

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

2023-2024 SEASON



youth
symphony
OF KANSAS CITY

youthsymphonykc.org

YOUTH SYMPHONY'S SPONSORSHIP OPPORTUNITIES

DEMONSTRATE YOUR PASSION

for youthful excellence in music by sponsoring a concert.

MAKE A STATEMENT

that quality music education is essential to Kansas City's future as a cultural capital.

INVEST

in the region's premier music education program, serving the Kansas City community for over 65 years.



SPONSORSHIP BENEFITS

RECOGNITION MATTERS.

Customize your benefit package and increase the impact and return on your investment.

Benefits may include the following:

- Website recognition
- Name recognition
- VIP concert seating
- Prominent recognition through our website
- Recognition through Youth Symphony eNews and social media platforms
 - Advertising in concert season magazine
 - **NEW! Plus packages available**

*For more information, or to sign up today, contact
Greg Carroll, Director of Development 816-588-4804, gcarroll@youthsymphonykc.org*

CONCERT AND GENERAL SPONSORS 2023

	MAESTRO	CONCERT MASTER	BENEFACTOR	ARTIST	PRINCIPAL
	\$5000	\$2500	\$1500	\$1000	\$500
Season-long WEBSITE logo PLACEMENT					
ON-STAGE CONCERT welcome					
SEASON MAGAZINE advertising included	FULL PAGE AD (\$1212 VALUE)	1/2 PAGE AD (\$1048 VALUE)			
CONCERT website feature	TWO CONCERTS (logo with link)	ONE CONCERT (logo)	ONE CONCERT (text)		
YSKC ENEWS logo placement	EIGHT MESSAGES	FOUR MESSAGES	THREE MESSAGES	ONE MESSAGE	
CONCERT PROGRAM logo placement	TWO CONCERTS	ONE CONCERT	ONE CONCERT	ONE CONCERT	ONE CONCERT
WEBSITE RECOGNITION: sponsor page	LOGO + LINK	LOGO + LINK	LOGO	LOGO	LOGO
CONCERT reserved seating					
SEASON MAGAZINE AND ONLINE honor roll listing					
SEASON MAGAZINE advertising discount	FULL PAGE + 50% off PREMIUM POSITION	HALF PAGE + 40% off	ANY SIZE 35% off	ANY SIZE 30% off	ANY SIZE 25% off
<hr/> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: left;"> <p>NEW PLUS+ PACKAGE Add \$500 per sponsorship</p> </div> <div style="display: flex; justify-content: space-around; width: 100%;"> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> <div style="text-align: center;"></div> </div> </div>					
	CUSTOM CHAMBER ENSEMBLE PERFORMANCE	CUSTOM CHAMBER ENSEMBLE PERFORMANCE	CUSTOM CHAMBER ENSEMBLE PERFORMANCE	CUSTOM CHAMBER ENSEMBLE PERFORMANCE	CUSTOM CHAMBER ENSEMBLE PERFORMANCE



Reach a community that supports youthful, artistic excellence!

Align your business with the region's premier youth orchestra program, engaged with the Kansas City community for more than 65 years.

Maximize your exposure to an upscale, youth-minded demographic including families, educators, music lovers and professionals throughout the Kansas City Metropolitan Area.

APPROXIMATE REACH: 15,000!

ADVERTISING RATES

ALL ADVERTISEMENTS ARE FULL COLOR

PREMIUM POSITIONS

EARLY BIRD RATE! **REGULAR RATE!**
RESERVE BY JULY 14 *AFTER JULY 14*

OUTSIDE BACK COVER	\$2083	\$2205
INSIDE FRONT/BACK COVER	\$1852	\$2039

EDITORIAL POSITIONS

EARLY BIRD RATE! **REGULAR RATE!**
RESERVE BY JULY 14 *AFTER JULY 14*

FULL PAGE	\$1152	\$1213
HALF PAGE	\$921	\$1048
QUARTER PAGE	\$499	\$683

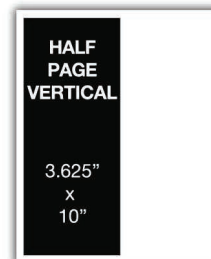
BECOME A SPONSOR AND GET UP TO 50% OFF THE LISTED RATES!

