

Welcome to our New Music Director, Benjamin Rous!

“It is truly thrilling to start this new chapter with the marvelous Charlottesville Symphony. We’ll traverse a colorful combination of new and familiar works in our first season together, and I can’t wait to share them. Please join us!” - Ben Rous



September 25, 2017

Dear Friends,

With the Season Opening Concerts on September 23 and 24, 2017, a new era began for the Charlottesville Symphony and for its subscribers, ticket buyers and advertisers. You can still take advantage of a great opportunity to reach the growing audience that is eager to hear Music Director Benjamin Rous’s inaugural season.

Ben has planned a menu of beloved favorites, including **Beethoven’s** Symphony No. 7; The Planets by Gustav **Holst**; Leonard **Bernstein’s** Three Dance Episodes from *On The Town*; **Brahms’** Symphony No. 2 and a suite from *Swan Lake* by **Tchaikovsky**. Our audience will be introduced to some great new music as well, including **John Adams’** fun *Short Ride in a Fast Machine* and Finnish composer **Kaija Saariaho’s** evocative *Orion*. And there is much, much more -- we’ve included a program list for your review.

Let me tell you why you should consider an ad with the Charlottesville Symphony:

- The orchestra presents 12 concerts each year, six programs that are performed in the evening at Old Cabell Hall and the next afternoon at the Martin Luther King, Jr. Performing Arts Center. This means that **each** concert playbill reaches approximately **1,600** listeners.
- This unique orchestra combines a core of professional musicians, UVA student players and excellent players from the local community in each section. As a result, we attract a **broad range of listeners**, including many newcomers to Charlottesville who are looking for a high-quality symphonic experience. We know in fact that a number of retirees and other newcomers state that **the Symphony was a deciding factor** in their move to this area.
- The core of our audience is **stable and committed to the community**. They are typically 55+, well-educated, high net worth, well-read, frequent travelers, and prefer live performances to digital listening experiences.
- Your ad will appear in the playbill for our **legendary Family Holiday Concerts**. These sold out events that take place in early December bring a whole new audience into Old Cabell Hall—and you can customize your ad with a holiday message.

This year there is great public interest and anticipation with **Ben Rous’s arrival**. Subscriptions and single ticket sales are setting new records. You will be reaching a broader and more diverse audience than ever before. Please review our enclosed information—and we hope that you can find a new advertising home with the Charlottesville Symphony at the University of Virginia.

CHARLOTTESVILLE SYMPHONY

AT THE UNIVERSITY OF VIRGINIA

Masterworks 1

Beethoven's Seventh

Saturday, September 23, 8:00pm

Sunday, September 24, 3:30pm

Benjamin Rous, *Conductor*

Shawn Earle, *Clarinet*

ADAMS Short Ride in a Fast Machine

MOZART Clarinet Concerto in A Major, K. 622

BEETHOVEN Symphony No. 7 in A Major, Op. 92

Masterworks 2

The Americans

Saturday, November 18, 8:00pm

Sunday, November 19, 3:30pm

Benjamin Rous, *Conductor*

Michael Slon, *Conductor*

with the UVA University Singers

BARBER Second Essay for Orchestra, Op. 17

BERNSTEIN Three Dance Episodes from
On the Town

FRAZIER Thomas Jefferson: The Making of
America; I. "We Hold These Truths" and
VII. "University of Virginia"

THOMPSON The Testament of Freedom

Masterworks 3

Brahms' Second

Saturday, February 17, 8:00pm

Sunday, February 18, 3:30pm

Benjamin Rous, *Conductor*

Rachel Duncan, *Trumpet*

SHIELDS Ricercar

HAYDN Trumpet Concerto in E-flat Major,
Hob. VIIe:1

BRAHMS Symphony No. 2 in D Major, Op. 73

2017-18 Season

*Music Director Benjamin Rous's
Inaugural Season*

Masterworks 4

Rhapsody on a Theme of Paganini

Saturday, March 24, 8:00pm

Sunday, March 25, 3:30pm

Laura Jackson, *Guest Conductor*

Clara Yang, *Piano*

TCHAIKOVSKY Swan Lake Suite, Op. 20a

RACHMANINOV Rhapsody on a Theme of
Paganini, Op. 43

THEOFANIDIS Rainbow Body

COPLAND *Billy the Kid* Suite

Masterworks 5

The Planets

Saturday, April 28, 8:00pm

Sunday, April 29, 3:30pm

Benjamin Rous, *Conductor*

SAARIAHO Orion

HOLST The Planets, Op. 32

Plus!

Family Holiday Concerts

Saturday, December 2, 8:00pm

Sunday, December 3, 3:30pm

Michael Slon, *Conductor*

with the UVA University Singers

Both Holiday concerts are held at Old Cabell Hall.

