



MACyapang
ART PRIZE
20 ____ 25

SPONSORSHIP PROPOSAL



MAC

Museum of Art and Culture
Lake Macquarie ▲ yapang

ABOUT US

The Museum of Art and Culture, yapang (MAC yapang) is uniquely positioned on the shores of Lake Macquarie within five hectares of leafy grounds and part of the renowned Lake Arts Precinct. The award-winning art museum draws over 30,000 visitors annually through twelve curated exhibitions, a vibrant café, retail shop, Sculpture Park, and mosaic pathways.

Recognised as a flagship tourism experience for the city, the museum offers free admission and regular guided tours for groups of all sizes.

MARKETING SNAPSHOT



1,789,371

ANNUAL SOCIAL
MEDIA IMPRESSIONS



126,216

ANNUAL WEBSITE
PAGE VIEWS



38,281

ANNUAL WEBSITE
VISITORS



53%

EMAIL OPEN RATE



6,017

EMAIL SUBSCRIBERS



36,385

ANNUAL VISITORS
TO MAC YAPANG





MAC YAPANG ART PRIZE 2025

The newly formed MAC yapang Art Prize will form a cornerstone of the programming and development of the collection through an acquisitive art award.

The art prize is an opportunity for selected finalists to have their practices exposed to a wide audience and be in the running to receive a cash prize, which will support their future practice.

First prize – MAC yapang Art Prize - \$30,000

Open to all artists in all mediums, this prize is acquisitive to the MAC yapang collection and awarded \$30,000.

yapang Award for Aboriginal and Torres Strait Artists - \$5,000

Open to identifying Aboriginal and Torres Strait Islander artists in any medium from across Australia.

Lake Mac Artist Award - \$5,000

Open to artists from the Lake Macquarie Local Government Area, in any medium and theme. This award supports local artists and provides a platform to further develop their practice.



PROPOSED SPONSOR BENEFITS

We are seeking sponsorship for the MAC yapang Art Prize 2025. These cash awards provide direct funds to support artists' practices.

	Presenting Sponsor \$5,000	Partner Sponsor \$2,500	Supporting sponsor \$1,000
Name and logo included in the major award	✓		
Opportunity to speak at opening awards	✓		
Company quote in media release sent from Lake Macquarie City Council	✓		
Company logo & sponsor acknowledgement in the exhibition catalogue and on all digital marketing	✓	✓	
Company logo & sponsor acknowledgement on social media	✓	✓	✓
Company logo & sponsor acknowledgement on the exhibition wall next to winning artworks	✓	✓	✓
VIP tickets to the awards night	✓	✓	✓
VIP tickets to all MAC yapang opening events	✓	✓	✓
Acknowledgement certificate	✓	✓	✓

Sponsorship can be tailored, please get in touch to build a package that suits your budget.

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LET'S TALK

Jasmine Kean

Arts Producer - Lake Arts Precinct

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