

BREVARD  
MUSIC CENTER  
SINCE 1936  
90<sup>TH</sup>  
ANNIVERSARY  
SEASON

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](mailto: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 "J Posnock".

Jason Posnock  
President & CEO  
Brevard Music Center

To view the full 2025 Overture Magazine  
visit [brevardmusic.org/overture](http://brevardmusic.org/overture)

## CONTACT:

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



# OVERTURE

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visit [brevardmusic.org/overture](https://brevardmusic.org/overture)

**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](https://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](mailto:amy@bmcoverture.com) | (828) 232-7505  
Deb Sauer | [deb@bmcoverture.com](mailto:deb@bmcoverture.com) | (407) 694-9030

# OVERTURE



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

INDICATE YOUR AD SIZE & RATE				
Ad Size	Full Pg.	1/2 Pg.	1/4 Pg.	1/8 Pg.
Early Bird Rates*	\$2,350 <input type="checkbox"/>	\$1,450 <input type="checkbox"/>	\$800 <input type="checkbox"/>	\$365 <input type="checkbox"/>
2026 Ad Rates	\$2,595 <input type="checkbox"/>	\$1,595 <input type="checkbox"/>	\$895 <input type="checkbox"/>	\$395 <input type="checkbox"/>
*Early Bird Contract and Payment Due by April 1, 2026 All Contracts and Artwork Due by April 16, 2026				

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 \_\_\_\_\_

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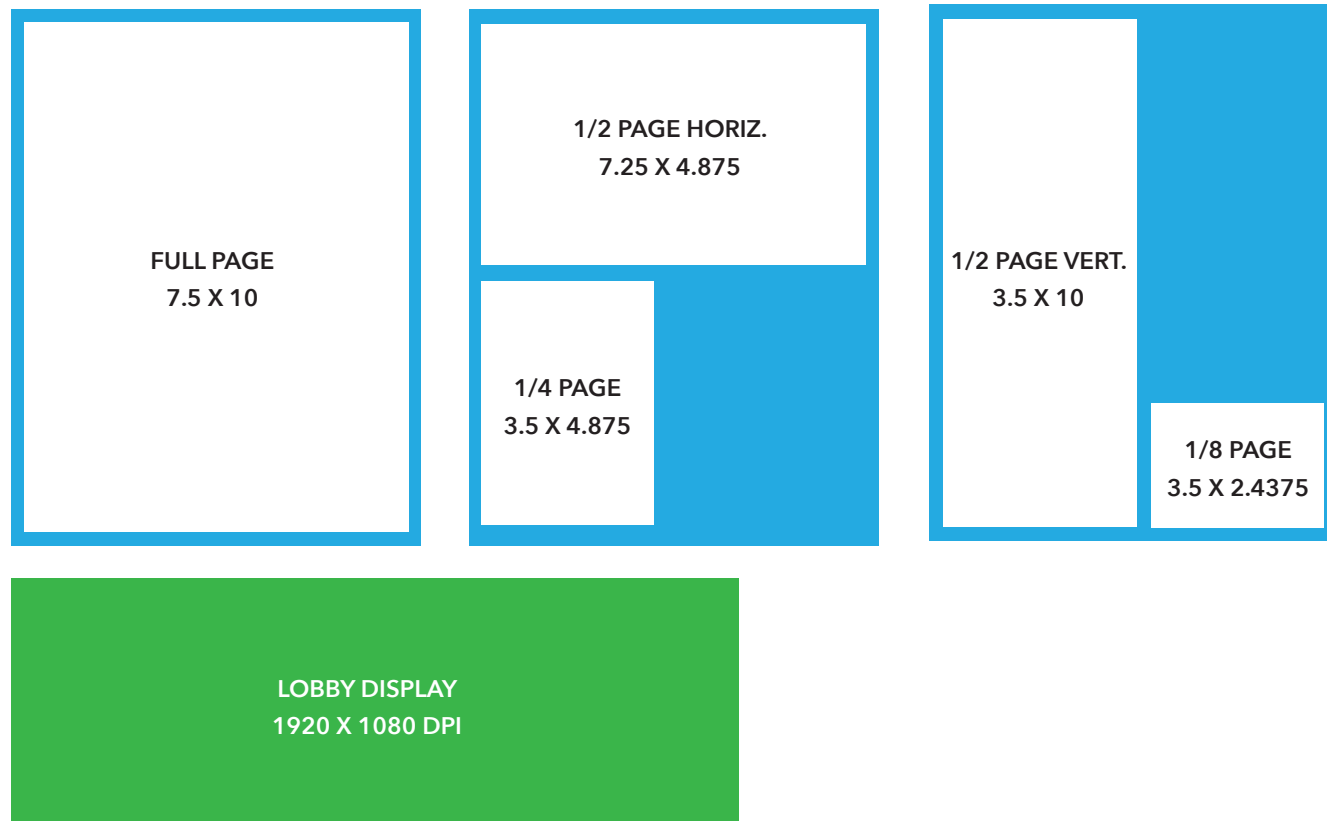
## AD SPECS

### Required File Format:

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



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](mailto:amy@bmcoverture.com); subject: advertiser name.

