



2026 Summer
Music Festival

OVERTURE

MAGAZINE

MEDIA KIT



OVERTURE

MAGAZINE



Dear Friends of Brevard Music Center & Overture,

The Brevard Music Center is excited to announce our 2026 Summer Music Festival, and to invite you to be part of our extraordinary summer program guide, "Overture." Our beautiful four-color magazine is a vital part of every single performance throughout the season, providing wonderful notes about the performing artists and the music that graces our stage. For the 2026 Season, we will be offering our patrons both print and digital versions of Overture.

The Music Center is proud to partner with Market Connections who produces our treasured Overture magazine. They work closely with us and will be reaching out to you as they enlist the support of our community partners and advertisers.

As an advertiser, your business will be featured in Overture and will be seen and read by over 30,000 attendees. Your ad will distinguish you as a supporter of the Brevard Music Center, our promising students, and remarkable faculty. Our patrons, the people you most want to reach with your marketing message, are loyal to our advertisers. They share your commitment to the arts and culture of our community and region.

Enclosed for your review are the 2026 advertising rate sheet and agreement, as well as other supporting documents. We encourage you to consider joining the distinguished group of supporters who make the Brevard Music Center and Overture 2026 an outstanding success. We invite you to fill out the attached agreement and email it to amy@bmcoverture.com. Market Connections' team members Amy Edwards or Deb Sauer will be in contact with you soon on our behalf. In the interim, if you have any questions, please feel free to contact Amy directly at (828) 232-7505.

As a supporter of the Brevard Music Center, we hope you will join us by taking center stage in our 2026 Overture program.

Very best regards,

A handwritten signature in black ink, appearing to read "Jason Posnock".

Jason Posnock
President & CEO
Brevard Music Center

To view the full 2025 Overture Magazine
visit brevardmusic.org/overture

CONTACT:

Amy Edwards | amy@bmcoverture.com | (828) 232-7505
Deb Sauer | deb@bmcoverture.com | (407) 694-9030

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THE BREVARD MUSIC CENTER is thrilled to invite our patrons, sponsors, and advertisers to join us for an exciting 2026 Summer Music Festival. Beginning late June, we will celebrate our 90th Anniversary Season in our open-air Whittington-Pfohl Auditorium, Parker Concert Hall, and the Porter Center at Brevard College.

Brevard Music Center will present a full complement of outstanding performances from its June Opening Weekend through the Season Finale in August, including major symphony concerts, chamber performances, and opera performances. Additionally, the Music Center will present special spotlight performances and a host of "BMC Presents" concerts.

Overture 2026 will take the stage as a 176-page print and digital magazine showcasing the season, performances, artists, and advertisers. It will be available as a full-color, perfect-bound magazine at every performance, and in digital format at brevardmusic.org/overture.

Advertisers will enjoy greatly increased exposure and the following benefits:

- Color ad of your choice in one of the available sizes
- Digital ad linked directly to advertiser website
- Digital ad can feature a video link to advertiser product or business
- Digital ad on the video display screen in the Whittington-Pfohl lobby, if desired

As an Overture advertiser, you will be in the good company of vital organizations and businesses that enjoy the rewards of increased market exposure while supporting the arts and bringing students and audiences an extraordinary musical season.

CONTACT:

Amy Edwards | amy@bmcoverture.com | (828) 232-7505
Deb Sauer | deb@bmcoverture.com | (407) 694-9030

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Artwork for ads must be received by Market Connections by 5 PM Thursday, April 16, 2026. All print ad purchases can include a digital lobby display ad and a video link in your ad at no additional cost. Specs for all these options are provided on the next page.

AD MATERIALS DELIVERY METHOD:

- Email ad creative to amy@bmcoverture.com; subject: Advertiser Name/Overture
- Use Ad from 2025 Overture (Fees may apply for resizing/revisions)
- I would like Market Connections to design my ad.

AD DESIGN RATES:

If you need Market Connections to design your ad, check the appropriate box:

- 1/8 page/\$125, 1/4 page/\$275,
- 1/2 page/\$425, Full page/\$650

Please review above to be sure items have been checked appropriately. Send completed form to: amy@bmcoverture.com

PAYMENT METHOD:

- Please invoice; net 30 days
- Check-make out and send to: Market Connections, 82 Patton St. Suite 710, Asheville, NC 28801
(Checks made out or sent to Brevard Music Center will be returned)
- Pay by Credit Card (3.75% fee): Visa MC DISCOVER Card
Card number _____ Exp. date ____/____ CVV Code _____ ZIP _____
Note: Interest charge for late payments is 1.5%/month.
- Venmo or Zelle; please contact Amy Edwards for details.

