



minnesota
youth
symphonies®
you'll be amazed.

2019-20 ADVERTISING OPPORTUNITIES



Support MYS and promote your organization during our 2019-20 Season

Student Handbook

Ad Copy due July 29, 2019

Our student handbook is distributed to each of our 375 members and their families.

Concert Program 1 – November 10, 2019

Benson Great Hall, St. Paul

Ad Copy due October 11, 2019

The 2019-20 season kicks-off with performances by all five of our talented orchestras.

Concert Program 2 – February 2, 2020

Orchestra Hall, Minneapolis

Ad Copy due December 13, 2019

Our Winter Concert will feature the winner of our annual student Symphony Solo Competition.

Concert Program 3 – April 19, 2020

Orchestra Hall, Minneapolis

Ad Copy due March 20, 2020

The final concert will reflect the amazing progression of our fine musicians.

About MYS

For over 45 years MYS has enriched the lives of talented K-12 orchestral musicians. Our students perform professional-level orchestral repertoire at three concerts per season at some of the Twin Cities' premier concert venues. Approximately 1,500 audience members, comprised of student groups, professional musicians, music educators, families, and arts advocates attend each of our concerts.

Our publications consist of professionally printed 60lb. glossy stock full-color covers and high quality black and white pages, saddle stitched to create a 5.5" x 8.5" booklet.

RATES

Inside Pages

Full Page Ad

\$220 per publication, 5" x 8" vertical

Half Page Ad

\$150 per publication, 3.875" x 5" horizontal

Quarter Page Ad

\$100 per publication, 2.375" x 3.875" vertical

Season Package

\$750 total, 5" x 8" vertical

Student Handbook and 3 concert programs

Premium Placement: Color Ads

Inside Front, Inside Back, or Back Cover

\$950, 5" x 8" vertical (no bleed)

Student handbook and 3 concert programs.

Inside front, inside back, or back cover.

First come, first served. Cover pages are printed in color.

Special note: As a cost-saving effort, we print cover pages once per season, **so we are not able to swap out inside front, inside back, or back cover pages for each concert program.** However, we are able to run a separate cover page ad in our student handbook.

Ads must be formatted as a high quality PDF and e-mailed to: ebradt@mnyouthsymphonies.org.

Questions? Please contact Emily Bradt, Communications Coordinator, at ebradt@mnyouthsymphonies.org.

New Opportunity for advertisers- Play-a-thon Sponsorship



Support our annual student fundraiser, the Play-a-thon!

Every fall, the Minnesota Youth Symphonies kicks off a student fundraiser: the Play-a-thon. MYS students fundraise in the community and then give back by playing a free concert for the community at Rosedale Shopping Center.

The Play-a-thon concert is attended by MYS students, families, and patrons of Rosedale Shopping Center. The audience includes both music lovers and members of the community who are simply passing by while holiday shopping. This makes the Play-a-thon concert a wonderful chance for exposure to a new audience!

This year, we are offering businesses and organizations the opportunity to advertise while supporting MYS. Please take a look at the sponsorship levels and benefits below, and contact MYS to reserve your sponsorship today.

Platinum Sponsor – \$300.00*

Banner: Large name on banner

Website: Picture and link to your website on our sponsorship page

Logo on all digital elements of our fundraiser: email/online communications, social media pages, and our website.

Play-a-thon Program: Full Page Ad
Table at the Play-a-thon

Gold Sponsor – \$225.00*

Banner: Medium name on banner

Website: Picture and link to your website on our sponsorship page

Logo on all digital elements of our fundraiser: email/online communications, social media pages, and our website.

Play-a-thon Program: Half Page Ad

Silver Sponsor – \$150.00*

Banner: Small name on banner

Website: Picture and link to your website on our sponsorship page

Play-a-thon Program: Quarter Page Ad

Bronze Sponsor - \$100.00*

Website: Name of organization on sponsorship page

Play-a-thon Program: Name in program under special thanks

**Please contact us if you are interested in providing an in-kind donation of equal value in lieu of cash.*

Sponsorships Reservations

Name: _____

Phone #: _____

Company: _____

Email: _____

Address: _____

Sponsorships:

Platinum Sponsor: \$300.00 _____

Gold Sponsor: \$225.00 _____

Silver Sponsor: \$150.00 _____

Bronze Sponsor: \$100.00 _____

Pictures & Logos are due to
ebradt@mnyouthsymphonies.org
by **August 30, 2019.**

Program Ads are due to
ebradt@mnyouthsymphonies.org
by **November 27, 2019.**

If you have any questions, please contact Emily Bradt, Communications Coordinator, or Amelia Firnstahl Hemmingsen, Executive Director.

Your Contact Information & Ad Placement(s)

Organization: _____

Name/Title: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

	Full Page \$220 (5" x 8" Vertical)	Half Page \$150 (3.875" x 5" Horizontal)	Quarter Page \$100 (2.375" x 3.875" Vertical)
Student Handbook Ad copy due July 29, 2019			
Concert Program #1: November 10, 2019 Ad copy due October 1, 2019			
Concert Program #2: February 2, 2020 Ad copy due December 13, 2019			
Concert Program #3: April 19, 2020 Ad copy due March 20, 2020			
TOTAL:			
Season Package 5" x 8" vertical: Student Handbook and 3 concert programs	\$750		

MYS Advertising Checklist

I have marked preferred size(s) and issue(s) on the chart above
 I have enclosed complete payment OR Bill me later

Charge Credit Card number: _____ Exp: _____

I will email a digital copy to OR Use my ad from last year
 ebradt@mnyouthsymphonies.org

Note: Ad copy must be in high quality PDF format

Return this form and payment to:

Emily Bradt, Communications Coordinator
 Minnesota Youth Symphonies
 790 Cleveland Ave S, Suite 203
 St. Paul, MN 55116
 ebradt@mnyouthsymphonies.org