**All artwork due by Thursday, April 16, 2026**

### CONTACT:

Amy Edwards | [amy@bmcoverture.com](mailto:amy@bmcoverture.com) | (828) 232-7505  
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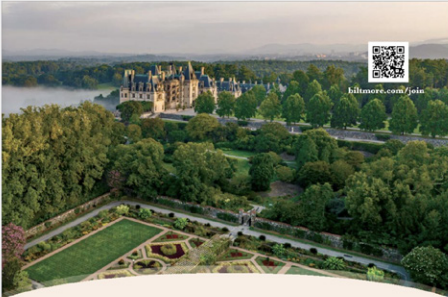
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SINCE 1936  
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## AD EXAMPLES


**JULY 25 • CHAMBER**



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2025 BMC Summer Institute & Festival 101

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

**An Evening of Operetta**

Janice Opera Company of the Brevard Music Center  
Emily Jarrell Urbaneck 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 Bailey Bower Benjamin Chen Betsy Clark Nicole Dippasquale Claire Griffin Andrew Hubert Callie Iff Robert Kleinertz Alexandra Kreski	Christopher Leingruber Brian Linares Laura Cooper Ashley Marocchi Charles McGregor Sarah McMan Elizabeth Neumeyer Ian Pataki Rudy Polk Stephan Riesen	Madelyn Salazar Aislinn Schenz Morgan Small Deborah Stevens Seth Tack Jordan Treadell Stefan Vilinger Hunter Warrick
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**INSTRUMENTAL ARTIST FACULTY**

**Principal Harp with the Utah Symphony, LOUISE VICKERMAN** has also performed with the BBC Scottish, San Antonio, and New World Symphonies, and the Scottish Chamber Orchestra & RSO. Festival appearances include the Edinburgh International Festival, BBC Proms, Cabrillo Festival of Contemporary Music, & Grand Teton Music Festival. Currently on faculty at UNLV, she has also taught at BNU, Weber State, and Westminster College. She is a graduate of the Eastman School of Music and the Royal Conservatory of Scotland.

**JANICE WILLIAMS** is currently a music educator in the Middlesex Borough Public Schools in New Jersey, where she teaches classroom music, choral music, and band. She previously served as Director of the award-winning Bolton High School Chorus in Tennessee. Ms. Williams holds degrees from the University of Maryland and the University of Texas at Austin where she studied with Bob Duke, Judith Jellison, and Suzanne Pence.

**KRAG ALAN WILLIAMS** is currently Associate Professor of Conducting at the Mason Gross School of the Arts, Rutgers University, serving as Conductor and Artistic Director of the GRAMMY-nominated Rutgers Wind Ensemble. Maintaining an active schedule as a guest conductor, clinician and lecturer, Williams has appeared in those capacities in more than 15 states, and led highly acclaimed concerts before the College Band Directors National Association. Williams holds degrees from the University of Texas at Austin and California State University.

**Acclaimed as "one of the biggest pianistic talents to have emerged in this country in the last 25 years," pianist TERENCE WILSON** has appeared as recital and concerto soloist with major orchestras in venues across the U.S. and internationally. He has received numerous awards and prizes, and been featured on several radio and television broadcasts, including NPR's "Performance Today" and WQXR. Mr. Wilson is a graduate of The Juilliard School, and resides in Montclair, New Jersey.

**JAMES WYMAN** is Principal Timpani of the Baltimore Symphony Orchestra, and has also performed with the Cleveland Orchestra, the Pittsburgh, Detroit, Indianapolis, and National Symphony Orchestras, the Brevard Festival Orchestra, and guest Principal Timpani with the Cabrillo Festival of Contemporary Music. Mr. Wyman has served on faculty at the University of Maryland and the Cabrillo Festival. He holds degrees from Baldwin Wallace University and Carnegie Mellon University and has studied with Paul Tanchou and Tim Adams.

**Pianist CLARA WANG** has performed in notable venues such as Carnegie Hall, the Forbidden City Concert Hall (Beijing), and the National Auditorium (Beijing). She is head of Keyboard Studies at JNC-Chapel Hill. She has soloed with renowned conductors such as Vladimir Ashkenazy and Long Yu. She performed alongside Philip Glass and gave the world premiere of Chen Yi's piano concerto with the China Philharmonic Orchestra in Beijing. Her solo album *Fading Time* (Albany Records) won a Global Music Awards Gold Medal.

**UNIVERSITY OF KENTUCKY SCHOOL OF MUSIC**

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linearts.uky.edu/music/admission/admissions

The UK School of Music provides students with world-class experiences through work with internationally recognized performers, teachers, research and staff. For over 100 years, we have provided students for careers both in and outside the field of music.

College of Fine Arts

2025 BMC Summer Institute & Festival 125

**CARL NIELSEN (1865-1931)**  
Wind Quintet, Op. 43

Premiered on April 30, 1922 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 neoclassicism. He is best known for his six symphonies he composed as well as his contribution to the Danish national song tradition, but his Wind Quintet is also quite well-known, and is certainly at the core of the repertoire for such ensembles. It was written in 1922 after Nielsen heard the Copenhagen Wind Quintet rehearsing in the background of a phone call—despite the technology 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 five players, while those not responsible for the melody provide a variety of accompanimental figures that show off the potential of each instrument. The second movement is intentionally antique in drawing on the minuet, a triple-meter dance beloved of eighteenth-century European nobility. Nielsen adds his own neoclassical flavor, however, introducing pleasant 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 is honored to support Brevard Music Center.**

**BLUE RIDGE PUBLIC RADIO**  
NEWS • CLASSIC

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

Learn more at [bpr.org](http://bpr.org).

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