RESERVE YOUR SPACE NOW!

Contact Greg Carroll, Director of Development at 816-588-4804 or gcarroll@youthsymphonykc.org

2023 - 2024 ADVERTISING INFORMATION

(Reserve by August 25!)



PRODUCTION ASSISTANCE

Youth Symphony is pleased to offer a list of graphic designers for those that require ad production assistance.

ELECTRONIC FILES

Ads should be flattened, 300 DPI resolution EPS or Adobe PDF (Press Optimized with fonts embedded) files in CMYK color space.



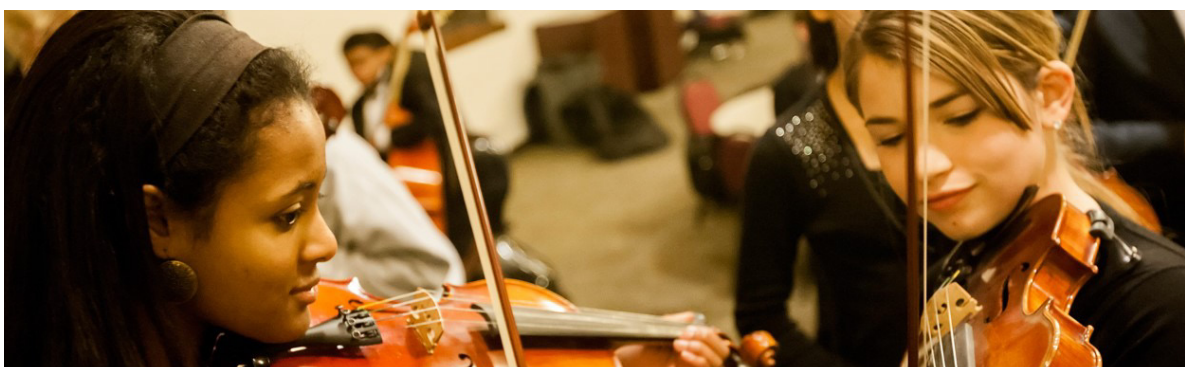
ABOUT US

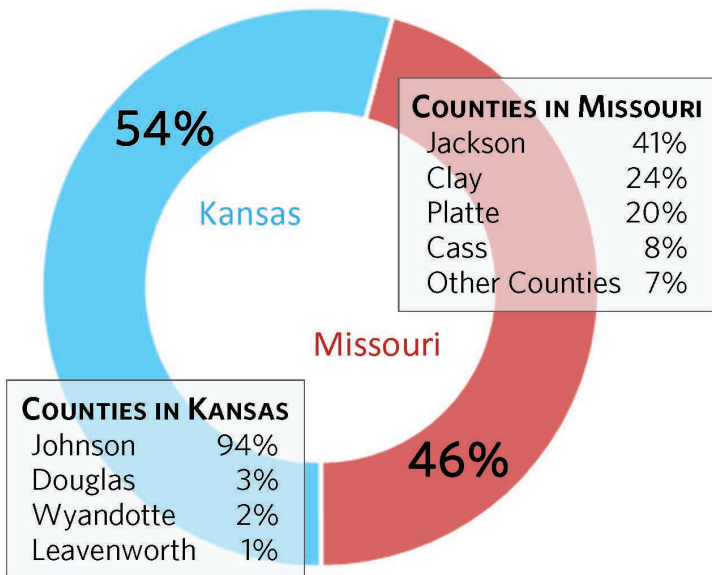
The mission of Youth Symphony of Kansas City is to challenge, educate and inspire students through meaningful and enriching musical experiences.

YSKC was founded as The Youth Symphony of the Heart of America by Leo Scheer consisting of an orchestra of 80 musicians, 22 and younger. Incorporated in 1958, YSKC has enjoyed a vibrant history as the musical home to students in Kansas City. Today, Youth Symphony of Kansas City serves more than 300 musicians in grades 5-12 and is comprised of four full orchestras, a preparatory strings ensemble, chamber music program, academy classes, a summer micro-camp, multiple ancillary programs, and a new Opus 76 String Quartet Residency - all of which provide quality music education enrichment experiences to young musicians representing 111 schools and 57 communities across the region, including Kansas and Missouri.

