

CENTRAL ILLINOIS
YOUTH SYMPHONY



IS EVOLVING TO

YOUTH MUSIC ILLINOIS

Summer 2017

Greetings,

For over 50 years, the Central Illinois Youth Symphony has served dedicated and enthusiastic student musicians from throughout central Illinois through our comprehensive and innovative orchestral performance programs. This year we are evolving from Central Illinois Youth Symphony to Youth Music Illinois, a change that will be reflected in new opportunities for the student musicians we serve. The core programs will remain, including Youth Symphony, Concert Orchestra, and Prep Orchestra in addition to numerous ensembles while we explore and implement the new opportunities.

We know you value what the arts contribute to our community and hope you will consider reserving advertising space in this season's concert programs.

Youth Music Illinois is a nonprofit organization. All the funds that are raised help us to provide challenging and exciting opportunities for young musicians. In addition to keeping the membership cost down for our students, your advertising dollars help to continue providing for the musical development of young people throughout Central Illinois while reflecting your commitment to a vibrant and diverse community.

Since 1965, we have served over 3,300 youth and continue to serve over 175 students each season through our four orchestras, small ensembles, and other opportunities. We invite you to learn more about our groups and conductors by visiting our website www.youthmusicillinois.org

You can help shape the future by supporting the Youth Symphony. Investing in musical youth today will benefit your business tomorrow! Music study develops skills that are necessary in the workplace including leadership, teamwork, problem solving, and conflict management. Students learn to better communicate and cooperate with one another while working toward a common goal. Most importantly, children who study music learn that true success is achieved through regular, dedicated hard work.

I hope that you will support our effort by advertising with us. Your ad will appear in all four concert programs for the 2017-18 season to audiences between 1,300-1,500 people. In addition to a printed advertisement in our program book, you will receive a linked graphic advertisement on our website. For the best results, please email your ad to me. We ask that you fill out the advertising contract and return it by August 1, 2017.

I have included a copy of the Spring 2017 program as an example of how your ad will be presented.

YOUR ADVERTISING INVESTMENT

- Is vital in helping to offset tuition and program costs. Tuition covers only 40% of the cost to offer our programs.
- Provide the satisfaction of knowing you are supporting a program that helps educate the leaders of tomorrow.

YOUR ADVERTISEMENT

- Appears in four (4) concert programs.
- Reaches a highly targeted audience of exemplary young musicians, their families, corporate sponsors, and philanthropists who support our organization.
- Is seen by our students and their parents as they make decisions about where to attend college, which local businesses to frequent, and instrument purchases and repairs.
- Links to your business directly from the CIYS website.

WITHOUT YOU

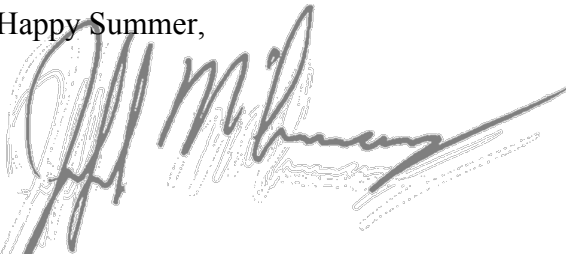
- Our programs would not be possible. The support of businesses, organizations and individuals in the nearly 30 communities where our students live is greatly appreciated. Please give to the CIYS and its young musicians by advertising your support in our concert programs.

TWO EASY STEPS

- Fill out the advertising contract.
- Return via email or mail by Tuesday, August 1, 2017.

If you have any questions please feel free to contact me at jeffmcsweeney@youthmusicillinois.org. On behalf of the Central Illinois Youth Symphony's young musicians, I sincerely thank you for your support!

Happy Summer,



Jeff McSweeney

Executive Director

c 309-678.6541 ~jeffmcsweeney@youthmusicillinois.org

YOUTH MUSIC ILLINOIS / CENTRAL ILLINOIS YOUTH SYMPHONY

2017/18 Concert Program Advertising Contract

Two concerts will take place in the fall and two in the Spring

Please reserve the following space for our business in the Youth Music Illinois / Central Illinois Youth Symphony concert programs:

Program Cover Advertising Space – Full Color

Inside Front Cover	5" x 8"	_____	\$650
Inside Back Cover	5" x 8"	_____	\$650
Outside Back Cover	5" x 8"	_____	\$700

Program Body Advertising Space – Black & White

Full Page	5" x 8"	_____	\$450
Half Page	5" x 4"	_____	\$275
Quarter Page	5" x 2"	_____	\$175
Eighth Page - Horizontal	5" x 1"	_____	\$125
Eighth Page – Vertical	2" x 2.5"	_____	\$125

Make changes below as necessary:

Company: American Family Insurance

Contact: Larry Madison

Address: 316 West Ash

City, State Zip: Chillicothe, IL 61523

Telephone: 309-274-6231

Web Site URL:

Email: lmadison@amfam.com

Signature: _____

My check is included: _____ Please send me an invoice: _____

COPY DEADLINES: Autumn – Friday, October 13, 2017 ~ Spring – Friday, March 16, 2018

Mail contract with payment to:
CIYS / Youth Music Illinois
3601 N. Sheridan Rd.
Peoria, IL 61604

Or email to:
jeffmcsweeney@youthmusicillinois.org

Artwork: Ads must be camera ready and emailed in .pdf or .jpeg format to jeffmcsweeney@youthmusicillinois.org. No typesetting is provided. Clear images must conform to size (above). All files should be "high resolution."