

OVERTURE

MAGAZINE

2024
SUMMER
MUSIC
FESTIVAL

BREVARD
MUSIC
CENTER



Dear Friends of Brevard Music Center & Overture,

The Brevard Music Center is excited to announce our 2024 Summer Music Festival, and to invite you to be part of our extraordinary summer program guide, "Overture." Our beautiful four-color magazine is not only a vital part of every single performance throughout the season but provides wonderful notes about the artists and music that grace our stage. For the 2024 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 our 2024 advertising rate sheet and agreement as well as other supporting documents. We encourage you to consider joining our distinguished group of supporters in making the Brevard Music Center and Overture 2024 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 2024 Overture program.

Very best regards,

Jason Posnock
President & CEO
Brevard Music Center

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

OVERTURE

MAGAZINE

2024
SUMMER
MUSIC
FESTIVAL

BREVARD
MUSIC
CENTER



The Brevard Music Center is thrilled to invite our patrons, sponsors, and advertisers to join us for an exciting 2024 Summer Music Festival. Beginning late June, we will celebrate our 88th 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 2024 will take the stage as a 176-page print and digital magazine showcasing the season, the performances, the artists, and the advertisers. It will be available as a full-color, printed and bound magazine at every performance, and also in digital format at brevardmusic.org. By offering Overture in both formats, advertisers will enjoy greatly increased exposure and all the following benefits:

- Color ad of your choice in one of the available sizes
- Digital ad links directly to advertiser website
- Digital ad can feature a video link to advertiser product or business
- Advertiser logo with link to website on brevardmusic.org
- Advertiser logo and 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, creativity, and bringing students and audiences an extraordinary musical season.



2023 OVERTURE Magazine Cover

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

OVERTURE MAGAZINE

2024 ADVERTISING RATES AND CONTRACT

Artwork for ads must be received by Market Connections by 5:00 PM Wednesday, **April 17, 2024**. All print ad purchases can include an optional web listing, a digital lobby display ad, and a video link in your ad at no additional cost. Specs for all three 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 2023 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 box below:
 1/4 page/\$225 1/2 page/\$375 Full page/\$450

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 number _____

Exp. date _____ / _____ CVVCode _____ ZIP _____

Note: Interest charge for late payments is 1.5%/month.

The company or individual named below, hereafter called the Advertiser, agrees to purchase advertising space in Overture 2024 as indicated above:

