

The logo for the University of Delaware, featuring a stylized 'UD' monogram where the 'U' and 'D' are intertwined. The text 'UNIVERSITY OF DELAWARE' is written in a serif font to the right of the monogram.

UNIVERSITY OF
DELAWARE

The logo for Master Players Concert Series (MPCS), featuring the letters 'MPCS' in a serif font. A stylized graphic of a hand holding a baton is integrated into the letter 'P'.

MPCS

MASTER PLAYERS

CONCERT SERIES

Xiang Gao, Artistic Director

CORPORATE SUPPORT



The Master Players Concert Series (Master Players) is a flagship, in-residence concert organization at the University of Delaware (UD), founded in 2004 by producing artistic director Xiang Gao. Gao is the UD Distinguished Professor of Music and a world-renowned concert violinist, he was granted a 2014 Delaware Governor's Award for the Arts for his contributions to the state as a musician and innovator. Under his leadership, Master Players presents classical, crossover, world and jazz music; dance; musical theatre; and family pops concerts.

“The most creative concert presenting organization in the area.”

—Delaware Division of the Arts

OUR MISSION AND VALUES

Through presentation, education and the creation of new compositions and productions, Master Players informs, inspires and serves UD and communities in the tri-state area through an ongoing series of live performances with distinguished artists and ensembles that represent the diverse spectrum of today's performing arts world.

Master Players values the power of live music to illuminate, transform and heal, and treasures the positive impact music has on people of all walks of life. Because Master Players believes live music is an essential element of the human experience, we have an uncompromising commitment to music education that extends from the UD campus to the next generation of Americans, including pre-college students, children with special needs and those from impoverished backgrounds.

We proudly create a stage that encourages interdisciplinary collaboration, promotes creativity and inspires the imaginations of non-musician artists and creative students, enabling them to be fully self-expressive. Through unconventional presentations that feature young and future performers and attract future audiences, Master Players keeps the work of professional musicians and performers vital and ensures their continuity.

OUR VISION

With additional support and new partnerships with corporations and businesses, Master Players seeks to bring acclaimed performing arts programs offered in major concert venues worldwide to the tri-state region. Master Players plans to help our partners successfully reach their specific goals while fully developing the capabilities necessary to secure a position for Newark, Delaware, as the cultural center of the region.

For the community, Master Players' notable activities will assist in the rapid economic growth of the region, as research has demonstrated that acclaimed and campus-based concert series have successfully helped accomplish growth in other regions. The scope and quality of UD's Newark campus make it an ideal location for a world-class concert series with national visibility. Master Players will also maintain and build friendships between the University and its alumni, friends, patrons and members of the local community.



FUNDING OPPORTUNITIES

Gifts to Master Players enable us to maintain our tradition of excellence, elevate our status in professional concert presentation and continue to inspire cross-generational audiences. Here are some examples of how your generosity will help ensure that Master Players has the resources to achieve our ambitious goals. Each of the sample offerings listed below include sponsor naming opportunities:

Advocates Circle *\$5,000*

Benefits:

- Complimentary tickets
- Opportunity to host pre/post performance events at UD's Louise and David Roselle Center for the Arts
- Sponsors publicly recognized (upon sponsor's approval) in all printed and digital materials* (e.g., series press releases, Master Players website, etc.):
- Other season-long benefits:
 - » Listing in all performance programs as a performance sponsor
 - » Listing in *President's Report on Philanthropy*
 - » Invitations to other campus-wide events and programs

SAMPLE OFFERINGS

- **Winter or Summer Concert:** Help make Newark and UD a less seasonal locale by offering one event in winter or summer. *Past or current season example: Great Musical Families Recital—a winter recital featuring Baritone Jonathan Lasch and his wife, Soprano Caitlin Lynch, lead vocalist of the Metropolitan Opera Company.*
- **UDare Talent Concert:** UD performing arts students will be selected by a panel of judges for the opportunity to perform in a Master Players program, and will earn financial support from your gift. *Past or current season example: Campus Chatter: A New Musical.*

