

***Help Support Beautiful Music  
in Charlottesville!  
Our Appreciative Audience Can  
Become Your Loyal Customers***



Dear Friends,

From the Season Opening concerts in September featuring rousing performances of Beethoven's *Symphony No. 7* to the final strains of Holst's *The Planets* in April, Benjamin Rous's inaugural season as Music Director of the Charlottesville Symphony at the University of Virginia was nothing short of a triumph. It was a season of record-breaking sales at the box office. Full houses applauded Rous's unique and insightful pairing of beloved masterworks with contemporary compositions for orchestra.

The excitement will continue in the 2018-19 season, with Benjamin Rous bringing innovative programs of great music. Whether or not you are a lover of symphonic music, let me tell you why you should consider a playbill ad with the Charlottesville Symphony:

- The orchestra presents 10 Masterworks concerts each year, performing five programs in the evening at UVA's Old Cabell Hall and the next afternoon at a community venue. Each concert **playbill reaches approximately 1,600 listeners.**
- Your ad will also appear in the playbill for our **legendary Family Holiday Concerts.** These sold-out events take place in early December and bring many new listeners into Old Cabell Hall—and you can customize your ad with a holiday message.
- 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.
- The Charlottesville Symphony is a **unique ensemble** combining a core of professional musicians, UVA student musicians 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 anticipate increasing sales of subscriptions and single tickets next year. You will be reaching a broader and more diverse audience than ever before. Please review our enclosed information—and we hope that you will find an advertising home with the Charlottesville Symphony at the University of Virginia.

# CHARLOTTESVILLE SYMPHONY

AT THE UNIVERSITY OF VIRGINIA

## Masterworks 1

### **Sibelius' Second**

**Saturday, September 29, 8:00pm**

**Sunday, September 30, 3:30pm**

Benjamin Rous, *Conductor*

Ayn Baliya, *Viola*

**BOWEN** Concerto in C minor for Viola  
and Orchestra, Op. 25 (1907) 36'

**MUSGRAVE** Song of the Enchanter (1990) 5'

**SIBELIUS** Symphony No. 2 in D Major,  
Op. 43 (1902) 43'

## Masterworks 2

### **Tchaikovsky's Fifth**

**Saturday, November 17, 8:00pm**

**Sunday, November 18, 3:30pm**

Damon Gupton, *Guest Conductor*

Daniel Sender, *Violin*

**ROSSINI** Overture to *Semiramide* (1823) 12'

**BARBER** Violin Concerto, Op. 14 (1939) 25'

**TCHAIKOVSKY** Symphony No. 5 in E minor,  
Op. 64 (1888) 50'

## Masterworks 3

### **Ravel & Kodaly**

**Saturday, February 16, 8:00pm**

**Sunday, February 17, 3:30pm**

Benjamin Rous, *Conductor*

Andrew Le, *Piano*

**RAVEL** Pavane pour une infant défunte (1910) 6'

**RAVEL** Piano Concerto in G Major (1932) 23'

**MOYA** Siempre Lunes, Siempre Marzo (2014) 13'

**KODALY** Variations on a Hungarian Folksong  
'The Peacock' (1939) 25'

*Programs, artists and venues subject to change. Visit  
cvilleSymphony.org to learn more.*

# 2018-19 SEASON

## Masterworks 4

### **Mendelssohn's Italy**

**Saturday, March 23, 8:00pm**

**Sunday, March 24, 3:30pm**

Benjamin Rous, *Conductor*

Joseph Lin, *Violin*

**BARTOK** Violin Concerto No. 2, BB 117 (1938) 36'

**MENDELSSOHN** Symphony No. 4 in A Major,  
Op. 90 'Italian' (1834) 27'

## Masterworks 5

### **Pines of Rome**

**Saturday, April 27, 8:00pm**

**Sunday, April 28, 3:30pm**

Benjamin Rous, *Conductor*

Jonathan Yates, *Piano*

**WAGNER** Prelude from *Parsifal*, WWV 11 (1882) 13'

**SCHUMANN** Piano Concerto in A minor,  
Op. 54 (1845) 31'

**SHATIN** Piping the Earth (1990) 8'

**RESPIGHI** Pines of Rome (1924) 23'

## Plus!

### **Family Holiday Concerts**

**Saturday, December 1, 8:00pm**

**Sunday, December 2, 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 17, which will be held at Monticello High School.**

## 2018-19 Season Advertising and Underwriting 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 2018-19 Season includes a **five weekend/ten concert Masterworks series** led by **Music Director Benjamin 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 2018-19 Season (12 concerts):

