

# SPONSORSHIP AND ADVERTISING OPPORTUNITIES

2024 - 2025 SEASON



..... [pypo.org](http://pypo.org) .....

# ABOUT US

**The mission of Pittsburgh Youth Philharmonic Orchestra is to educate, train, and foster a lifelong love of music for young Pittsburgh musicians.**

PYPO was founded in 1993 to provide extraordinary orchestral experiences for young musicians to further develop their musicianship outside of school time.



In the three decades since, PYPO has grown from one to five ensembles and currently engages over 400 students each year through its five core ensembles, summer camps, international tours, and elementary school string and band festivals.

Based in the South Hills of Pittsburgh, PYPO serves students from first through twelfth grades, from schools all across Allegheny County. Through PYPO's five ensembles, students have access to age-appropriate instruction and the room to grow within the organization.

PYPO presents three performances each year in venues all across Pittsburgh. Past performances include the Soldiers and Sailors Hall, Carnegie Music Hall, Hillman Center for the Performing Arts, and PNC Park, the home of the Pittsburgh Pirates. In addition to local concerts, PYPO has ventured on six international tours, performing in halls across Austria, Germany, Czech Republic, Slovakia, Hungary, France, Italy, England, Belgium, the Netherlands, Switzerland, and Ireland. PYPO's ensembles have also been heard on Pennsylvania Cable Network's (PCN) Sounds of the Season, and on WRCT's Saturday Light Brigade.





# OUR IMPACT

Sponsorship and Advertising dollars directly support PYPO's work with our students while further contributing to the greater Pittsburgh arts ecosystem by benefiting both educator, young people and audiences.

## 1 Filling the Gap

Orchestras are unique ensembles with highly specific requirements. PYPO's programs aim to provide the space, resources, and expert direction for students who either don't have access to orchestral experiences in their own schools or are looking for a community of peers to further cultivate their musicianship outside of school time.

## 2 Inspiring Performances

PYPO students work hard to prepare for performances in distinctive concert venues across Pittsburgh, such as Carnegie Music Hall and the Soldiers and Sailors Memorial Hall. By providing these pivotal moments for our students, we seek to inspire a sense of accomplishment and confidence that lasts a lifetime.

## 3 Cultivate Belonging

PYPO aims to create a supportive learning environment by actively promoting a climate of respect for personal differences, so that all know that they are full and valued members of the orchestra.

## 4 Expanding Access

By keeping tuition prices low and offering need-based financial assistance, we ensure that financial means are not a barrier to any deserving musician to participate in extraordinary orchestral experiences.



You can play a key role in helping us make an impact by providing your sponsorship and/or advertising support today!

# PITTSBURGH YOUTH PHILHARMONIC ORCHESTRA'S SPONSORSHIP OPPORTUNITIES



## Make A Statement

that quality music education is central to Pittsburgh's future as the cultural hub of Southwestern PA.

## Act on Your Values

and give back to the community that your organization calls home. Young people are the future, and their success and development benefits us all.

## Invest in a Vibrant Future

of more joy, belonging, interconnectedness, and artistic expression in Pittsburgh!

# SPONSORSHIP BENEFITS

*Recognition Matters.*

Customize your benefit package to increase your impact and return on investment. Benefits may include the following:

- Website Recognition
- On Stage Recognition at Concerts
- VIP Concert Seating
- Recognition through our monthly High Notes Newsletter and social media channels
- Advertising in our Spring Concert Program

**Website**  
**500+**  
visits per month

**Facebook**  
**1k+**  
followers

**Instagram**  
**720+**  
followers

**High Notes**  
**500+**  
readers

# SPONSOR BENEFITS

	<b>Symphony</b> \$5,000	<b>Concerto</b> \$2,500	<b>Sonata</b> \$1,000	<b>Melody</b> \$500
Season Long Website Logo Placement	Prominent Location			
On-Stage Acknowledgement	At All Three Performances	At All Three Performances		
High Notes Newsletter Logo Placement	1 Newsletter Per Month	1 Newsletter Per Month	1 Newsletter Per Month	
Spring Concert Program Printed Ad	Two Page Spread	Full Page Interior	Half Page	Half Page
Social Media Posts	Dedicated	Dedicated	Shared	Shared
Website Sponsor Page Logo + Link	Logo + Link	Logo + Link	Logo + Link	Logo + Link
VIP Concert Seating	10 Tickets	8 Tickets	6 Tickets	4 Tickets
Concert Program Logo Placement	Included	Included	Included	Included

For more information, or to sign up today, contact Cameron Massey, Executive Director, at [pypostaff@gmail.com](mailto:pypostaff@gmail.com).

# ADVERTISING INFORMATION

Reach a community that supports artistic excellence!

Concert Program Advertising is a fantastic way for your business to gain visibility and to align yourself with the mission of educating the young people in our region.

## Ad Sizes

### \* COVER ADS

- Trim: 5.5" X 8.5"
- Live Area: 5" x 8"
- Bleed: 5.75" x 8.75"

### \* EDITORIAL ADS

- Full Page: 5" x 8"
- 1/2 Horizontal: 5" x 3.875"

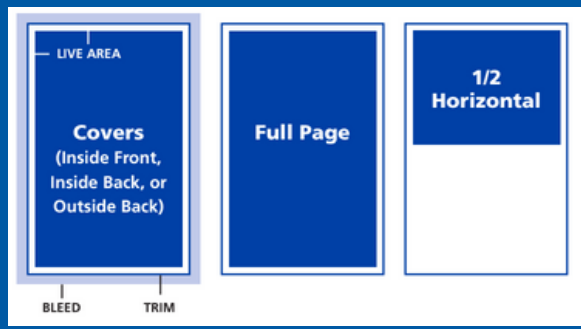
## Ad Rates

### \* PREMIUM POSITIONS

- Outside Back Cover: \$300
- Inside Front or Back Cover: \$225

### \* EDITORIAL POSITIONS

- Interior Full Page: \$180
- Interior Half Page: \$125



**PYPO is proud to offer ad-creation for those who are interested. If you would like this service, please include high resolution photo(s) (.png or .jpeg) in your submission email, along with the text you would like.**

## File Submission

- \* High-resolution (300 dpi or higher) **PDF** file type only. (Black and white and color ads are accepted.)
- \* Submit ALL print-ready ad files (PDF) and materials for ads to Claire at [pypo.connect@gmail.com](mailto:pypo.connect@gmail.com). Please submit your materials by the deadline posted on our website at [pypo.org/programads](http://pypo.org/programads)