Advertiser _____ Contact Person _____

Ad Size _____ Rate _____

Billing Address _____

City _____ State _____ Zip _____

email _____ Phone _____

Advertiser Signature _____ Date _____

Overture/Market Connections Signature _____ Date _____

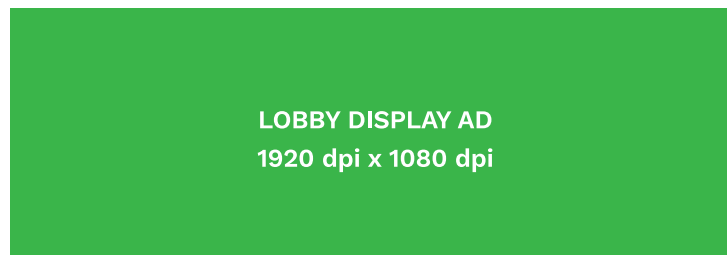
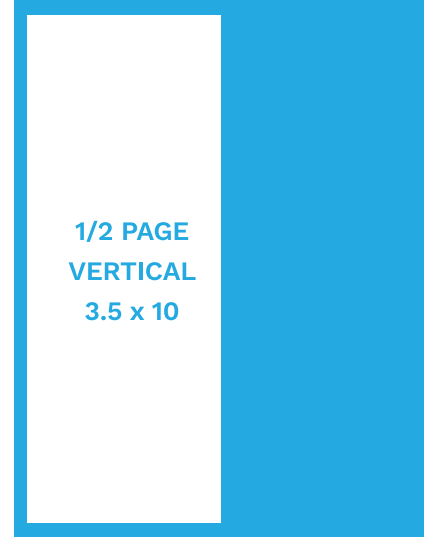
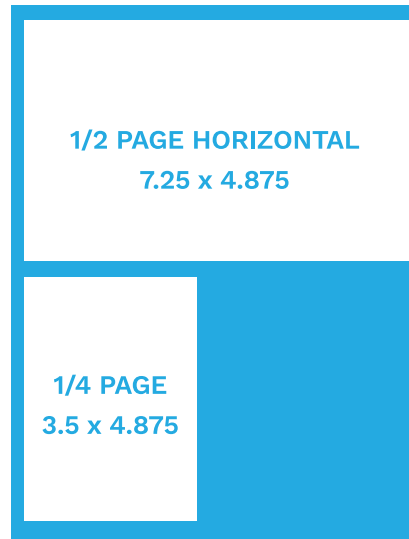
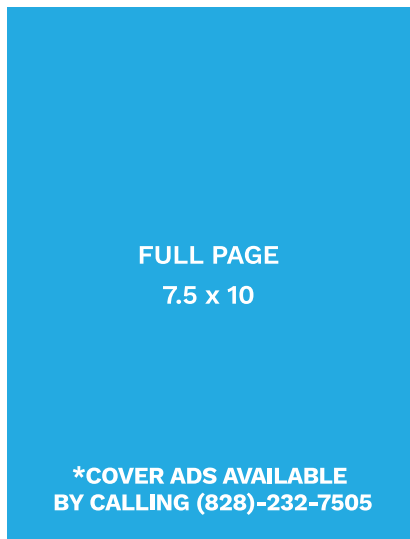
Please review above to be sure items have been checked appropriately.
 Send completed form to: amy@bmcoverture.com | www.bmcoverture.com

INDICATE YOUR AD SIZE & RATE			
FULL COLOR AD SIZE	FULL PAGE	HALF PAGE	QUARTER PAGE
2024 OVERTURE	<input type="checkbox"/> \$2,595	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$895
EARLY BIRD RATES*	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$800
*EARLY BIRD CONTRACT AND PAYMENT DUE BY APRIL 1, 2024			

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

OVERTURE MAGAZINE

2024 AD SUBMISSION SPECIFICATIONS



Required File Format:

- All ads are full color.
- Preferred file format is high resolution (300 dpi) pdf, tiff, or jpeg.
- Files should remain under 5 megabytes.

Advertiser Benefits:

- A web listing and lobby display ad are 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.

To see ads from 2023 Overture Magazine visit: <https://www.brevardmusic.org/overture>

Email files to amy@bmcoverture.com; subject: advertiser name.
All artwork due by Wednesday, **April 17, 2024** | www.bmcoverture.com

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

OVERTURE MAGAZINE

PREVIOUS AD EXAMPLES



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

BLUE RIDGE PUBLIC RADIO
NEWS • CLASSIC
FOR WESTERN NORTH CAROLINA
bpr.org

BPR celebrates the arts and the role they play in enriching the quality of life in Western North Carolina.

2022 BMC Summer Institute & Festival 27

ABOUT THE ARTIST

LARA DOWNES, piano
Pianist Lara Downes has been called "an explorer whose imagination is fired by bringing notice to the underrepresented and forgotten" (The New York Times). An iconoclast and trailblazer, her dynamic work as a sought-after performer, a Billboard Chart-topping recording artist, a producer, curator, activist, and arts advocate positions her as a cultural visionary on the national arts scene.

Ms. Downes' musical roadmap seeks inspiration from the legacies of history, family, and collective memory, expanding the broad landscape of American music to create a series of acclaimed performance and recording projects that serve as gathering spaces for her listeners to find common ground and shared experiences.

