



Introducing

The Master Chorale of South Florida

Created to Fill a Void

When the Florida Philharmonic Orchestra ceased operations in April 2003, South Florida lost its major regional orchestra and the only chorus developed solely for the purpose of singing choral-orchestral works. In the history of the Florida Philharmonic, concerts in which the Chorus participated were the concerts with highest attendance—and the only concerts to routinely sell out in all three counties. This underscores a desire for this type of music, which is no longer available through the Florida Philharmonic or WTMI.

Various community choruses cannot fill this void with programs accompanied by piano and organ. The Master Chorale can by hiring the finest orchestra musicians. Classical repertoire will be carefully selected and concerts prepared to meet high quality standards. In addition, the Master Chorale intends to build a loyal following by carefully programming to attract maximum audience interest in each venue. To this end, venues will be chosen carefully for easy access, excellent acoustics and affordability to optimize the musical experience and value.

The Master Chorale of South Florida is a nonprofit 501(c)(3) organization comprised of the best amateur and professional singers in the area, the vast majority of whom sang with the Florida Philharmonic Chorus. The Master Chorale was formed to provide outstanding concerts of classical works written for chorus and orchestra to audiences in Miami-Dade, Broward and Palm Beach counties. The Master Chorale strives to become renowned for musicality, passion, and innovative programming, and for fostering in audiences feelings of joy and excitement that come from hearing superb performances of the greatest music ever written.

A copy of official registration and financial information may be obtained from the division of consumer services by calling toll-free 1.800.435.7352 within the state. Registration does not imply endorsement, approval or recommendation by the state.

6278 N. Federal Highway, #351 · Ft. Lauderdale, FL 33308-1916
www.masterchoraleofsouthflorida.org



History

The chorus was founded in 1987 by James Judd following his appointment as music director of the Philharmonic Orchestra of Florida, later renamed the Florida Philharmonic Orchestra. He believed that some of the world's finest music was written for symphony orchestra and chorus, and that a highly trained chorus was needed to support the orchestra in the performance in these works.

In 1988, Paul Eisenhart was hired as choral conductor. Under his guidance, the Florida Philharmonic Chorus grew from 28 singers the first season to an average of 160 professional-caliber, auditioned singers who volunteered their services for the love of music. For 11 months a year, Chorus members drove from as far away as Jupiter and South Miami for weekly rehearsals in Fort Lauderdale. At concert times, they sang as many as seven rehearsals and performances a week with the Florida Philharmonic Orchestra in popular masterworks including Beethoven's *Symphony No. 9* and *Missa Solemnis*, Handel's *Messiah*, Orff's *Carmina Burana*, and *Requiems* by Verdi, Mozart and Brahms.

In addition to masterwork performances, a smaller ensemble from the Chorus known as the Florida Philharmonic Chamber Chorale, performed regularly for private functions throughout the tri-county area.

After seven years of hard work building a top-quality group capable of handling complex and demanding music, the Chorus performed Walton's *Belshazzar's Feast* for the first time in 1995. This piece, considered one of the most difficult in the choral-orchestral repertoire, was a favorite of Maestro Judd's and the impetus behind his desire to have a chorus capable of singing it. It is ironic *Belshazzar's Feast* was the Florida Philharmonic Orchestra and Chorus' swan song, performed in April 2003 under the baton of a guest conductor.

Following the sudden death of Paul Eisenhart in 2000, Dr. Jo-Michael Scheibe was appointed chorus conductor and Jeffri Bantz assistant conductor. Dr. Schiebe, who is chairman of the choral music program at the University of Miami and a nationally renowned choral conductor, and Mr. Bantz, well known as former director of the Florida Singing Sons, made extensive changes in the Chorus to refine the sound and improve the balance of voices. Seeking perfection, the conductors were relentless in their pursuit of diction, musicality, artistry, purity of sound and heartfelt expression of emotion. It was a well-honed Chorus who looked forward to performing exciting works including Mendelsohn's *Elijah* with the Florida Philharmonic Orchestra during their 2003-2004 season.

It is 117 members of the same Chorus who will continue the tradition of choral excellence as the Master Chorale of South Florida.

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Standing on Solid Ground

A reasonable budget of \$250,000 per year will enable the Master Chorale to achieve and maintain unmatched quality. The yearly budget, low by arts standards, will be easily achievable and sustainable.

With an internationally renowned choral conductor and the ability to hire top-quality orchestral musicians and soloists to accompany the singers, exciting programs that inspire, thrill and entertain will be the standard rather than the exception.

However, organizations do not thrive on artistic talent alone. Such ventures must be supported by solid business and marketing efforts. Among the 117 Master Chorale singers are a large number of highly regarded professionals in management consulting, business management, accounting, fundraising, finance, marketing and public relations. These individuals have worked together to create solid business and marketing plans for the Master Chorale designed to start the organization on solid footing and to ensure its success long into the future.

With a membership of professional-quality singers who volunteer their services, top artistic leadership, wise programming choices, solid business and financial plans, a reasonable and attainable budget, an audience starved for classical music and no direct competition for its services, the Master Chorale of South Florida is ideally structured to become a major force in the South Florida arts community now and for many years to come.

Major Yearly Expenses

\$90,000:	Music director, assistant director, accompanist, administrator
\$105,000:	Orchestral musicians, soloists
\$30,000:	Rental of chairs, risers, other equipment, transportation, performance venues
\$10,000:	Marketing, advertising
\$10,000:	Purchase of music

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Sponsorship Opportunities for Individuals

The Master Chorale of South Florida provides donors with an opportunity to secure the future of a premier classical music organization. Comprised of the best amateur and professional singers in the tri-county area who volunteer their time and talent, and led by an internationally renowned director, the Master Chorale of South Florida performs concerts of classical and light classical works of a high quality not available through other professional musical groups in the area. The majority of singers have performed together for years, receiving rave reviews and a loyal following in all three counties.