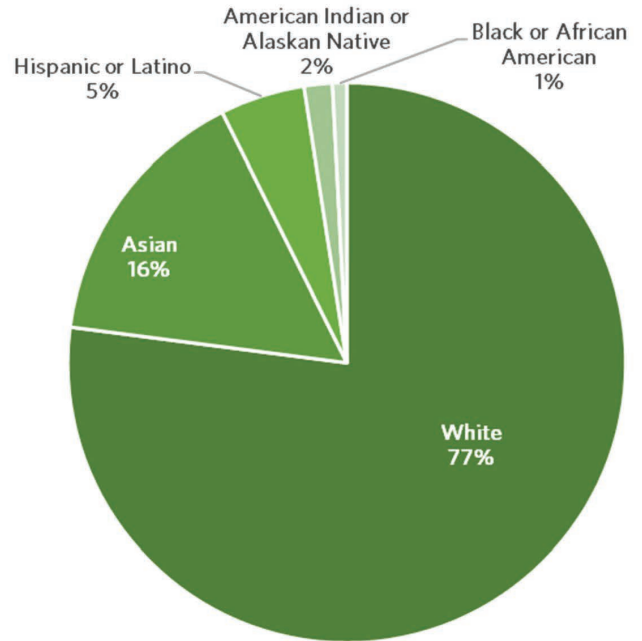
Throughout its 65 years of programming, YSKC has built an alumni class of more than 11,000; completed international tours to Austria, Canada, Germany, Ireland, Italy and Spain; performed at numerous prestigious festivals and conferences nationwide, including Carnegie Hall; and performed several world premieres of commissioned works.

Youth Symphony of Kansas City has entered a new partnership with the Opus 76 String Quartet whereby the ensemble serves as Quartet in-Residence and lead our new Chamber Music Program. In addition, students will have the opportunity to participate in Youth Symphony's Music Academy. Supplemental courses such as music theory, history, and others will be offered to support musicians' individual growth and development. This new program partnership will provide a special **SPONSOR PLUS+** performance package by offering performance appearances of a selected string quartet or chamber ensembles from its new Chamber Music program.





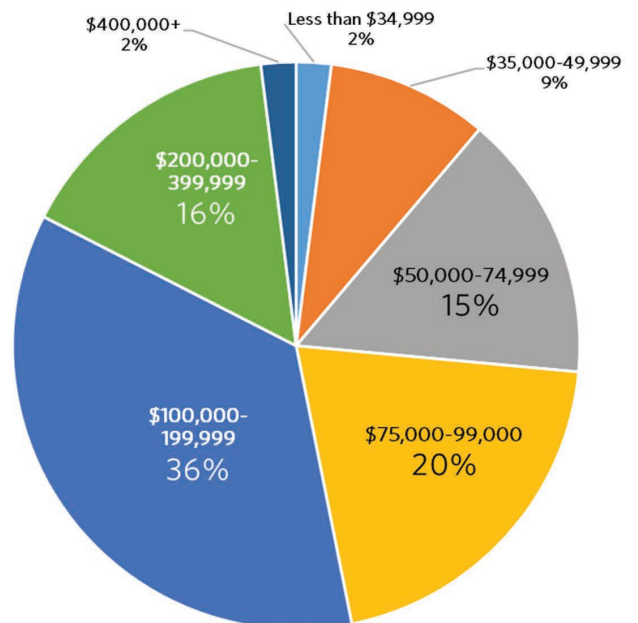
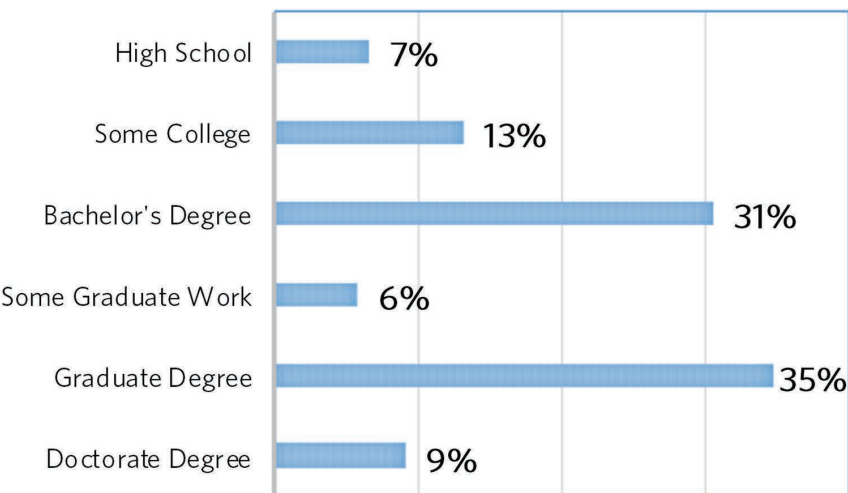
State of Residence



