



## **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 the FAOS Senior Services Guide**

*Help keep the music playing for Westchester seniors!!*

#### **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 – most of whom are active adults and seniors.

#### **Senior Services Guide**

The Senior Services Guide, in the form of advertisements, provides contact information on health and legal service providers who specialize in issues affecting senior citizens. After expenses, all proceeds from ad. sales will be used to support YPO chamber music ensemble and small orchestra (approx. 30 musicians) performances on-site at local libraries, senior community centers and senior residential facilities in Westchester County.

Published annually, the first edition of guide will focus on legal and health-related service providers. Future editions will include information on other aspects of senior living. The free-of-charge Guide will be distributed at each YPO concert, thru libraries in the Westchester library system and to senior citizen community and day care centers in lower and central Westchester county. The Guide will also be offered through FAOS' mailing list of 2,000+.

#### **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.

*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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### Senior Services Guide Contract

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: Senior Services Guide, 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>	\$	\$	\$	\$

Sponsor an orchestra concert or a music selection: attendance 650 -700 (sponsorships tax deductible)

Level / Benefits	Concert Sponsor	Concert Co-sponsor	Music Sponsor
Concert season: 4 concerts (Oct, Feb, Apr, May) Location: Saunders Trade and Technical High School	\$15,000	\$7,500	\$5,000
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.

Sponsor a chamber music ensemble event: attendance 50 to 100 (sponsorships are tax deductible)

Level / Benefits	Tea & Symphony
Held periodically throughout the season Various locations in Yonkers and Westchester or your location Chamber music, finger food and your 1 hour seminar	\$2,500 - \$3,500 depending on attendance
Acknowledgement* on concert-related print and online advertising & promotional material	X
Acknowledgement* on website and at event	X
<b>YOUR SELECTION: Enter \$ amount</b>	\$

\* Acknowledgement reads: This event is sponsored by xyz company.