The company or individual named below, hereafter called the Advertiser, agrees to purchase advertising space in Overture 2026 as indicated above:

Advertiser _____ Ad Size _____ Rate _____

Contact Person _____

Billing Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Advertiser Signature _____ Date _____

Overture/Market Connections Signature _____ Date _____

INDICATE YOUR AD SIZE & RATE				
Ad Size	Full Pg.	1/2 Pg.	1/4 Pg.	1/8 Pg.
Early Bird Rates*	\$2,350	\$1,450	\$800	\$365
2026 Ad Rates	\$2,595	\$1,595	\$895	\$395

*Early Bird Contract and Payment Due by April 1, 2026
All Contracts and Artwork Due by April 16, 2026

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AD SPECS

Required File Format:

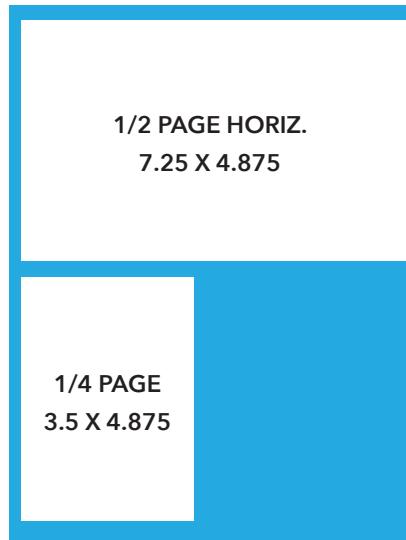
- All ads are full color.
- File format must be high resolution (300 dpi) pdf, tiff, jpeg.
- File size must be under 5 megabytes.

Advertiser Benefits:

- The lobby display ad is optional and can be included with all ad purchases. Files must be submitted as jpeg or png by advertising material deadline.
- A video link in your ad is optional. It should be submitted as an HD file that is 1280x720 pixels.

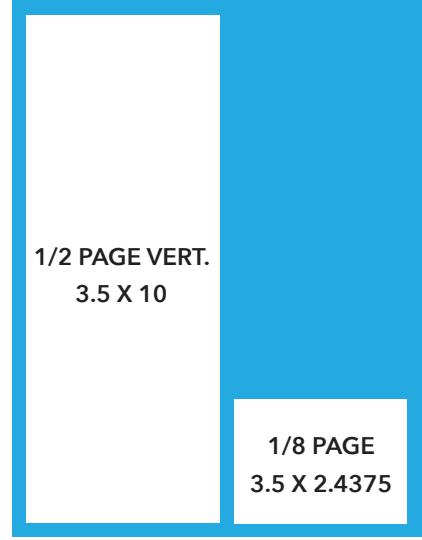


FULL PAGE
7.5 X 10



1/2 PAGE HORIZ.
7.25 X 4.875

1/4 PAGE
3.5 X 4.875



1/2 PAGE VERT.
3.5 X 10

1/8 PAGE
3.5 X 2.4375



LOBBY DISPLAY
1920 X 1080 DPI

All ads submitted must match sizes specified on this sheet. Failure to comply may result in an additional design fee and/or the inability for us to place your advertisement. Advertisers will be notified of additional charges incurred if ads are not submitted according to the above outlined specifications.

Email files to amy@bmcoverture.com; subject: advertiser name.

All artwork due by Thursday, April 16, 2026

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BREVARD
MUSIC CENTER
90TH
ANNIVERSARY
SEASON

AD EXAMPLES

NOW IS THE TIME TO BECOME A PASSHOLDER!
Enjoy Biltmore House & Gardens in every season, plus exclusive benefits on shopping, dining, overnight stays, exhibitions, and more.

BILTMORE®

Treasures: His Tomb and His Treasures Exhibition *Spring in the Azalea Garden*

Passholders receive unlimited FREE daytime admission to Biltmore House & Gardens. Restrictions may apply. ©2012 The Biltmore Company

2025 BMC Summer Institute & Festival 101

JULY 25 • CHAMBER

JULY 31 **THURSDAY**
JULY 31, 7:30PM
PORTER CENTER
OPERA

An Evening of Operetta

Janiec Opera Company of the
Brevard Music Center
Emily Jarrell Urbanek and Rhys Burgess,
pianos

A glittering night of operetta favorites,
featuring beloved melodies from Gilbert
& Sullivan, Strauss Jr., Romberg, Lehár,
and more.

