAC** Events

MAC FACTS

45,000+ Patrons Served

150,000+ Reach Via Grassroots Marketing

SOURCES OF INCOME FY22



5,000 Active E-Mail Subscribers

5,600 Social Media Followers

MAC MARQUEE PROGRAMS



MEDIA FILM FESTIVAL
EST. 2007
500 FILMS 45 COUNTRIES
16,000+ ATTENDEES



JASPER JAM! STREET JAM!
EST. 2022
250 MUSICIANS 2,600+ ATTENDEES

Programs Made Possible By Your Sponsorship Dollars



MAC After Class Youth Education
EST. 2012
600 KIDS 37 TEACHING ARTISTS



EST. 2006
150+ LOCAL ARTISTS PER YEAR



EST. 2022
ANNUAL SERIES & SPRING FESTIVAL

Unique Advertising Opportunities At Each Event

Become A **BIG MAC** Sponsor!

\$25,000

NAMING OPPORTUNITIES

\$15,000

RECOGNITION BY EMCEE AT ALL EVENTS

\$10,000

COMPLIMENTARY USE OF MAC FOR YOUR EVENT OR PARTY

Snapshot of Each Level's Perks

CUSTOM SPONSORSHIP PACKAGES ARE AVAILABLE.

\$25,000

- SCREENING OF YOUR COMMERCIAL AT THE MEDIA FILM FESTIVAL
- TOP SPONSOR FOR ALL MAJOR EVENTS OF YOUR CHOICE

\$15,000

- TOP SPONSOR FOR 6 MAJOR OF EVENTS OF YOUR CHOICE

\$10,000

- TOP SPONSOR FOR 4 MAJOR EVENTS OF YOUR CHOICE

Included For All Big MAC Sponsors

- PROMOTIONAL SPACE AT MAC DURING DINING UNDER THE STARS
- NAME/LOGO ON ALL PROMOTIONAL POSTERS, FLYERS, & BANNERS
- NAME/LOGO IN PRESS RELEASES, EMAIL MARKETING & SOCIAL MEDIA
- VENDOR BOOTH AT APPLICABLE EVENTS
- RECOGNITION BY EMCEE AT ALL EVENTS
- USE OF MAC FOR YOUR CORPORATE EVENT
- COMPLIMENTARY MAC MEMBERSHIPS & PASSES TO ALL EVENTS
- NAME ON DONOR WALL

\$5,000

SPONSOR ONE NIGHT OF THE MEDIA FILM FESTIVAL

\$2,500

UNDERWRITE SCHOLARSHIPS FOR 6 YOUTH EDUCATION CLASSES

\$1,000

PROVIDE TRAVEL & MEAL EXPENSES FOR EXHIBITING ARTISTS

\$500

FINANCE THE BEER GARDEN FOR ONE JASPER STREET JAM

\$250

HIRE THE CLASSICAL MUSIC FESTIVAL PHOTOGRAPHER

Snapshot of Each Level's Impact

Single Event Sponsorship Opportunities . . .



