

changes kids' lives through music.

2019-2020 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 3,300 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 three primary areas:

YOSA ORCHESTRAS: Supports nine orchestras that rehearse weekly throughout the school year. The young musicians in the orchestras are from across San Antonio, Bexar County, and beyond. All musicians audition and are placed in the appropriate ensemble. More advanced young musicians play in YOSA Symphony and Symphonic Winds and then continue to the premier YOSA Philharmonic. The YOSA Philharmonic performs professional-level repertoire in premiere venues at home and abroad, collaborating with internationally renowned musicians.

YOSA SCHOOL PARTNERSHIPS: YOSA MÁS: Music at School, Roosevelt Compact, is an intensive program offering supplementary services in support of transforming school orchestra programs into world-class music education centers. YOSA provides private lessons, sectional coaches, clinicians, teaching assistants, concert tickets, and other resources, as well as tuition assistance for affiliated students to participate in YOSA programs. Started in 2017, the YOSA Invitational is a community resource that invites local middle and high school bands and orchestras to rehearse, perform, and record in San Antonio's premier venue, the Tobin Center for the Performing Arts, at no cost to the school. In May 2017, 16 local school programs participated in the inaugural YOSA Invitational.

YOSA SUMMER SYMPHONY CAMP: More than 250 young musicians attend YOSA Summer Symphony Camp and spend two weeks learning about their instruments, music theory, composition, conducting, technology, and making new friends.



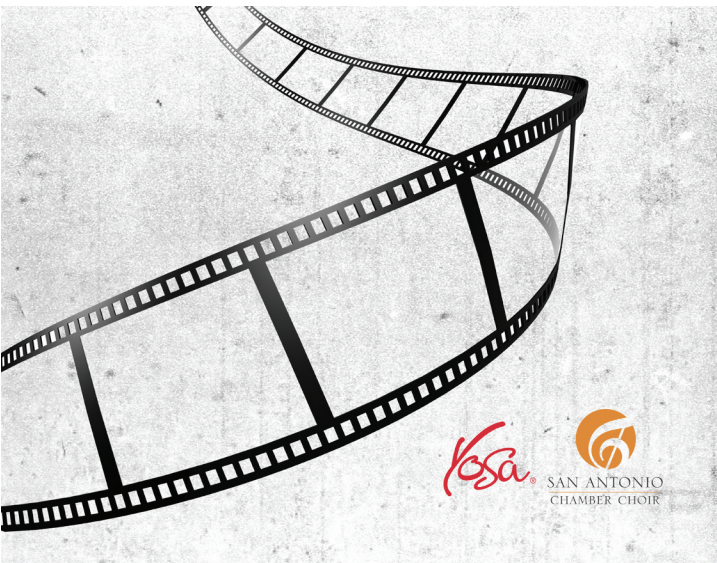
YOSA ZACHRY Series
Troy Peters, Music Director



**Russian Fireworks
with Christine Lamprea**
Sunday, November 3, 2019 7 p.m.

Stella Sung— Stella Sung—*Loco-Motion*
Dmitri Shostakovich—Cello Concerto No. 1
George Walker—Lyric for Strings
Igor Stravinsky—*The Firebird Suite*

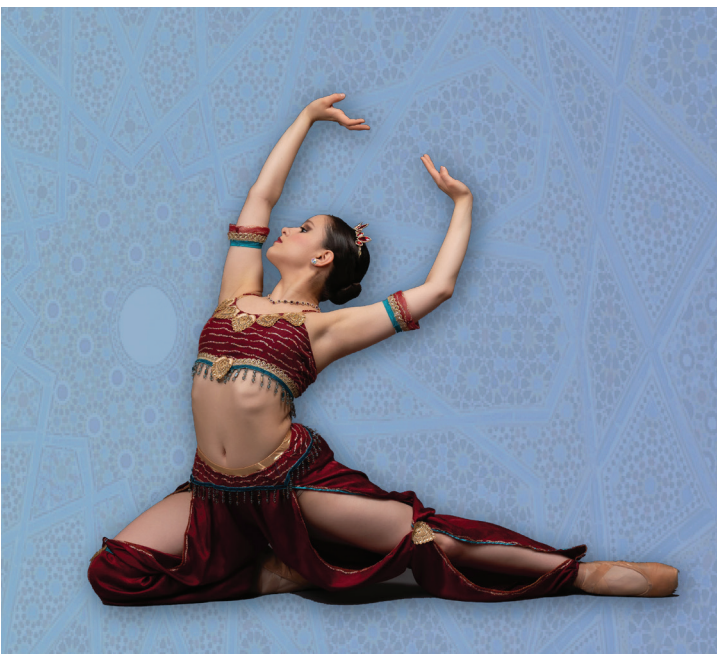
Thrill to Stravinsky's spectacular orchestral suite from *The Firebird*, a fairytale ballet based on Russian folklore. Also, cellist Christine Lamprea, a YOSA alumna and Sphinx Medal of Excellence winner, returns to San Antonio as soloist in the electrifying and virtuosic Cello Concerto No. 1 by Shostakovich, who was strongly influenced by Stravinsky.



At the Movies
with San Antonio Chamber Choir
Sunday, February 9, 2020 4 p.m.

Rick Bjella & Troy Peters, conductors

Catch an afternoon concert of movie music with YOSA and the San Antonio Chamber Choir, before watching the Academy Awards telecast later that evening. Featuring classics by Beethoven, Elgar, Mozart, and Orff that have appeared in Oscar-winning movies, plus beloved film music from *Edward Scissorhands*; *The Good, the Bad, and the Ugly*; *The Lord of the Rings*; *Schindler's List*; and more.



Scheherazade
with San Antonio Youth Ballet
Sunday, May 10, 2020 7 p.m.

Bedřich Smetana—*The Moldau*
Nikolai Rimsky-Korsakov—*Scheherazade*

Enjoy a complete performance of Rimsky-Korsakov's *Scheherazade*, an evocative journey through the tales of the *Arabian Nights* featuring the remarkable young dancers of San Antonio Youth Ballet. Plus, celebrate Beethoven's 250th birthday with the heroic *Leonore Overture No. 3*, and explore the Bohemian countryside with Smetana's musical travelogue, *The Moldau*.

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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.

Show Deadlines	Placement	Artwork	Performance
Russian Fireworks	October 4, 2019	October 11, 2019	November 3, 2019
At the Movies	January 3, 2020	January 10, 2020	February 9, 2020
Scheherazade	April 10, 2020	April 17, 2020	May 10, 2020

Advertising Position

Covers
Full Page
Half Page

Advertising Rate

\$600/show *(Full Season commitments only)*
\$500/show
\$300/show

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

Tech Specifications

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5.75" x 8.75"
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