



### **Yonkers Philharmonic Orchestra**

Sponsored by The Fine Arts Orchestral Society of Yonkers, Inc.  
P.O. Box 705, Yonkers, NY 10704 Email: admin@yonkersphilharmonic.org

### **Advertise in YPO's Concert Program Journal**

*Help keep the music playing for Yonkers residents!!*

#### **Fine Arts Orchestra Society (FAOS)**

The 57-year old FAOS is the fundraising and organizational support arm of the 60 member Yonkers Philharmonic Orchestra (YPO). Its mission is to provide high-quality symphonic concerts free-of-charge to residents of Yonkers and its surrounding communities FAOS - a registered 501(c)(3) organization - has no employees and is 100% volunteer led and run.

#### **Yonkers Philharmonic Orchestra (YPO)**

The 60 member YPO is a community orchestra consisting of 70% paid professional and 30% unpaid volunteer musicians. YPO is funded primarily through foundation and government grants. Each concert season, YPO performs 4 concerts free-of-charge. Audiences number between 600 to 700 individuals consisting primarily of active adults, seniors citizens as well as school age children and their families.

#### **YPO Advertising and Promotion Profile**

Each YPO concert is advertised in Lohud (print and online), ArtsWestchester's ArtsNews, multiple newspapers, as well as numerous online entertainment and culture websites. Flyers/posters are distributed to all 38 libraries in the Westchester Library System and to 55 MTA stations. Approx. 500 'leave behind' postcards and flyers/posters are distributed to high traffic venues (restaurants, theaters, etc.) in lower and central Westchester and music teachers in the Yonkers public school system for distribution to students (and their families). FAOS has direct mail and email lists of 2,000+ which include audience members, senior residences and senior community centers, houses of worship as well as civic and business leaders and VIPS. It also has an email list of 500 Westchester music professionals. All concerts are offered free-of-charge to the general public. Concerts are held on Sunday afternoons at 3pm at Saunders Trade and Technical High School (183 Palmer Rd. Yonkers).

*The 2019 - 2020 YPO Concert Schedule and  
Advertising Contract follow.*

**Yonkers Philharmonic Orchestra**  
**2019 – 2020 Concert Season**

Each season, YPO performs 4 concerts free-of-charge for Yonkers residents and FAOS organizes a Young Artist Concerto Competition. Average per concert attendance: 650 – 700 (primarily active adults and seniors, some families with school-age children.)

All concerts are offered free-of-charge. Concerts are held on Sunday afternoons at 3pm at Saunders Trade and Technical High School (183 Palmer Rd. Yonkers).

**Concert 1: October 27, 2019 - From the New World**

Appreciate Culture through Music – an educational family concert. Made possible thru a generous Arts Westchester Yonkers Initiative Grant; includes a talk and Q& A by Conductor - Tong Chen.

- Prokofiev: Piano concert No. 3 – Alan Murray, Piano
- Dvorak: Symphony No 9 From the New World

**Concert 2: February 2, 2020 – 6<sup>th</sup> Annual Beethoven Festival**

Made possible through a generous Westchester Community Foundation Grant. Acclaimed for his deep musicality and Virtuosity Chin Kim presents one of Beethoven's best-known violin concertos. Beethoven's First Symphony is "a masterpiece that does equal honor to [his] inventiveness and his musical knowledge" as true today as when originally stated by a Viennese critic writing in 1806.

- Beethoven Violin Concert Op 61 D Major – Chin Kim, Violin
- Beethoven Symphony No 1, Op 21, C Major

**Concert 3: March 29, 2020 Journey to the Far East**

David Jolly's "remarkable" virtuosity (NY Times) brings Gliere's romantic Concerto for French Horn and Orchestra to life. Stretch your imagination further with Rimsky Korsakov's Scheherazade: Dazzling, colorful orchestration inspired by the Mysteries of One Thousand and One Nights.

- Milhaud Glinka: Russian and Ludmila Overture
- Reinhold Gliere: French Horn Concerto – David Jolly, French Horn
- Rimsky-Korsakov: Scheherazade Op 35

**Concert 4: May 31, 2020 44<sup>th</sup> Annual Young Artists Concerto Competition**

Join us as we honor winners of the 44<sup>th</sup> annual concerto competition. Winners receive scholarships as well as the priceless opportunity to perform as soloists in this special concert, emceed by noted broadcaster and music critic, Robert Sherman.



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**Yonkers Chamber of Commerce Member**  
**Yes, Yonkers Philharmonic Orchestra – you can count on us**  
**to keep the music playing for the 2019 – 2020 concert season!!!**

Company Name: \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
 Contact name: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ Telephone: \_\_\_\_\_  
 Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make check payable to: FAOS. Mail your check with a copy of this signed contract to FAOS - Attn: C of C Program, P. O. Box 705, Yonkers, NY 10704. Email a copy of this signed contract with your camera-ready artwork to [admin@yonkersphilharmonic.org](mailto:admin@yonkersphilharmonic.org). For info: (571) 310-7060. **NOTE: We can only accept camera -ready artwork only. We cannot scan or create ads.**

**Deadline: October 1, 2019**

### Place an advertisement in concert journal – ad. appears in all 4 concert program journals

Ad. Type	Full page	Half page	Quarter page vertical	Quarter page horizontal
Size	4 1/2" w x 7 1/2" h	4 1/4" w x 3 1/4" h	2 1/4" w x 3 1/4" h	4 1/2" w x 1 7/8" h
Price	\$325	\$225	\$150	\$150
<b>YOUR SELECTION - Enter \$ amount</b>	\$	\$	\$	\$

### Participate in corporate donor program – 4 levels (contributions are tax deductible)

Level / Benefits	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$2,500
Ad in 4 concert program journals	full-page	full-page	1/2-page	1/4-page
Invitation to all concerts and special events	X	X	X	X
Company name in corporate donor section of program	X	X	X	X
Company name and logo on website	X	X	----	----
Company name on all print & online promotional materials (space permitting)	X	X	----	----
Special YPO chamber ensemble concert(s) at your location	2	1	----	----
<b>YOUR SELECTION: Enter \$ amount</b>	\$	\$	\$	\$

### Sponsor a concert or a music selection (sponsorships are tax deductible)

Level / Benefits	Concert Sponsor \$15,000	Concert Co-sponsor \$7,500	Music Sponsor \$5,000
Tea & Symphony (chamber music ensemble concerts also available \$2,500)			
Sponsorship Availability	Concerts 3 & 4	All concerts	Concerts 3 & 4
Ack.* on concert-related print and online advertising & promotional material	X	X	X
Ack*. on website and from the concert stage	X	X	X
<b>YOUR SELECTION: Enter \$ amount</b>	\$	\$	\$

\* Acknowledgement reads: This concert is made possible through a generous donation from xyz company.