



CITY OF EL PASO

MACC NAMING POLICY

MACC Endowment Program

- Grand Opening on March 22, 2025
- Similar to other MCAD facilities, MACC will assess sponsorship fees for rights to name programmatic and administrative spaces
- Funds raised will be used for exhibitions, programs and scholarships

Provisions

- No name shall be put upon any space which would cause the City of El Paso to be viewed unfavorably
- MCAD Director may negotiate with potential interested donors in good faith for an amount that does not grossly deviate from the listed goal amount
- Final approval would come to Council



View of Exterior



Terrace



Black Box Theatre

MACC NAMING OPPORTUNITIES

FIRST FLOOR	AMOUNT
Grand Lobby	\$ 500,000
Main Exhibit Gallery	\$ 500,000
Auditorium	\$ 300,000
Black Box Theatre	\$ 300,000
Teaching Kitchen	\$ 250,000
SECOND FLOOR	
Community Gallery	\$ 100,000
Hands on Art Classroom	\$ 250,000
Artist in Residence Studio	\$ 150,000
Digital Media Classroom	\$ 150,000
Board Room	\$ 100,000
Dance Studio	\$ 100,000
Recording Studio	\$ 100,000
Administrative Complex	\$ 100,000
THIRD FLOOR	
Terrace	\$ 250,000
TOTAL	\$ 3,150,000

QUESTIONS