Race and Ethnicity

Highest Level of Education Attained

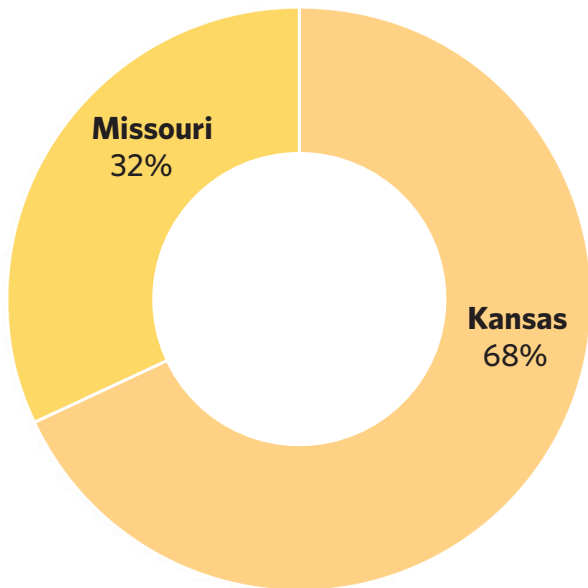
Annual Household Income



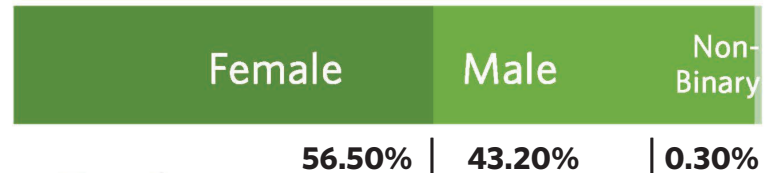
Audience Snapshot data is based upon a sample size of 126 survey respondents who attended Youth Symphony concerts at Yardley Hall, Johnson County Community College in November 2017.

