

Partner with us

Ready to make an
impact with the arts?

Become a Friend of the MAC or sponsor a programme today.

Join a growing network of businesses backing creativity, culture and community in Northern Ireland.

At the MAC, we believe the arts change lives. As a creative home in the heart of Belfast, we bring people together through theatre, visual art, music, and learning; creating space for new ideas, shared experiences, and community connection.

Now, more than ever, businesses want partnerships that mean something - that reflect purpose, people and place. When you become a Friend of the MAC, you're not just supporting the arts, you're investing in Northern Ireland's creative future.



Why businesses choose the MAC

Purpose & ESG Impact

Deliver on your company's social responsibility by supporting inclusive, meaningful cultural experiences.

Invest in Northern Ireland

Your support builds civic pride, talent retention, and a thriving, creative local economy.

Brand & Visibility

Align your brand with innovation, creativity and community through targeted opportunities and co-branded experiences.

Bespoke Partnerships

From high-profile sponsorships to private receptions, we'll work with you to shape an experience that fits your goals.

At Gilbert-Ash, we believe in building more than just buildings – we believe in building culture, creativity and community. Supporting the MAC allows us to invest in the creative spirit of Northern Ireland and connect with people through something that truly makes a difference.

– Ray Hutchinson, Managing Director, Gilbert-Ash

Make your impact now

Our **Friends of the MAC** scheme is a way for businesses of all sizes to support the arts while unlocking a range of exclusive benefits. Whether you're looking to entertain clients, reward your team or show your support for creativity in Northern Ireland, there's a level to suit you.

You can choose from one of our tiered packages, or talk to us about creating something bespoke.

Benefits	Silver	Gold	Platinum
Name listed on our Friends of the MAC web page	✓	✓	✓
Invitations to exclusive exhibition openings (3 per year)	✓	✓	✓
10% room hire discount per annum	2 events	5 events	unlimited
Staff discount at MAC CaféBar*	10%	15%	20%
Complimentary premium tickets to opening night performances (incl. Christmas show)	2	4	6
Complimentary tickets to exclusive special MAC events	2	2	4
Private guided tours of exhibitions (outside gallery hours)		1	3
Name displayed on digital screens in MAC building			✓
Private reception in one of our MAC space (rental fee waived)			✓
Title sponsorship opportunity of one project or event per year			✓
*excluding alcoholic beverages	£1,500	£4,500	£10,000

I'm in, what's next?

Whether you're ready to become a Friend of the MAC or want to explore a tailored partnership, we'd love to hear from you.

Email: friends@themaclive.com

Or visit: themaclive.com/support-us/friends-of-the-mac