\$5,000 SPONSORS

• THE HEADLINER BAND

• ONE NIGHT OF THE FESTIVAL

• TEACHING ARTIST FOR ONE TERM

• GALLERY EXPENSES FOR ONE EXHIBIT

• MUSICIAN FEES FOR ONE FESTIVAL

\$2,500 UNDERWRITES

• ONE BAND

• ONE GUEST SPEAKER

• SCHOLARSHIPS FOR 6 STUDENTS

• CURATOR STIPEND

• ARTIST IN RESIDENCE STIPEND

\$1,000 PROVIDES

• SOUND & TECH FOR ONE JSJ

• PROJECTIONIST & SOUND FOR ONE NIGHT

• MASTER CLASS INSTRUCTOR

• TRAVEL & MEAL EXPENSES FOR EXHIBITING ARTISTS

• MUSICIAN FEES FOR ONE PERFORMANCE

\$500 FINANCES

• BEER GARDEN FOR ONE JSJ

• ONE VIP PARTY

• FINAL PERFORMANCE HOSPITALITY

• INSTALLATION EXPENSES

• VENUE EXPENSES

\$250 ENABLES

• PHOTOGRAPHER FOR ONE JSJ

• PHOTOGRAPHER FOR ONE NIGHT

• PHOTOGRAPHER FOR ONE NIGHT

• OPENING RECEPTION PHOTOGRAPHER

• FESTIVAL PHOTOGRAPHER

MAC SPONSORS	\$250	\$500	\$1,000	\$2,500	\$5,000
BRANDED MARKETING MATERIALS/ SWAG DISPLAYED AT MAC					
SOCIAL MEDIA	1 GROUP POST	2 GROUP POSTS	LISTED IN GROUP OF 4 WITH LINK TO WEBSITE	LISTED IN GROUP OF 3 WITH LINK TO WEBSITE	LISTED IN GROUP OF 2
EMAIL MARKETING			LOGO LISTED IN FOOTER WITH 4 OTHERS	HYPERLINKED LOGO LISTED IN FOOTER WITH 3 OTHERS	HYPERLINKED LOGO LISTED IN FOOTER WITH 4 OTHERS
MEDIA FILM FEST ON-SCREEN ADVERTISING				LOGO LISTED WITH 1 OTHER	LOGO ON ITS OWN LINE
COMPLIMENTARY TICKETS		4	6	8	10
MAC WEBSITE HOMEPAGE FOOTER	HYPERLINKED LOGO IN DESCENDING VALUE ORDER				
USE OF SPACE IN FRONT OF MAC DURING DINING UNDER THE STARS TO PROMOTE SPONSOR'S BUSINESS					ONCE PER SEASON
COMPLIMENTARY MAC MEMBERSHIP		2	4	6	8
WEBSITE EVENT PAGE		SMALL LOGO	SMALL HYPERLINKED LOGO	SMALL HYPERLINKED LOGO	MEDIUM HYPERLINKED LOGO
EVENT POSTERS			LISTED ON 1 EVENT POSTER	LISTED ON ONE EVENT POSTER	SMALL LOGO ON 1 EVENT POSTER
EVENT FLYERS AND HANDOUTS					LISTED FOR 1 EVENT
PRINTED AND DIGITAL PROGRAMS		1/9 PAGE AD	1/6 PAGE AD	1/4 PAGE AD	1/2 PAGE AD
OUTDOOR PROMOTIONAL EVENT BANNERS				SMALL LOGO ON 1 EVENT BANNER	SMALL LOGO ON 1 EVENT BANNER
VENDOR BOOTH AT EVENT					WHEN APPLICABLE AT 1 SPONSORED EVENT
RECOGNITION BY EVENT EMCEE					WHEN APPLICABLE AT 1 SPONSORED EVENT
PRESS RELEASE MENTION					EVENT-SPECIFIC PRESS RELEASE

BIG MAC SPONSORS	\$10,000	\$15,000	\$25,000
BRANDED MARKETING MATERIALS/ SWAG DISPLAYED AT MAC			
SOCIAL MEDIA	SOLO POST WITH MEDIA AND COPY OF CHOICE	1 SOLO POSTS WITH MEDIA AND COPY OF CHOICE	5 SOLO POSTS WITH MEDIA OF CHOICE
EMAIL MARKETING	HYPERLINKED STANDALONE LOGO	HYPERLINKED LARGE STANDALONE LOGO	FEATURED SPONSOR AT TOP OF EMAIL
MEDIA FILM FEST ON-SCREEN ADVERTISING	STANDALONE LOGO	STANDALONE LOGO	FEATURED LOGO
COMPLIMENTARY TICKETS	30	50	ALL-ACCESS, NO LIMIT
MAC WEBSITE HOMEPAGE FOOTER	HYPERLINKED STANDALONE LOGO		
USE OF SPACE IN FRONT OF MAC DURING DINING UNDER THE STARS TO PROMOTE SPONSOR'S BUSINESS	TWICE PER SEASON	FOUR TIMES PER SEASON	ONCE MONTHLY DURING SEASON
COMPLIMENTARY MAC MEMBERSHIP	10	12	20
WEBSITE EVENT PAGE	MEDIUM HYPERLINKED LOGO	LARGE HYPERLINKED LOGO	NAMING OPPORTUNITY
EVENT POSTERS	MEDIUM LOGO ON ALL POSTERS	LARGE LOGO ON ALL POSTERS	NAMING OPPORTUNITY
EVENT FLYERS AND HANDOUTS	LOGO FOR ALL EVENTS	LOGO FOR ALL EVENTS	NAMING OPPORTUNITY
PRINTED AND DIGITAL PROGRAMS	FULL PAGE AD	PROMINENT FULL PAGE AD	COVER AD
OUTDOOR PROMOTIONAL EVENT BANNERS	LARGE LOGO ON ALL BANNERS	LARGE LOGO ON ALL BANNERS	NAMING OPPORTUNITY
RECOGNITION AS A TOP SPONSOR FOR MAJOR EVENTS	UP TO 4	UP TO 6	ANY
INCLUDED FOR ALL BIG MAC SPONSORS	VENDOR BOOTH AT ALL APPLICABLE EVENTS MENTION IN ALL PRESS RELEASES	RECOGNITION BY EMCEE AT ALL APPLICABLE EVENTS	COMPLIMENTARY USE OF MAC FOR EVENT OR PARTY NAME ON DONOR WALL



MAC

MEDIA ARTS COUNCIL

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