An affordable budget of \$250,000 enables the Chorale to hire top-quality orchestral musicians and soloists to accompany the singers in exciting programs of music carefully chosen for maximum audience interest. Solid business and marketing plans will ensure the Master Chorale is well run and fiscally responsible, and that the group will remain a force in the South Florida Arts community long into the future.

The Master Chorale of South Florida sincerely appreciates the support of every individual and corporation. Each donation is a valuable contribution to our success.

For your convenience, we have created several specific sponsorship categories. We hope you will take advantage of the many benefits of sponsoring of the Master Chorale of South Florida, which include:

- Becoming a charter sponsor of a premier classical music organization
- Knowing you are helping to keep the arts alive in South Florida
- Perpetuating an opportunity to hear top-quality singers and orchestral musicians conducted by a nationally renowned music director
- Filling the void of live classical music
- Preserving an opportunity to hear music of unparalleled quality in the area
- Providing an opportunity to enhance live music education for our youth
- Being recognized publicly as a highly respected patron of the arts
- Fostering a sense of community pride in the South Florida
- Feeling secure that your contributions are being put to good use
- Feeling the gratification of helping yourself and others experience the thrill of live music

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Sponsorship Categories for Individual Donors

Friend: \$100 - \$499

The names of our Friends will be listed in every program of the season.

Supporter: \$500 - \$999*

Our Supporters will be listed in every program of the season and will get preferred seating.

Patron: \$1,000 - \$4,999*

Our Patrons will be listed in every program of the season, get preferred seating, and receive an invitation to a post-concert reception with the conductor and guest artists.

Benefactor: \$5,000 - \$9,999*

Our Benefactors will be listed in every program of the season, get preferred seating, receive an invitation to a post-concert reception with the conductor and guest artists, and be invited to attend a dress rehearsal.

* = All donors of \$500 or more will receive two tickets to the Master Chorale performance of their choice (value \$40)

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Corporate Sponsorship Opportunities

The availability of high-quality classical music in a community is an acknowledged measurement of quality of life widely used by corporations to attract and retain talented executives. It is of particular importance to individuals raised in northern cities or being recruited from cities with established orchestras. In addition, classical music is an attraction for many tourists taken into consideration when looking at a variety of vacation destinations.

The Master Chorale of South Florida provides corporations with an opportunity to secure the future of a premier classical music organization to fill the void left by the Florida Philharmonic Orchestra. Comprised of the best amateur and professional singers in the tri-county area who volunteer their time and talent, and led by a nationally renowned director, the Master Chorale of South Florida provides performances of classical and light classical works of a high quality not available through other professional musical groups in the area. The majority of singers have performed together for years, receiving rave reviews and a loyal following in all three counties.

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The Master Chorale offers two corporate sponsorship categories and many benefits. We hope your company will take advantage of the many benefits of sponsoring of the Master Chorale of South Florida, which include:

- Enhancing the quality of life in South Florida to help build our economy
- Preserving an opportunity to hear music of unparalleled quality in the area
- Maintaining the arts in South Florida
- Hearing top-quality singers and orchestral musicians conducted by an internationally renowned music director
- Filling the void of live classical music
- Preserving an opportunity to hear music of unparalleled quality in the area
- Providing an opportunity to enhance live music education for our youth
- Being recognized publicly as corporate patron of the arts
- Fostering a sense of community pride in South Florida
- Knowing that your contribution will be put to good use

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Corporate Sponsorship Categories

Silver sponsor: \$5,000 - \$9,999

Our corporate Silver Sponsors will be listed as the sponsor of one program in the venue of their choice. The name of the corporation will be prominently listed in the program, and an agreed-upon number of logo/name exposures will be guaranteed. Silver Sponsors will receive preferential seating and advance notice of performances.

Gold sponsor: \$10,000 and up

Our corporate Gold Sponsors will be listed as the sponsor of all three programs in one concert series. The name of the corporation will be prominently listed in the program, and an agreed-upon number of logo/name exposures will be guaranteed. Gold Sponsors will receive preferential seating and advance notice of performances.

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Individual Donor Form

I strongly support the Master Chorale of South Florida's mission of providing top-quality concerts of classical works written for chorus and orchestra to audiences in Broward, Miami-Dade and Palm Beach Counties.

Enclosed is my tax-deductible gift made payable to the **Master Chorale of South Florida, Inc.** (tax ID #74-3096907) in the amount of:

\$5,000 \$1,000 \$500 \$250 \$100* Other \$_____

Name _____
Please indicate how you would like to be listed in our program: Mr., Mrs., Ms., Mr. & Mrs., Dr. & Mrs.

Address _____

City/State/Zip _____

Daytime phone _____ E-mail address _____

Please charge my credit card: American Express Master Card Visa

Card Number _____ Expiration Date _____

Signature _____

Name on card (if different) _____

My employer will match this gift. I have included the necessary form.

*All gifts of \$100 or more will be listed in the concert program.

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Enclosed is our gift made payable to the Master Chorale of South Florida, Inc. (tax ID #74-3096907) in the amount of:

☐ \$ _____ Silver Sponsor (\$5,000-9,999)

☐ \$ _____ Gold Sponsor (\$10,000 and up)

☐ \$ _____ Other

Name of company _____

Contact person _____

Address _____

City/State/Zip _____

Phone for contact person _____

☐ Our corporation offers a matching gift program

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