

CHARLOTTESVILLE SYMPHONY

AT THE UNIVERSITY OF VIRGINIA

2017-18 Season Advertising & Sponsorship Opportunities

Playbill Ads: Charlottesville Symphony playbills offer full color covers and full color page ads, as well as full black and white page, half-page and quarter page ads. The 2017-2018 Season includes a five weekend/ten concert Masterworks series 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 1,400 concertgoers for each pair of concerts will receive the playbill. ***A special benefit to our returning advertisers: although our ad prices have increased, for this year you can purchase 2017-18 season ads at last year's prices:***

Advertising rates for All Six Issues of the Playbill in the 2017-18 Season (12 concerts):

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

Ad description	Renewals	New	Size
_____ Full Page Color	\$1,300	\$1,450	(4 ½" x 7 ½")
_____ Full Page Black & White	\$1,200	\$1,300	(4 ½" x 7 ½")
_____ Half Page Black & White	\$ 700	\$ 775	(4 ½" x 3 ⅝") horizontal
_____ Quarter Page Black & White	\$ 400	\$ 450	(4 ½" x 1 ⅝") horizontal
_____ Quarter Page Black & White	\$ 400	\$ 450	(2 ⅝" x 3 ⅝") vertical

Sponsorships: Symphony Concert and Full Season sponsorships bring a special level of recognition to organizations and businesses by allowing them to demonstrate their deep commitment to enriching the cultural life of our community.

Concert Sponsorship: \$5,000 for a weekend pair of concerts

Support outstanding programming and guest artists, and receive the following benefits:

- 4 complimentary tickets to both of the concerts in your sponsored pair
- Acknowledgement in pre-concert press releases and on Symphony Facebook page & website
- Your logo on posters throughout Charlottesville and Albemarle County (240) and in print media
- Your logo and a link to your business on the orchestra's website, www.cvillesymphony.org
- Public recognition as a Debut (first-time) or Encore (repeat) sponsor from the stage
- Premium placement of a full-page black and white ad adjoining the program page of the playbill

Season Sponsorship: \$20,000 for all 12 performances (September–April)

Play a starring role and receive the following benefits:

- 4 complimentary tickets to each concert of the season
- Invitation to and public recognition at the Season Opening Donor Reception in September
- VIP parking in Old Cabell Hall's C1 Parking Lot on Saturday concert nights
- Invitation to a private dinner with Music Director
- Full-page black and white ad in entire season's playbills (9,500)
- Your company's name listed above the concert title in all promotional materials
- Corporate profile in all playbills

Please contact Katie Kellett at 434-243-2513 or ktkellett@virginia.edu if you are interested in a concert sponsorship for the 2016-17 or 2017-18 seasons.

Reserve your 2017-18 Season Playbill Space Now!

- Artwork for the 2017-2018 Season Playbill must be received **no later than Friday, August 18, 2017.**
- You may update your ad during the season. Call Katie Kellett at 434-243-2513 for the other ad submission deadline dates.

Please review, complete and send this form to Katie Kellett, Charlottesville Symphony Society, P.O. Box 4206, Charlottesville, Virginia 22905

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 _____

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!***