

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

2024-2025 SEASON



**youth
symphony**
OF KANSAS CITY

yskc.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 66 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
- **Plus packages available**

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



CONCERT AND GENERAL SPONSORS 2024

| | MAESTRO | CONCERT MASTER | BENEFACTOR | ARTIST | PRINCIPAL |
|---|--------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| | \$5000 | \$2500 | \$2000 | \$1250 | \$750 |
| Season-long WEBSITE logo PLACEMENT | | | | | |
| ON-STAGE CONCERT welcome | | | | | |
| SEASON MAGAZINE advertising included | FULL PAGE AD (\$1300 VALUE) | 1/2 PAGE AD (\$1200 VALUE) | | | |
| CONCERT website feature | TWO CONCERTS | ONE CONCERT | ONE CONCERT | | |
| YSKC ENEWS logo placement | | | | | |
| CONCERT PROGRAM logo placement | | | | | |
| WEBSITE RECOGNITION sponsor page | LOGO + LINK | LOGO + LINK | LOGO + LINK | LOGO + LINK | LOGO + LINK |
| CONCERT reserve 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 |
| + | + | + | + | + | + |
| PLUS+ PACKAGE Add \$500 per sponsorship | CUSTOM CHAMBER ENSEMBLE PERFORMANCE | CUSTOM CHAMBER ENSEMBLE PERFORMANCE | CUSTOM CHAMBER ENSEMBLE PERFORMANCE | CUSTOM CHAMBER ENSEMBLE PERFORMANCE | CUSTOM CHAMBER ENSEMBLE PERFORMANCE |

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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 66 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 26 AFTER JULY 26

| | | |
|-------------------------|--------|--------|
| OUTSIDE BACK COVER | \$2100 | \$2350 |
| INSIDE FRONT/BACK COVER | \$1900 | \$2150 |

EDITORIAL POSITIONS

EARLY BIRD RATE! **REGULAR RATE!**
RESERVE BY JULY 26 AFTER JULY 26

| | | |
|--------------|--------|--------|
| FULL PAGE | \$1200 | \$1300 |
| HALF PAGE | \$1000 | \$1200 |
| QUARTER PAGE | \$550 | \$700 |

**BECOME A SPONSOR AND RECIEVE
UP TO 50% OFF LISTED RATES!**

RESERVE YOUR SPACE NOW!

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

2024 - 2025 ADVERTISING INFORMATION

Reserve by August 20!

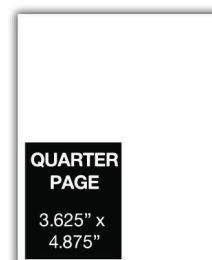
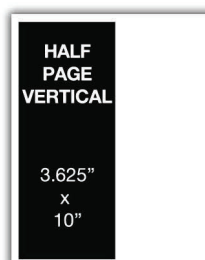


COVER POSITIONS

IMAGE AREA
7.5" x 10"
TRIM SIZE
8.375" x 10.75"
TRIM SIZE w BLEED
8.625" x 11"

FULL PAGE (w/ no bleed)

7.5" x 10"



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.

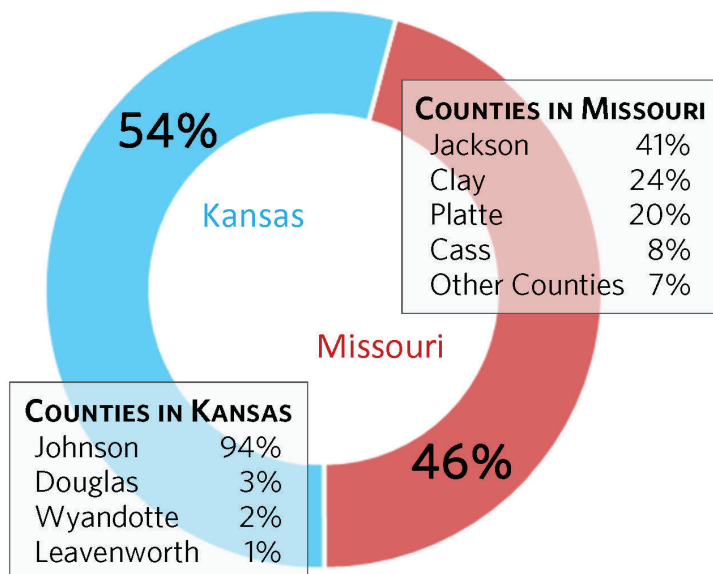
YSKC was founded as The Youth Symphony of the Heart of America by Leo Scheer consisting of an orchestra of 80 musicians, 22 and younger. Incorporated in 1958, YSKC has enjoyed a vibrant history as the musical home to students in Kansas City. Today, Youth Symphony of Kansas City serves nearly 400 musicians in grades 5-12 and is comprised of six orchestras, chamber music program, academy classes, multiple ancillary programs, and the Opus 76 String Quartet Artists-in-Residency - all of which provide quality music education enrichment experiences to young musicians representing 106 schools and 57 communities across the region, including Kansas and Missouri.