Musician Demographics

331 musicians from 111 area schools within 15 counties



State of Residence

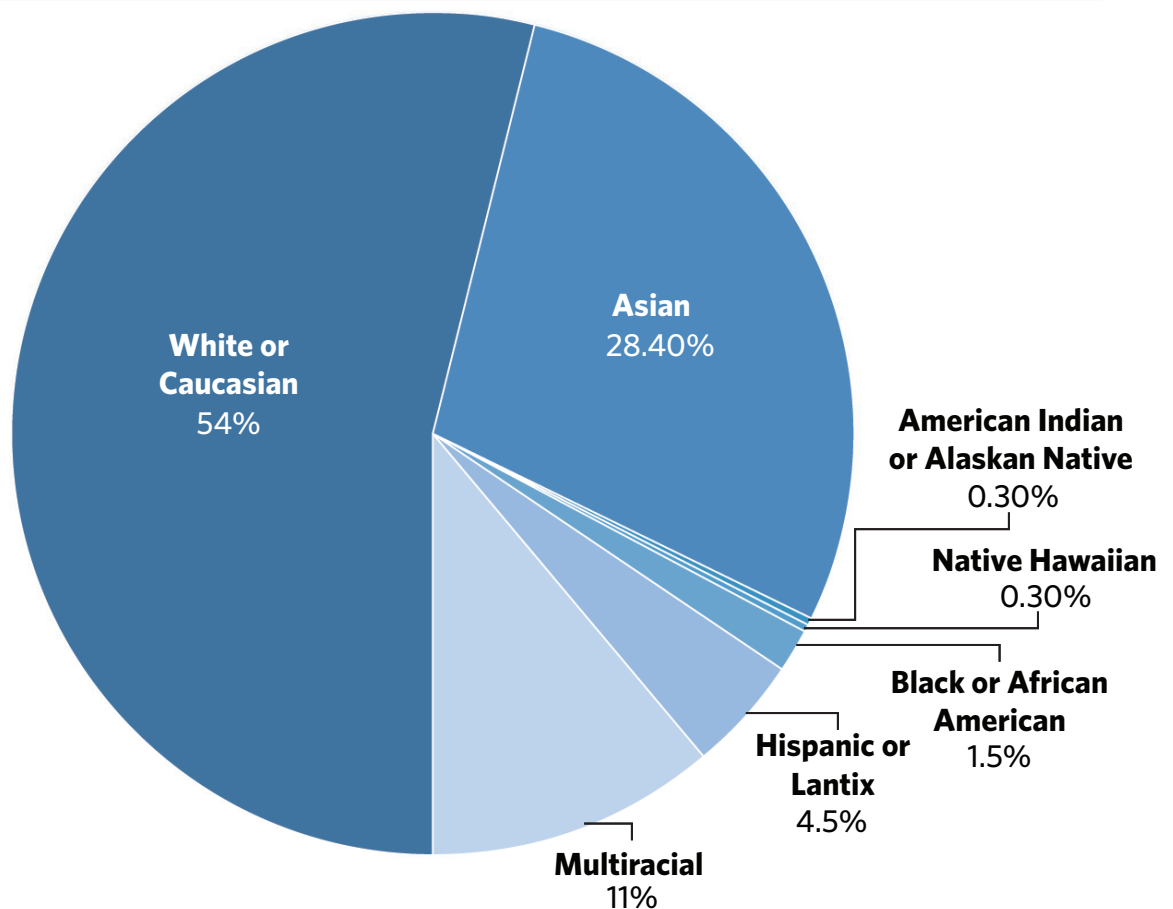


Gender



Grade Level

Race and Ethnicity



Musician Demographics information shown reflects participation during the 2022-23 season and is obtained through registration data and anonymous participant questionnaires.



OUR IMPACT

Sponsorship and Advertising dollars help support YSKC's effort to educate, and further contribute to the greater Kansas City arts ecosystem by benefiting students and audiences.

FILLING A VOID

YSKC is the only high functioning youth symphony project of its kind in the greater Kansas City Metropolitan Area. While many schools offer music programs, most do not provide a full orchestra experience at multiple grade and ability levels. Students regularly convey that their experience with YSKC has directly enhanced their overall musicianship skills. YSKC experiences positively impact homeschool music programs and foster positive relationships with our enrolled students and their peers.

DISTINCTIVE PERFORMANCES

Students perform distinctive concerts throughout Kansas City in formal and informal settings at venues such as Helzberg Hall at the Kauffman Center for the Performing Arts and Yardley Hall at Johnson County Community College.

ACCESS

Student participants and their families get inside access to the arts in Kansas City and routinely receive offers for discounted tickets to concerts and additional experiences from community partners. Area arts organizations recognize the value in engaging with YSKC, as our students are the future audience members, patrons and performers essential to long-term sustainability of the arts.

INCLUSIVITY

Due to funding, among other variables, many of the school music programs within underserved communities are minimal or non-existent thereby highlighting a need for afterschool music enrichment programs such as YSKC. Our goal is to practice inclusivity by addressing music program access and financial need within underserved schools.

You can play a key role in helping us make an impact by providing your sponsorship and/or advertising support today!

Contact:

Greg Carroll, Director of Development
gcarroll@youthsymphonykc.org, 816-588-4804