CAST

Adam Bell	Christopher Lehmguber
Daley Bovier	Brian Linarez
Benjamin Chee	Laura Looper
Staley Clark	Ashley Manocchi
Nicole Marquardt	Charles McGregor
Claire Griffin	Sarah McLean
Andrew Hebert	Elizabeth Neumeier
Callie Iff	Ian Pathak
Robert Kleinert	Rudy Polk
Alexandra Kreski	Stephen Riesen

JULY 31 • OPERA

Let the music begin!

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music.admission@pugetsound.edu
pugetsound.edu/music

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JULY 31 • OPERA

INSTRUMENTAL ARTIST FACULTY

JAMES WYMAN is Principal Timpani of the Baltimore Symphony Orchestra, and has also played with the National Symphony, the New World Symphonies, and the Scottish Chamber Orchestra & RENO Festival. He appears regularly with the National Philharmonic International Festival, BBC Proms, Cabrillo Festival of Contemporary Music, & the Teton Music Festival. Currently on faculty at BCU, he has also taught at BYU, Weber State, and Westminster College. She is a graduate of the Royal College of Music and the Royal Conservatoire of Scotland.

JANICE WILLIAMS is currently a music educator in the Middlesex Borough Public Schools in New Jersey, where she teaches elementary music and directs a school band. She previously served as Director of the award-winning Becton High School Chorus in New Jersey. Williams holds degrees from the University of Redlands and the Duke, Judith Jellison, and Suzanne Pease Schools.

KRAIG ALAN WILLIAMS is currently Associate Professor of Conducting at the Mason Gross School of the Arts, Rutgers University, where he is a Research and Artistic Director of the GRAMMY-nominated Rutgers Wind Ensemble. Williams has performed as a guest conductor, clinician and lecturer, Williams has appeared in those capacities in more than 15 states, and has highly distinguished as a guest conductor and Director of Bands National Association. Williams holds degrees from the University of Texas at Austin and California State University.

TERRENCE MCKEEAN is a soloist, a recitalist, and concerto soloist with major orchestras in venues across the U.S. and Internationally. He has performed in numerous competitions and prizes, and been featured on several radio and television broadcasts, including NPR's "Performance Today" and "WQXR". McKeean is a graduate of The Juilliard School, and resides in Montclair, New Jersey.

CLARA YANG has performed in notable venues such as Carnegie Hall, the Forbidden City Concert Hall (Beijing), and the National Center for the Performing Arts. Head of Keyboard Studies at UNC-Chapel Hill. She has soloed with renowned orchestras such as the National Symphony and Long Yu. She performed alongside Phillip Glass and gave a solo recital of Glass's Concerto with the China Philharmonic Orchestra. Her solo album *Folding Time* (Albion Records) won a Global Music Awards Gold Medal.

UNIVERSITY OF KENTUCKY SCHOOL OF MUSIC

Join our community of artists and scholars. hearts.uky.edu/music/admission-audit

COLLEGE OF THE ARTS **SCHOOL OF MUSIC**

The UK School of Music provides students with world-class education through work with international experts, recognition for their teachers, research and grants. For over 100 years, we have prepared students for careers both in and outside the field of music.

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JULY 23 • CHAMBER

CARL NIELSEN (1865-1931)
Wind Quintet, Op. 45
Premiered June 30, 1907 at a private concert in Gothenburg, Sweden, by the Copenhagen Wind Quintet. Carl Nielsen was the most prominent and influential Danish musician of his time, whose music runs the gamut from Brahmsian romanticism to post-World-War-I modernism. The Wind Quintet is one of Nielsen's best-known works as well as his contribution to the Danish national song tradition, but his Wind Quintet is also quite unique in that it is one of the few wind quintets he composed for such ensembles. It was written in 1922 after Nielsen heard the Copenhagen Wind Quintet rehearsing in the summer of 1921. Nielsen was so impressed by the sound of the time, what he heard clearly impressed him!

The quintet is cast in three movements. A meandering, conversational Allegro tosses themes back and forth between the first and second movements. The bassoon for the melody provide a variety of accompanimental figures that show off the potential of each instrument. The second movement, a slow Adagio, is a variation on drawing on the minuet, a triple-meter dance beloved of eighteenth-century European nobility. Nielsen adds his own personal touches to the movement, including more dissonances and increasingly complex textures. The final movement also draws on Baroque models, opening with a solemn prelude that eventually transitions to a set of eleven variations on a hymn-like chorale theme.

BLUE RIDGE PUBLIC RADIO
NEWS • CLASSIC 100.5 FM • 91.1 FM • 90.1 FM

Blue Ridge Public Radio is honored to support Brevard Music Center.

BPR informs, inspires, and connects Western North Carolina with news, classical music and late-night jazz.

Learn more at bpr.org.

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JULY 23 • CHAMBER

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