Throughout its 66 years of programming, YSKC has built an alumni class of more than 12,000; 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.

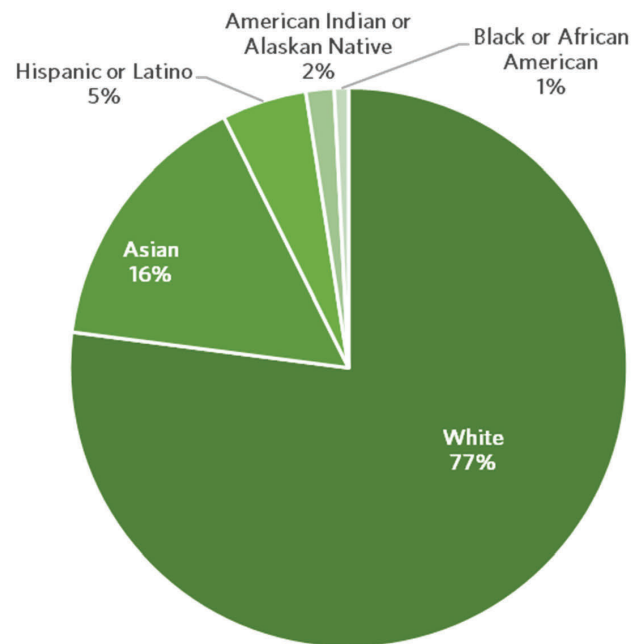
Youth Symphony of Kansas City has established a new partnership with the Opus 76 String Quartet whereby the ensemble serves as Artists-in-Residence and lead our Chamber Music Program. In addition, students will have the opportunity to participate in our YSKC Academy. Supplemental courses such as music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