All Saturday evening concerts are held at Old Cabell Hall on UVA Grounds.

All Sunday afternoon concerts are held at the Martin Luther King, Jr. Performing Arts Center at Charlottesville High School -

EXCEPT for Sunday, February 18, which will be held at Monticello High School.

Visit cvillesymphony.org for more information

2017-18 Season Advertising and Sponsorship Opportunities

Playbill Ads: For those advertising during less than a full season, Charlottesville Symphony playbills offers black and white full page, half page and quarter page ads. Remaining in the 2017-2018 Season are five weekend/ten concert Masterworks programs led by our **new Music Director Ben Rous**, and a pair of Family Holiday Concerts in December (sell-outs in the past two years). Approximately **1,600** concertgoers for each pair of concerts will receive the playbill.

Advertising rates for FIVE REMAINING Issues of the Playbill in the 2017-18 Season (10 concerts):

*(You will receive an invoice in November 2017 for your ad.**)*

Ad description	Cost	Cost Per Playbill	Size
_____ Full Page Black & White	\$1,085	\$ 217	(4 ½" x 7 ½")
_____ Half Page Black & White	\$ 650	\$ 130	(4 ½" x 3 ⅝") horizontal
_____ Quarter Page Black & White	\$ 375	\$ 75	(4 ½" x 1 ⅝") horizontal
_____ Quarter Page Black & White	\$ 375	\$ 75	(2 ⅛" x 3 ⅝") vertical

**** If you have spent all your 2017 ad money, don't despair. You can purchase your ad with 2018 ad dollars. We will bill you in January 2018.**

Sponsorships: We have a variety of sponsorships that allow advertisers to participate in underwriting a part of the Symphony's broad mission in the community.

Holiday Concert Underwriter: \$25,000 for two concerts. Associate your brand with these beloved concerts presented each year to sold-out audiences in Old Cabell Hall. Music lovers of all ages come to hear their favorite holiday music and hear other evocative music of the season. Your premiums include:

- ❖ 4 complimentary tickets to both concerts
- ❖ Acknowledgement in pre-concert press releases and in CSS on-line media
- ❖ Your logo in print media and on 240 posters in Charlottesville and Albemarle County
- ❖ Your logo and a link to your business on the orchestra's website for one year
- ❖ Recognition as a sponsor from the stage; and,
- ❖ Premium placement of a full-page ad adjoining the program page of the playbill.

Concert Sponsorship: \$5,000 for a weekend pair of concerts Support outstanding programming and guest artists and receive all of the premiums listed here:

Newsletter Sponsor: \$2,000 per year. The Charlottesville Symphony Society puts out bi-monthly e-newsletters that have some of the highest readership numbers in our sector. We increase readership through postings on Facebook and Instagram. Each newsletter will feature your logo and name, and we will identify your company in our playbill as a partner in providing beautiful music and award winning community education programming.

Website Sponsor: \$1,500 per year. Many people visit our website to find the local symphony, learn about our programming and purchase tickets—and in the process they learn about our vibrant education programs in the community and how they can support the Symphony's work. We drive traffic to the site with our newsletter and our postings on Facebook and Instagram, and recognize our sponsors in our playbill. The website will include your logo and name and identify you as a partner in our work bringing great music to the greater Charlottesville community.

Please contact Katie Kellett at 434-243-2513 or ktkellett@virginia.edu if you are interested in a sponsorship for the 2017-18 season or to learn about additional underwriting opportunities.

Reserve your 2017-18 Season Playbill Space Now!

- Artwork for the remaining 2017-2018 Season Playbills must be received **no later than Friday, October 13, 2017**. You must submit it as a jpg or as a PDF that is the exact size of the ad.
- You may update your ad during the season. Call Katie Kellett at 434-243-2513 for the other ad submission deadline dates.

Please send this completed form to Katie Kellett, Charlottesville Symphony Society, P.O. Box 4206, Charlottesville, Virginia 22905-4206 or electronically to ktkellett@virginia.edu

Business Name _____

Contact _____

Mailing Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Email Address _____

Method of Payment

___ Check enclosed (payable to Charlottesville Symphony Society) ___ Send an invoice

Charge my: ___ VISA ___ Mastercard ___ Amex

Card Number _____

Name as it appears on the card _____

Address for the card including zip code _____

Exp. Date _____ Signature _____

Advertising Specs:

- Artwork for front and back inside covers and full page color ads must be submitted in color
- Black and white artwork must be created to size
- Graphic files should be provided in 300 dpi at the size in which they will be reproduced
- PDFs should be saved for print with all fonts and images embedded
- Camera ready artwork (PDF or jpeg) may be emailed to Katie Kellett at ktkellett@virginia.edu.

***Thank you for supporting the
Charlottesville Symphony at the University of Virginia!***