



The Greater Baltimore Youth Orchestras
Ensembles-in-Residence at Loyola College

October 1, 2007

Dear Community Business Partner:

The Greater Baltimore Youth Orchestras are pleased to be able to provide you the opportunity to promote your business in its concert programs for the upcoming 2007-2008 concert season. The benefit of placing an advertisement in GBYO concert programs is two-fold. First, you gain far-reaching publicity for your business to potentially more than 5,000 Maryland residents. Second, you lend much-needed support to the musical and educational endeavors of the GBYO.

Please find enclosed a Concert Program Advertising Contract. Outlined in the contract are the concert dates for the 2007-2008 season, along with the various advertising opportunities offered by GBYOA in its concert programs. Notice that for General Program Placement, the GBYO is offering a special rate to those businesses that commit to placing ads in the first three concert programs. By making such a commitment, you will receive discounted advertising in the GBYO Season Finale Concert program booklet. The Finale Concert will take place in May 2008 at The Joseph Meyerhoff Symphony Hall, home of the Baltimore Symphony Orchestra.

In order to take advantage of this special marketing opportunity, send your camera-ready ad by the deadlines indicated in the Program Advertising Contract. Please email a PDF version of your file to pschafer@gbyo.com, indicating "Program Ad" in the subject line of your email. You may also send your advertisement to our office via U.S. Mail.

Should you have any additional questions about Program Advertising, please contact us at 410-617-1524 or by email at pschafer@gbyo.com. A partnership between you and the Greater Baltimore Youth Orchestras will be of great benefit to so many. Thank you for your consideration and support.

Sincerely,

A handwritten signature in blue ink that reads "P. Schafer".

Peter Schafer
Executive Director