Audience Snapshot

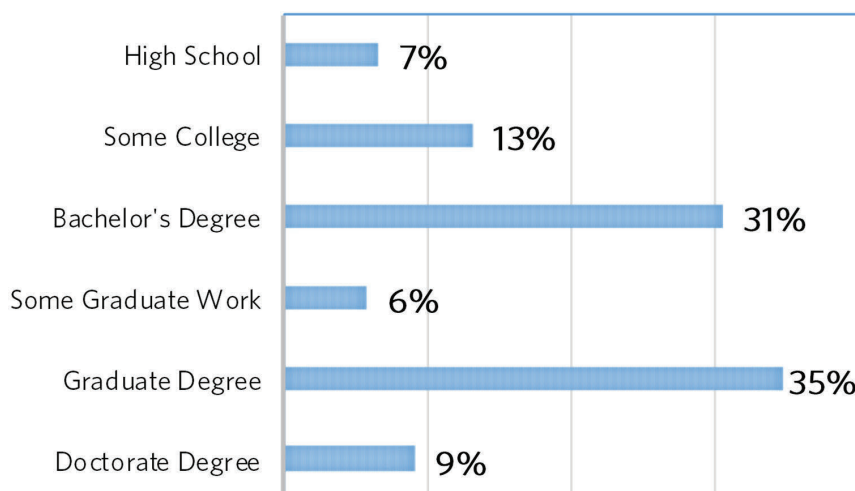


State of Residence

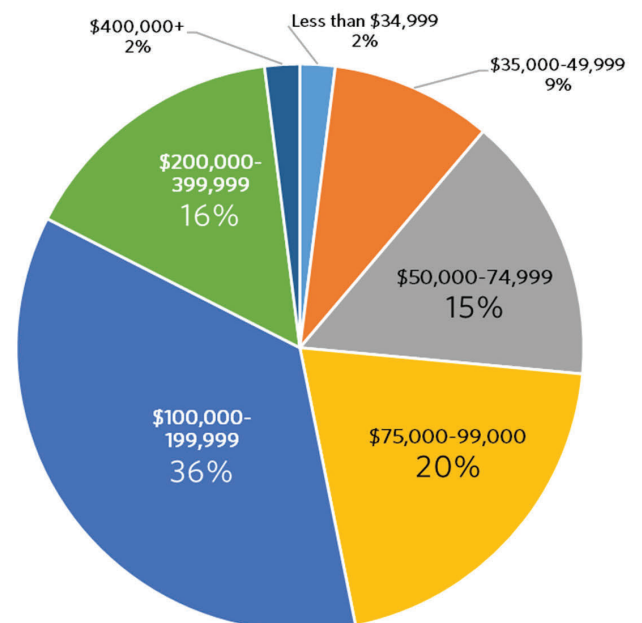


Race and Ethnicity

Highest Level of Education Attained

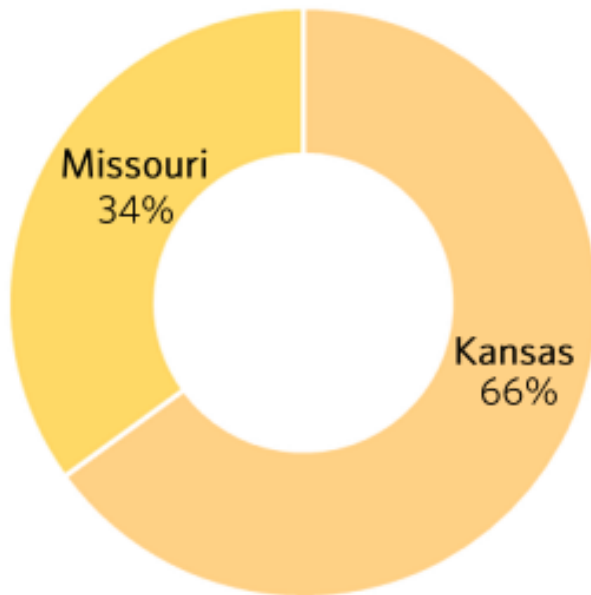


Annual Household Income

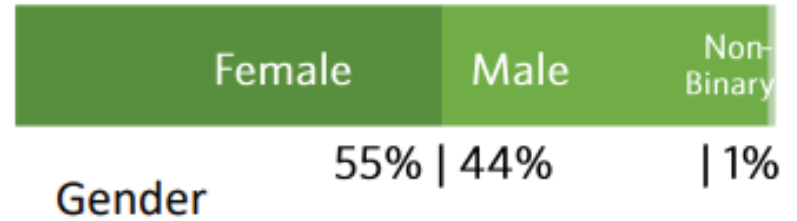


Musician Demographics

**379 musicians from
106 area schools within 13 counties**



State of Residence

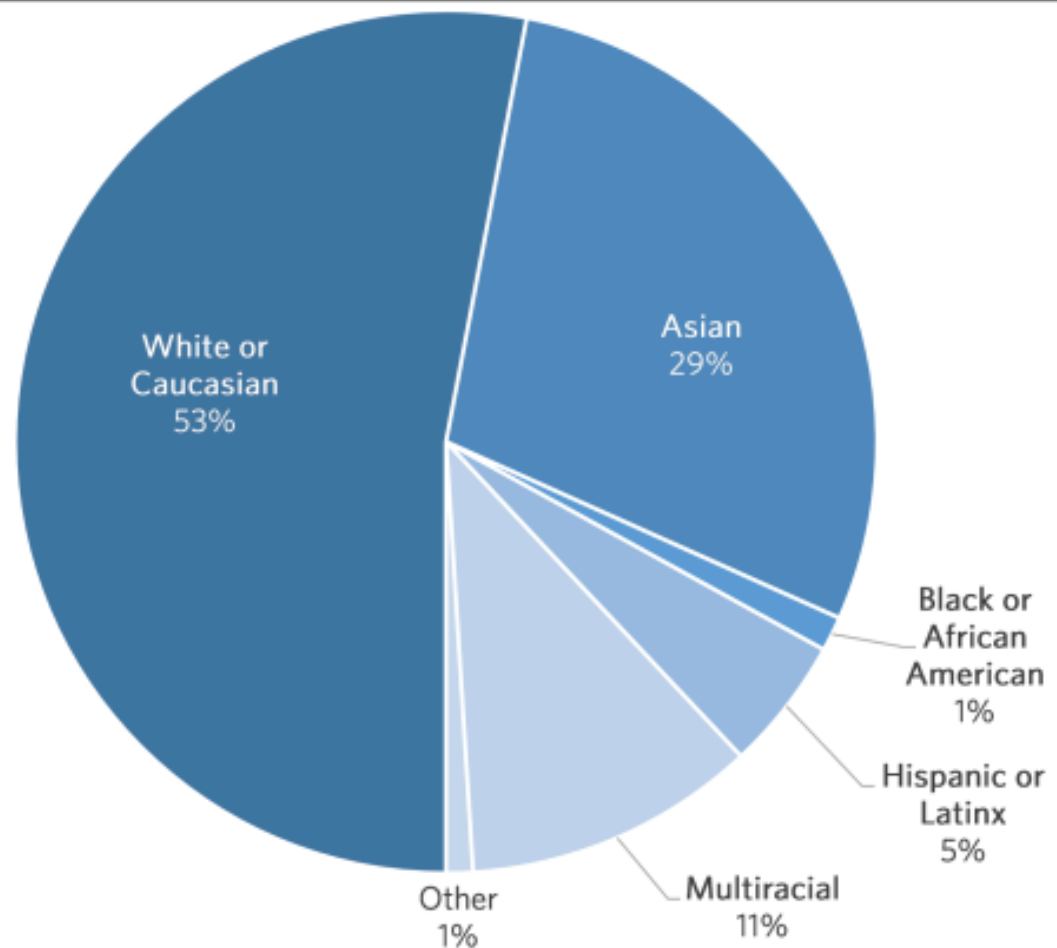


Gender



Grade Level

**Race and
Ethnicity**





OUR IMPACT

Sponsorship and Advertising dollars help to 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:

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