



Summer, 2016

Dear Pioneer Valley Business Professional,

Thank you for your interest in advertising with the Springfield Symphony Orchestra! This packet provides all the details on how your business can reach our concert audiences and the general public during the upcoming SSO 2016-2017 concert season:

SUPPORT THE SSO! The arts are central to our community, and your advertisement, combined with those of others, enables us to continue to bring high-quality musical performances and exceptional soloists to Springfield Symphony Hall, and to continue our community involvement and music education programs. With the strong support of people like you, classical music will remain visible, valued and vibrant in the Pioneer Valley!

YOU WANT TO BE SEEN BY OUR AUDIENCES! Our concert programs truly offer something for everyone. SSO concerts attract community & business leaders, young professionals, area college students, and families with children. And our advertising programs help ensure your message is seen by concertgoers, and visitors to our website, SpringfieldSymphony.org.

BE A PART OF WHAT OUR COMMUNITY TREASURES! Your business' support will help ensure that our concerts, education programs, youth mentorships and community outreach initiatives can continue to benefit residents throughout the Valley for years to come. And we pledge to continue to support you and our local economy in all we do, too.

WE'RE PRICED TO COMPETE! Get a full-page ad in all three editions of the 2016-2017 Program Book for an investment of only about \$250 per concert, or pay as little as \$60 per concert for smaller ads. We look forward to speaking with you about these valuable advertising opportunities. If you have questions, please do not hesitate to contact us.

I look forward to speaking with you soon – and to counting your business among the valued supporters of the arts in the Pioneer Valley!

Sincerely,

A handwritten signature in black ink, appearing to read "Ann Rasmussen".

Ann Rasmussen
Marketing & Communications Director
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