**If a gift is made after the season brochure print deadline, recognition will be printed in individual performance programs.*

Artists Circle

\$10,000

All benefits of Advocates Circle, plus:

- Pre/post performance private gatherings with artists
- Additional sponsorship recognition including logo on season brochure and campus banners

SAMPLE OFFERINGS

- **Jazz Series:** Presentation of a renowned jazz ensemble. *Past or current season examples: Kesivan and the Lights, South African Jazz Concert.*
- **Community Concert Series:** Ensemble-in-residence in giving back to the underserved audiences of our community will perform up to 10 free-of-charge lecture concerts during the season at various local libraries, museums, senior centers and other school and community arenas. *Recommended for community reinvestment projects for banks. Past or current season examples: Concerts at Mary Campbell Center, Dover Public Library, Bayard Middle School of Wilmington, Christiana Hospital.*
- **Minority/LGBT/Dance Masters Series:** Concert featuring preeminent African American, Asian American, Latino American, and Native American artists; LGBT artists; or a major dance company performance. *Past or current season example: Vocal recital of Lawrence Brownlee, African American Tenor and lead vocalist of the Metropolitan Opera Company.*



Directors Circle

\$25,000

All benefits of Artists Circle, plus:

- Sponsor acknowledgement during pre/post show discussions
- Personalized gift from the sponsored guest artist or ensemble
- Private dinner with artistic director

SAMPLE OFFERINGS

- **Holiday Pops Series:** Presentation of a outstanding ensemble or soloist with ensemble to appear during the December Holiday Pops concert that is free to anyone age 14 or younger. *Past or current season example: Canadian Brass—Master Players Holiday Pops.*
- **World Music Series:** Presentation of a major world music soloist/ensemble to appear on Master Players (e.g., YoYo Ma's Silk Road ensemble). *Past or current season example: Sixwire Around the World.*

- **Little Masters Project:**

A three-phase educational project in which Master Players reaches out to children from underserved families in the region by providing free lessons and free instruments. Children will then be selected for the inspirational experience of being featured on the popular *Master Players Holiday Pops* concerts in December; they will also be empowered to bring their own music to medical facilities and retirement homes, touching many other lives.



Canadian Brass

Producers Circle

\$50,000

All benefits of Directors Circle, plus:

- Opportunity to sponsor a premiere, season-long performance
- Personalized gifts from all guest artists/ensembles of the season
- Private dinner with a member of the University's leadership

SAMPLE OFFERINGS

- **iMusic Series:** The annual multimedia concert iMusic for family audience since 2006, is an original and popular concert created, produced and performed by Master Players director Xiang Gao and guest artists. *Past or current season example: CSI: Beethoven- iMusic VIII; Encounters: Qing and the West - iMusic V.*
- **Musical or Opera Productions:** Acclaimed producers, directors and artists will collaborate in an entertaining and inspirational musical theatre or opera production. *Past or current season example: Campus Chatter: A New Musical; Magic Flute, the concert opera.*
- **Masters of Delaware on Tour:** Accomplished Delaware musicians selected by Master Players to perform a concert tour in world-renowned performance venues following a Master Players debut.

Your gift is tax deductible as provided by law. Any portion of your gift that is designated to Master Players gives you the right to purchase priority seating at an event and is subject to IRS rules (IRC 170(l) and IRS Publication (526) which limits the tax deductible portion of that gift to 80 percent of the amount contributed.

As a result of your contribution, you may be invited to receive tickets to University events or other items of value. Since acceptance of items of value will reduce your charitable deduction, you will have the opportunity to decline these benefits, or to make a separate payment for the benefit received if you prefer. If any benefit results from your contribution, in accordance with IRS guidelines, we will notify you of the fair market value of the benefit so that you will know what portion of your contribution is deductible.



We look forward to exploring customized sponsorship opportunities that will meet your business objectives. For more information, please contact:

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OFFICE OF DEVELOPMENT
302-831-7070**

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masterplayers.udel.edu

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