*(You will receive an invoice in October 2018 for your ad. \*\*)*

Ad description	Cost	Size (W x H)
Full Page Color	\$1,450	(4 ½" x 7 ½")
Full Page Black & White	\$1,300	(4 ½" x 7 ½")
Half Page Black & White	\$ 775	(4 ½" x 3 ⅝") horizontal
Quarter Page Black & White	\$ 450	(4 ½" x 1 ⅝") horizontal
Quarter Page Black & White	\$ 450	(2 ⅞" x 3 ⅝") vertical
Eighth Page Black & White	\$ 250 <i>(new advertisers only)</i>	(2 ⅞" x 1 ⅝") horizontal

**\*\* If you have spent all your 2018 ad money, don't despair. You can purchase your ad with 2019 ad dollars. We will bill you in January 2019.**

**Underwriting:** Let us know if you or your business would like to become an underwriter for any of the costs listed below. You can receive recognition at concerts and in our playbills, e-news and website. We are happy to discuss what you would like to accomplish through your underwriting.

### Concert Production (Per Concert)

Guest Conductor (1)	\$7,500
Guest Soloists (5)	\$5,000
Piano Rental (2)	\$3,600
Playbill Printing (6)	\$1,250
Concert Stagehands (6)	\$500

### Youth Education (Per Event)

Youth Concerts Study Guides	\$2,000
K-12 In School Programs (70)	\$250
Pre-school Presentations (10)	\$300

### Other (Year-long)

THESE TWO UNDERWRITING OPPORTUNITIES ARE TAKEN FOR THE 2018-2019 SEASON

Website Underwriter	\$1,500
Newsletter Underwriter	\$1,500

## Reserve Your 2018-19 Season Playbill Space Now!

- Artwork for the 2018-2019 Season Playbill must be received **no later than Friday, August 17, 2018**. 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 interim 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](mailto: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 \_\_\_\_\_

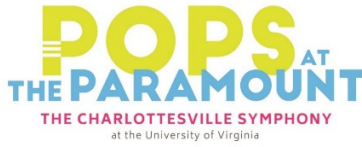
Address for the card including zip code \_\_\_\_\_

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](mailto:ktkellett@virginia.edu).

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



## PRE-SALE: Advertising & Sponsorship Opportunities for “Pops at the Paramount” June 2019

**PLAYBILL:** You can advertise in the playbill that all 1,005 members of the audience will receive.  
**Advertisers in our Season Playbill are eligible for a 15% discount on ads for Pops at the Paramount 2019.**

Advertising rates for “Pops at the Paramount” Playbill, June 2019:  
(You will receive an invoice in June 2019 for your ad.)

_____	Inside Covers & Back Cover	Color	\$350	(4 ½” x 7 ½”)
_____	Full Page	Color	\$300	(4 ½” x 7 ½”)
_____	Half Page	Color	\$175	(4 ½” x 3 ⅝”) horizontal
_____	Full Page	B & W	\$250	(4 ½” x 7 ½”)
_____	Half Page	B & W	\$150	(4 ½” x 3 ⅝”) horizontal
_____	Quarter Page	B & W	\$ 80	(4 ½” x 1 ⅝”) horizontal
_____	Quarter Page	B & W	\$ 80	(2 ⅛” x 3 ⅝”) vertical
_____	Special 8 <sup>th</sup> -pg New Advertiser Offer	B & W	\$ 40	(2 ⅛” x 1 ⅝”) horizontal

**SPONSORSHIPS:** There are also Sponsorship opportunities for Pops at the Paramount

### Standing Ovation Sponsor (1): \$10,000

10 tickets to the Concert  
Individual acknowledgement from the stage  
Complimentary full-page playbill ad  
Named as “Presenter” in all publicity (posters, newspapers, TV, Facebook, website)  
Link to Charlottesville Symphony Society website

### Encore Sponsors (2): \$5,000

6 tickets to the Concert  
Acknowledgement from the stage  
Complimentary half-page playbill ad  
Listed in all publicity (posters, newspapers, TV, Facebook, website)  
Link to Charlottesville Symphony Society website

### Bravo Sponsors (4): \$2,500

4 tickets to the Concert  
Listed in all publicity (posters, newspapers, TV, Facebook, website)  
Acknowledgement in playbill  
Complimentary quarter-page playbill ad

Please contact Katie Kellett at 434-243-2513 or [ktkellett@virginia.edu](mailto:ktkellett@virginia.edu) if you are interested in one of these “Pops at the Paramount” sponsorships.

## Pre-Reserve your “Pops at the Paramount” Playbill Space Now!

Please review, complete and send this form along with your ad size choice to Katie Kellett, Charlottesville Symphony Society, P.O. Box 4206, Charlottesville, Virginia 22905. You may fax to 434-293-6644 or scan and email to [ktkellett@virginia.edu](mailto:ktkellett@virginia.edu).

We will send information about ad artwork deadlines in spring 2019 and an invoice in June 2019.

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

### Advertising Specs:

- Artwork for front and back inside and back outside covers 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](mailto:ktkellett@virginia.edu).

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