During the 2021-22 season, Ms. Downes' performances and residencies include appearances with the Boston Pops, the Indianapolis Symphony Orchestra, Washington Performing Arts, the Ravinia Festival, the Gilmore Foundation Saratoga Performing Arts Center, the Clavier Smith Center at University of Maryland, the Oregon Bach Festival, Caramoor, and many others.

Ms. Downes is the creator and curator of the Rising Sun Music Initiative, a groundbreaking recording series that sheds light on the music and stories of Black composers over the past 200 years, featuring performances by a wide range of today's leading artists including Nadine Turner, Will Swann, Nicole Cabell, and Regina Carter. She is the creator and host of the NPR Music series *AMPLIFY* with Lara Downes, and the popular host of Evening Music with Lara Downes on Classical KFFM in San Francisco. Her work has been supported by the Mellon Foundation, the National Endowment for the Arts, the Spilhaus Organization, the Classical Recording Foundation Award, the Lighthouse Artist Residency, and the Center for Cultural Innovation, among others.

Her fierce commitment to activism and advocacy sees her working with organizations including the ACLU, Feeding America, the Lower East Side Girls Club, and the Spilhaus Organization. She is an Artist Ambassador for Headcount, a non-partisan organization that uses the power of music to register voters and promote participation in democracy.

WE FEATURE:

- Seamless transfer of credits.
- Informationally accomplished professors.
- Personal mentoring with our esteemed faculty.
- Endless opportunities for learning and creativity.

DISCOVER MORE
aurora.edu/music | aurora.edu/theatre
aurora.edu/inspire

CONTACT
630-844-5533 | admission@aurora.edu

AURORA UNIVERSITY
347 S. Gladstone Ave. | Aurora, IL 60506

2022 BMC Summer Institute & Festival 69

FULL PAGE

1/2 PAGE VERTICAL

JAZZ@BREVARD
The following artist faculty and students comprise the JAZZ@Brevard ensemble. Artist faculty are listed first, followed by students in alphabetical order. (Student roster accurate as of May 15, 2022.)

ALTO SAXOPHONE Shree Cassidy* Gregory Tarty* Benjamin Bartholomew Evan Christian Samantha Gueno Shubly Modi Jack Maloney Michael Rice Samuel Roy Andrew Robertson	TRUMPET Lisa Burt* Anthony Stanor* Jack Brinkmeyer Sam Butler Alexandra Dronchi Fin Gomez Sébastien Gonzalez Alexander Holgim Miah Jordan Pedro Lopez Preston Robert Lucas Stickley-Miner Roman Ullian Tali Walsh Trevor Washington Luna O'Byrne	PIANO/ORGAN Wade Groff Luther Allison* Lasse Corson Ravi Dew Tomas Jonsson Erick Lopez Luke Rames Demetrius Thornton Daniel Witell	DRUMS Gwendolyn Dease* Associate Director Jeff Siga* Colleen Clark* Aiden Chalick Julian Huston Braden Jones Colin Richey Garrett Strauss
TECHNO SAXOPHONE Carter Beucher Augustus Hedden Luka Ion Emma Lengria Luna O'Byrne James Ratchford Kevin Shinkie Tobias Smith Alexander Waguspack	TROMBONE Michael Dease* Director Chris Glassman* Atlin Demcozza* Matthew Acosta Zach Andrews Jesse Cheek Missie Cole	BASS Rodney Whitaker* Parker Bakula* Alia McLaughlin Ethan O'Byrne Dylan Sherman Logan Zaud	GUITAR Jocelyn Gould* Randy Napoleon* Spide Curtis Daniel Keating Daniel Marmer Levi Taple

*Artist Faculty

PETRIE SCHOOL OF MUSIC
7 MAJORS AND MINORS
4 GRAD PROGRAMS
4 CERTIFICATE PROGRAMS

We will prepare you for a thriving arts career.

