



FOSTERING INNOVATION AND PERSONAL GROWTH

ArtPower captivates UC San Diego students, the community and arts patrons with world-class performances in music and dance. UC San Diego is the artists' enclave for reimagining and remaking. Where a feast for eyes and ears opens our students' hearts and minds. Where captivating moments presented onstage motivate lifetime patrons of the genre. And where imagination meets ArtPower's mission: to illuminate and inspire our region through art and culture. We spark creative advancement locally and beyond, celebrating the beauty of the arts with more than 60,000 patrons since its inception in 2003.

Our vision is to expand ArtPower's reach for the next generation of artists — and art lovers. For the UC San Diego and K-12 students who delight in immersing themselves in the power of performance. For the societal dialogue that makes us think, feel and act. And for the collective worldview that widens through artistic expression, cultivating space for empathy, compassion and understanding.

Making an impression on stage means investing in opportunities to broaden our audience — and our offerings. We seek support for annual programming that will unleash heightened learning between artists and students, and for subsidies that will guarantee UC San Diego students free access to ArtPower performances in perpetuity.

30,000+

Students have attended ArtPower performances with discounted tickets since 2009

More than 100

Public performances and student engagement events every year featuring chamber music, dance, global music, contemporary music and jazz

20 percent

Increase in attendance attributable to Student Marketing Team messaging from 2015 to 2019

200+

UC San Diego students employed by ArtPower as marketing interns since 2003

At the University of California San Diego, visionary donors help us unleash a diverse community of doers: those who imagine unexpected answers that can transform humanity for the better. Together, we foster bold scholars, researchers, healers, entrepreneurs and creators. Because here, breaking new ground is the norm — **and people are the point.**



ArtPower at UC San Diego Priorities

STRENGTHENING ARTPOWER

» **Annual gifts** to ArtPower underwrite performances, back student-engagement sessions, and provide UC San Diego students with access to ArtPower performances. Philanthropy plays a crucial role, funding 50 percent of ArtPower's annual operating budget. Join us with an annual gift up to \$25,000 to fund one of our ArtPower programmatic activities:

- Underwrite a public performance with a gift starting at \$10,000
- Underwrite a UC San Diego master class with a gift starting at \$5,000
- Sponsor a K-12 artist matinee with a gift starting at \$2,500

OUR CAMPUS AND COMMUNITY

» The **ArtPower Program Endowment** enables us to commission new work, lengthen residencies and increase K-12 student engagement activities. A gift of \$15 million will expand annual programming — from performances to master classes, dynamic workshops, panels and demonstrations — and reach more students of all ages and backgrounds, providing a valuable stepping-stone on the path to becoming well-rounded adults who seek, enjoy and appreciate the arts for the rest of their lives.

STUDENT SUPPORT AND SUCCESS

» As we continue to build our pipeline of arts leaders and activists, support for the **Marketing and Production Program** will enable us to inspire student workers perpetuity. And thanks to a generous \$25,000 match challenge from the Weil Family Foundation, we have the opportunity to come together and double our impact for our students.

Together with your philanthropic support, we can invigorate audiences, embolden artists and extend appreciation for the beauty of human expression.

[Learn more at giving.ucsd.edu.](https://giving.ucsd.edu)

UC San Diego

