

# MAC FASHION WEEK

*NOV 4 - NOV 9*

Redefining Midwest Fashion  
with Education, Economic  
Empowerment & Creative  
Industry Integration



PRESENTED BY  
THE **MAC**  
FOUNDATION





# MISSION

# THE MAC CENTER

The Midwest Apparel Creative Center exists to cultivate a strong pipeline of local fashion entrepreneurs, small-batch manufacturers, and design talent making Cincinnati a viable hub for fashion-tech and film-industry collaboration.







# ECONOMIC IMPACT

- Arts & Culture Contribution: Cincinnati's arts sector generated a \$1.6 billion economic impact from 2019–2022, creating over 6,500 jobs.
- Film Industry Synergy: In 2016, Cincinnati's film industry contributed \$38 million to the local economy.
- Fashion & Design Potential: By integrating fashion with film and creative sectors, MAC Fashion Week aims to amplify these economic contributions.

# CULTIVATING LOCAL TALENT



MAC Fashion Week is more than a series of fashion shows; and industry workshops it's a strategic initiative aimed at:

- Economic Development: Stimulating Cincinnati's local economy through fashion , art and design.
- Job Creation: Establishing pathways for employment in fashion, design, and manufacturing.
- Industry Integration: Bridging the gap between fashion, film, and creative industries in Cincinnati.



# STRATEGIC GOALS

## Strategic Objectives

- Job Creation: Establishing small batch manufacturing units to create employment opportunities
- Industry Integration: Collaborating with the film industry to provide costume design and styling services.
- Youth Engagement: Launching programs to mentor and train young creatives.

# IMPACT

MACFW2025







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## MIXED MEDIA

### INTRODUCING TEXTILES INTO CINCINNATI'S VIBRANT ART ECOSYSTEM

- An exploration of textiles as a medium for social, political and artistic expression

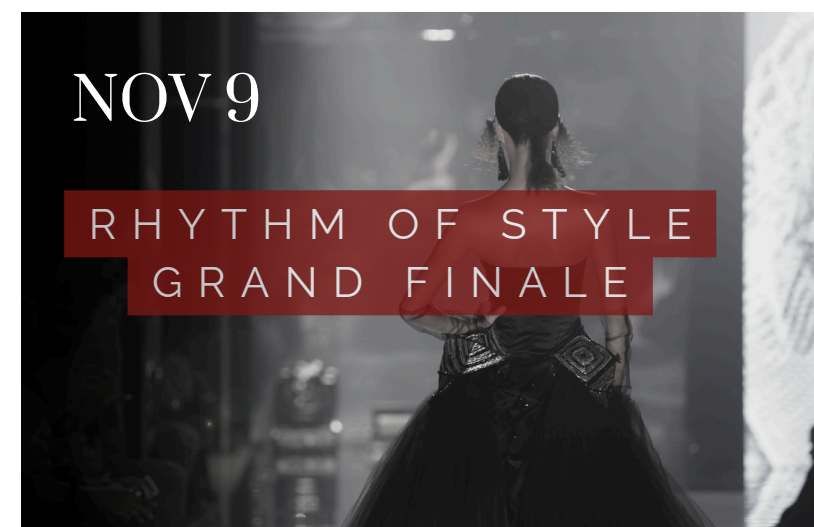






# FASHION WEEK

NOVEMBER 4-9





# SUPPORT

## PRESENTING

**\$25,000**

- Event naming rights.
- Full-page feature in event program
- Logo on all banners, press, and digital
- On-stage speaking opportunity
- 10 VIP All-Access Passes + Reserved Runway Seating
- Dedicated media feature & video interview
- Support funds youth cohort and machines for the MAC Center

## RUNWAY

**\$20,000**

- Logo featured on Runway
- Brand mention in press/media communications
- 6 VIP Passes + Preferred Seating
- Social media spotlight (3 posts)
- Exhibit table at signature events
- Funds Youth designer stipends and equipment for the MAC Center

## RED CARPET

**\$15,000**

- Logo Featured on Red Carpet Media Interviews
- 4 VIP Passes + Reserved Seating
- Logo on official website and event emails
- Mention in press release and opening remarks
- Supports the first youth entrepreneurship cohort for 2025-2026

## FASHION CENTS

**\$10,000**

- Financial Workshop Session Naming rights
- Full-page feature in event program
- Logo on all banners, press, and digital
- On-stage speaking opportunity
- 10 VIP All-Access Passes + Reserved Runway Seating
- Dedicated media feature & video interview
- Support funds youth cohort and machines for the MAC Center

## COMMUNITY

**THREAD**  
**\$5,000**

- Logo on select event materials and signage
- 4 VIP Passes
- Social media acknowledgment
- Opportunity to sponsor a specific breakout session (branding, finance, etc.)
- Supports post-event community programming and workshops

## FASHION ICON

**\$2,500**

- Name/logo listed on sponsor wall
- 2 VIP Passes
- Recognition on social media
- Helps fund volunteer and production support



# GET INVOLVED

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PRESENTED  
BY MAC  
FOUNDATION