DISCOVER MORE!
CONVERSE.EDU/PSOM

2022 BMC Summer Institute & Festival 39

1/2 PAGE HORIZONTAL

ENSEMBLES

SYNOPSIS

ACT I
At night, Count Almaviva brings a band of musicians to serenade Rosina, ward of Dr. Bartolo, who keeps the girl confined in his house. When Rosina fails to answer his song, the count pays the players, and they leave. At the sound of Figaro's voice, Almaviva steps away as the barber lounds in, boasting of his long life as the neighborhood factotum. Figaro, though currently in Bartolo's employ, encounters Almaviva and promises to help him win Rosina. For a suitable reward, no sooner has Bartolo left the house to arrange his own marriage with Rosina than Almaviva launches into a second serenade, calling himself "Lindoro," a poor creature who can offer only love. Figaro suggests Almaviva disguise himself as a drunken soldier billeted to Bartolo's house. Alone in the house, Rosina muses on the voice that has touched her heart and resolves to open to Bartolo. Figaro joins her, but they leave on hearing footsteps. Bartolo enters with the music master, Don Basilio, who tells him Almaviva is a rival for Rosina's hand and advises abandoning the nobleman's reputation. Bartolo agrees, but Figaro overhears them. Warning Rosina that Bartolo plans to marry her himself the very next day, the barber promises to deliver a note she has written to "Lindoro." Rosina, alone with Bartolo, undergoes an interrogation, then listens to his boast that he is far too clever to be tricked. Berta, the housekeeper, answers a violent knocking at the door, returning with Almaviva disguised as a drunken soldier in search of lodging. While arguing with Bartolo, Almaviva manages to slip a love letter to Rosina. But when Bartolo demands to see the letter, the girl substitutes a laundry list. Figaro dashes in to warn that their hubbub has attracted a crowd. Police arrive to silence the disturbance. As an officer is about to arrest him, Almaviva whisks his identity and is released. Rosina, Berta, Bartolo and Basilio are stupefied by everything that is happening.

CAST
Count Almaviva, Robert Kleineritz
Rosina, Daniela Baril
Figaro, Joseph O'Shea
Bartolo, Nicholas Davis*
Basilio, Benhur Ghezzeby
Berta, Anna Langer
Floreto/Sergeant, Nicholas Winkler
Ambrogio, Clara Fuller
* alumni guest artist

CHORUS
Steven Auster
Daniel Barua
Joshua Coleman
Richard DeLousia
Alec House-Ballagown
Brian Linewe
Colin Miller
Ishmeal Parsons
Patrick Starke
Logan Tarwater
Stephen Walling

ACT II
Bartolo receives a young music teacher, "Don Alonso" (again Almaviva in disguise), who claims to be a substitute for the ailing Basilio. Rosina enters, recognizes her suitor and begins her singing lesson as Bartolo dozes in his chair. Figaro arrives to show the doctor and manages to steal the key to the balcony window. Basilio now comes in, looking the picture of health; bribed by Almaviva, he helps Rosina and she escapes. Figaro overhears that night. They are overheard by the doctor, who drives Figaro and Almaviva from the house and Rosina to her room, then sends again for Basilio. Berta, unreminded by all the confusion, complains he is going mad. Bartolo dispatches Basilio for a notary, then tricks Rosina into believing "Lindoro" really is a young Almaviva. After a thunderstorm, Almaviva arrives with Figaro and climbs through a balcony window to abduct Rosina. At first the girl rebuffs "Lindoro," but when he explains that he and Almaviva are one and the same, she falls into his arms. Figaro urges haste, but before they can leave, their ladder is taken away. Basilio enters with the notary. Though summoned to wed Rosina and Bartolo, the official marries her instead to Almaviva, who bribes Basilio. Rushing in too late, Bartolo finds the lovers already wed. When Almaviva allows him to keep Rosina's dowry, the old man accepts the situation.

CAST
Telling the Story of the Plateau for 20 YEARS
thelaurelmagazine.com

2022 BMC Summer Institute & Festival 77

1/4 PAGE

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