

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



July 25, 2017

Dear CAAR Members,

With the Season Opening Concerts on September 23 and 24, 2017, a new era begins for the Charlottesville Symphony and for its subscribers, ticket buyers and advertisers. You won't want to miss this 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 ensemble 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 are selling at a fast pace, and we anticipate increasing sales of single tickets as well. 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: Charlottesville Symphony playbills offer full color covers and full color page ads, as well as black and white full 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 **1,600** concertgoers for each pair of concerts will receive the playbill.

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	Cost	Cost Per Playbill	Size
_____ Full Page Color	\$1,450	\$ 242	(4 ½" x 7 ½")
_____ Full Page Black & White	\$1,300	\$ 217	(4 ½" x 7 ½")
_____ Half Page Black & White	\$ 775	\$ 129	(4 ½" x 3 ⅝") horizontal
_____ Quarter Page Black & White	\$ 450	\$ 75	(4 ½" x 1 ⅝") horizontal
_____ Quarter Page Black & White	\$ 450	\$ 75	(2 ⅛" x 3 ⅝") vertical

SPECIAL INTRODUCTORY OFFER FOR CAAR MEMBERS ONLY:

_____ Eighth Page Black and White	\$ 250	\$ 42	(2 ⅛" x 1 ⅝") horizontal
-----------------------------------	--------	-------	--------------------------

**** 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: 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 the symphony and the value it adds to 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 each 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 must submit it as a jpg or as a PDF that is the exact size of the ad. **Standard business cards cannot be accepted.**
- 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!***