

# **YOSA** changes kids' lives through music.

## **2016-2017 Media Kit**

**YOSA** traces its roots to San Antonio's first community-wide youth orchestra, created by the San Antonio Independent School District in 1949. This season, more than 1,800 young people will benefit from the **YOSA** experience, representing 158 schools throughout Bexar County and its surrounding communities.

The mission of Youth Orchestras of San Antonio, the premier orchestral experience for youth citywide, is to enhance education, enrich the community, and transform lives by pursuing excellence in classical music in a stimulating, nurturing, and fun environment that is equally accessible to all youth.

**YOSA** program offerings consist of four primary areas.

### ***ORCHESTRAS***

Nine **YOSA** Orchestras rehearse weekly throughout the school year.

### ***YOSA MÁS: Music at School***

**YOSA** is committed to working with public and private schools throughout greater San Antonio.

### ***YOSA Summer Symphony Camp***

Summer 2016 will feature the 30th annual **YOSA** Summer Symphony Camp from June 13 through 25. This two-week day camp provides intensive instruction in orchestral studies, instrument technique, music theory, composition, and chamber music.

### ***TOURS***

Their legacy was to establish a regular touring cycle for **YOSA** and to provide dozens and dozens of students the experience of a lifetime. **YOSA**'s eleventh tour, to Vienna, is being planned for the summer of 2016.





**Remembering Bowie**

*November 6, 2016 - 7 pm*

Celebrate the legacy of David Bowie with memorials by Glass, Pärt, and Purcell, plus the world premiere of Troy Peters' new concerto for SOLI Chamber Ensemble, San Antonio's renowned specialists in contemporary music. This thrilling program also includes two of the world's most popular orchestral works, the 1812 Overture and Márquez's *Danzón* No. 2.



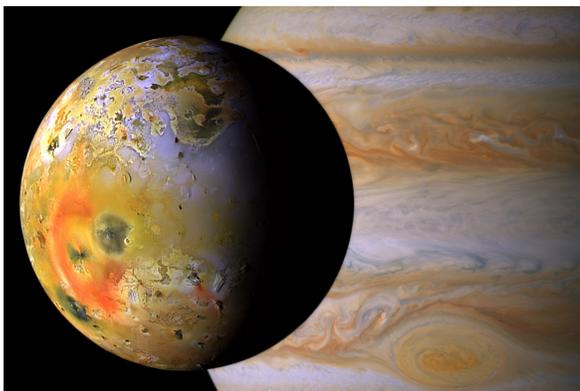
Shana Blake Hill, soprano

Zachary Gordin, baritone

**Mozart at the Symphony**

*January 22, 2017 - 7 pm*

Baritone Zachary Gordin (one of the stars of YOSA's sold out *Carmina Burana* in 2015) returns to the Tobin Center with his friend, soprano Shana Blake Hill, for a delightful evening of melodies from Mozart's most popular operas. The program concludes with Franck's dramatic Symphony in D minor, rarely heard in the concert hall but always memorable.



**The Planets Live**

*May 16, 2017 - 7 pm*

Don't miss the first Texas performance of Seattle-based digital media artist Adrian Wyard's newly-developed visual accompaniment to Gustav Holst's exhilarating classic, *The Planets*, featuring computer software and media performed live to follow the conductor's directions beat-for-beat.

**Distribution**

Programs are distributed to all attendees of each performance of YOSA as they enter the venue. The typical attendee is educated, professional and includes many of the area's business and community leaders. Your message will be seen throughout these performances by this target audience with your participation.

**Advertising Position Advertising Rate**

|           |  |
|-----------|--|
| Covers    | \$600/show <i>(Full Season commitments only)</i> |
| Full Page | \$500/show                                       |
| Half Page | \$300/show                                       |

*Full and Half Page rates are per show/program.  
All ads are full color. All rates are net.*

| Show Deadlines                | Placement        | Artwork          |
|-------------------------------|------------------|------------------|
| <i>Remembering Bowie</i>      | October 14, 2016 | October 21, 2016 |
| <i>Mozart at the Symphony</i> | January 6, 2017  | January 13, 2017 |
| <i>The Planets Live</i>       | April 28, 2017   | May 5, 2017      |

| Tech Specifications | Trim Size   | Artwork       |
|---------------------|-------------|---------------|
| Full Page           | 5.5" x 8.5" | 5.75" x 8.75" |
| Half Page           | 5" x 3.75"  | no bleed      |

High resolution PDF files are preferred and can be emailed to [louis@travelingblender.com](mailto:louis@travelingblender.com)

