





The MAC is about making Northern Ireland a better place by creating space for people to imagine, enjoy, participate in and create art.

Since opening in 2012 in Belfast's Cathedral Quarter, the MAC has played a leading role in the city centre's regeneration. We are now one of Northern Ireland's top visitor attractions, an award-winning home for the arts and a champion for social change. We have welcomed over 2.6 million visitors to our galleries, theatres, event and social spaces and we connect with a social media audience of over 83,000 annually.

The MAC is also a charity, it exists for everyone – always for the many, never the few. We live this in many ways: through our outreach work, through affordable ticket prices, through our free playroom for families, subsidised transport for school groups, and close partnerships with some of our socio-economically deprived communities here in North Belfast and further afield.

Last year alone we worked with **50,574** people from our poorest neighbourhoods including people who are struggling with addiction, mental ill health, homelessness and children living in poverty.

Garfield Weston Foundation Report, 2022

A first kiss is great. Passing your driving test, excellent. Seeing your favourite band live = fantastic. But they all pale in comparison to being selected as one of the MAC's Hatch and Scratch artists.

The encouragement from those who make the MAC the special place that it is never goes unnoticed or unappreciated. There is a love and support for art in the air that is second to none.

Keith Singleton, MAC Hatch Artist

I always feel very welcome at the MAC and so do my children. My son is on the autistic spectrum and at the age of eight he attended the healing art project. Elaine and John made him feel very included and it had a massive impact on his life.

There is such a sense of community in the MAC and for me that will always be very special.

MAC Visitor

Why you should become a Friend of the MAC

Like you, we are in the business of helping Northern Ireland achieve its full potential. We both understand that Northern Ireland's economic success is intrinsically linked to positive social change, underpinned by a vibrant arts and cultural sector.

As a Friend of the MAC, you can harness our expertise, spaces and creativity in whichever ways best suit your business. We provide our partners with a platform from which they can speak to diverse and global audiences of opinion formers, industry leaders and consumers alike.

You get to decide how to best use this platform but we're happy to help provide some ideas. From creative events and practical workshops that will stimulate, engage and entertain your employees or clients to fun-filled, exclusive experiences, a partnership with the MAC will make your company stand out from the crowd.

The MAC couldn't have been more inclusive. Our young people need to be supported to realise they are welcome in buildings throughout the city.

Maeve Monaghan, CE of NOW Group



As a Friend of the MAC, you'll enjoy the following standard annual benefits:

- Exclusive 'Friend of the MAC' pin to show your support for our vital work
- Entertain your guests, clients and employees at exclusive invitation-only Exhibition Openings (three per year)
- Enjoy early access to the hottest tickets and receive pre-sale announcements, before they go on general release
- Enjoy 10% discount at the MAC café with your loyalty card
- Meet potential new clients, network and build relationships with businesses and organisations from different sectors at our Friends of the MAC events.

I'm in, what's next?

Contact us today to find out more about Friends of the MAC membership and the annual benefits you'll receive.

Email: friends@themaclive.com

Or visit: themaclive.com

Silver £1,500

All standard benefits plus:

- 2 complimentary tickets to MAC opening night performances
- Invitations to our annual Friends of the MAC party for employees, clients or guests.
- Your company name will be recognised on our website, themaclive.com

Gold £4,500

All standard benefits plus:

- 4 complimentary premium tickets to MAC opening night performances (including our Christmas Show) with an opportunity to Meet and Greet the artists post show when available
- 2 invitations to exclusive Friends of the MAC events
- Your company name will be recognised on our website, themaclive.com and on our digital screen in the MAC's foyer
- Invitations to our annual Friends of the MAC party for employees, clients or guests
- Private guided tours of world-class exhibitions, outside of gallery hours for employees, clients or guests
- Enliven your own professional events with talks and workshops inspired by our arts programme, delivered by our experts and co-designed with you.

Platinum £10,000

All standard benefits plus:

- 6 complimentary premium tickets to MAC opening night performances with an opportunity to Meet and Greet the artists at the aftershow party
- 4 invitations with premium seats to Friends of the MAC events
- Your company name will be recognised on our website, themaclive.com and on our digital screen in the MAC's foyer
- Invitations to our annual Friends of the MAC party for employees, clients or guests
- Private guided tours of world-class exhibitions, outside of gallery hours for employees, clients or guests
- Opportunity to host one private reception in one of our gorgeous meeting spaces, rental fee waived
- Invitation to exclusive 'meet the artist' dinner, when the artist is in town
- 10% discount on MAC room hire
- Title sponsorship opportunity of one project/event per year linked to our Creative Learning or Live Events programme, with all associated benefits.

