cyso | chicago youth symphony orchestras

SUPPORT THE NEXT GENERATION OF CHICAGO MUSICIANS

ADVERTISE WITH CYSO

CONNECT YOUR BUSINESS WITH CHICAGO'S ARTS ENGAGED FAMILIES

CYSO's member opportunities reach over **10,000 audience members** each season, with digital advertising extending your visibility to nearly **8,000 email subscribers** and online event viewers. As a Community Partner, your business gains prominent exposure from doors open to curtain call—and beyond. This is a unique chance to put your message in front of an engaged, arts-loving audience.

WE HAVE ADVERTISING CHOICES TO FIT ANY BUDGET.

WHY PARTNER WITH CYSO?

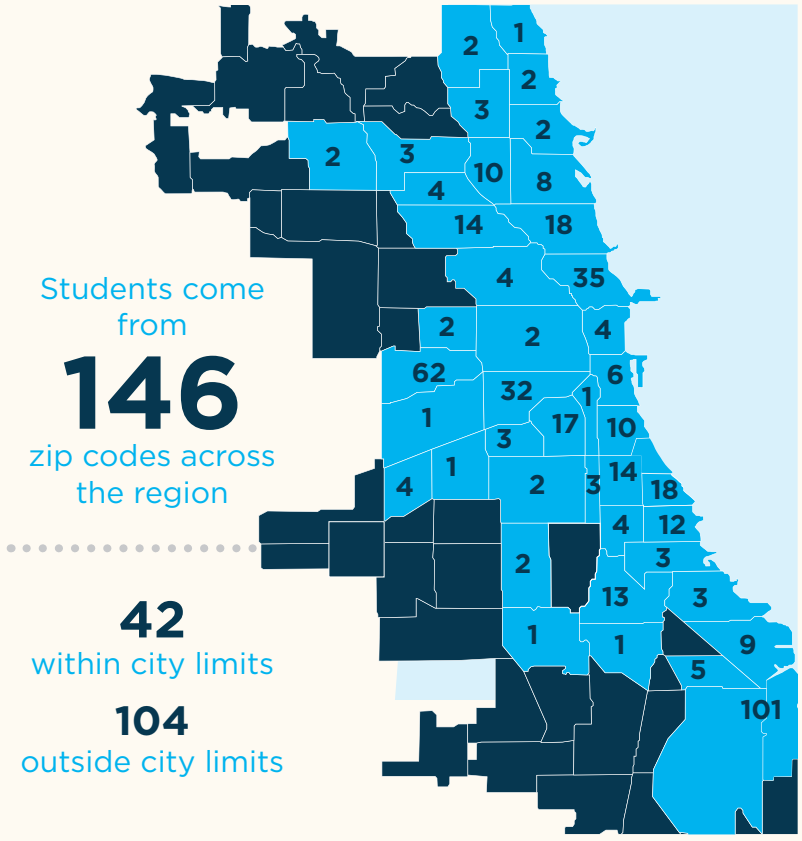
Reach an Influential, Arts-Driven Audience

CYSO families are deeply engaged in the arts, education, and Chicago's cultural landscape—making them an ideal audience for local businesses.

10,000 young people and families are served by CYSO each year

13 ensembles

5 community sites at Chicago Public Schools



Students come from

146

zip codes across the region

42 within city limits

104 outside city limits

Make a Difference While Strategically Advertising

- Showcase your commitment to youth arts
- Support a historic, near 80-year old institution
- Help fund tuition assistance and programming for young musicians

Ensembles and Programs

Full Orchestras
Symphony Orchestra
Philharmonic Orchestra
Concert Orchestra
Debut Orchestra
CORE—Classical Orchestral Repertory Ensemble

String Orchestras
Accelerando Strings
Prep Strings
Overture Strings

Jazz Orchestra
Jazz Orchestra

Steel Pan Orchestras
Kaiso Steel Orchestra
Junior Steel Orchestra
Groove Steel Ensemble
Jumbies Steel Ensemble

Chamber Ensembles
Chamber Music —Strings, Winds, Brass, Percussion
Ambassadors Chamber Music

Composition Seminar

International Tours

CYSO@CPS

Community Concerts

Chicago Youth Symphony Orchestras' mission is to inspire and cultivate personal excellence through music.

CYSO Audience Stats

CYSO's diverse audiences are highly responsive and engaged across social media, email, and print channels.

- **8,000+ email subscribers** including a 47% open rate
- 4,300+ Instagram followers
- 7,300+ Facebook followers
- 132,921 viewers in the past 30 days
- 5,000 Average post views within 24 hours

Advertising Opportunities by Audience Age

CYSO concerts and programs connect your brand with a uniquely engaged, multigenerational audience—from young families discovering classical music to longtime patrons who champion arts education. This guide shows you how to target your advertising to the age groups most likely to respond.

Families With Young Children

Who Are They?
Families with elementary-aged children often attend concerts to support friends or siblings or to introduce their children to live music, frequently bringing extended family members, friends, and neighbors. They are typically local, community-oriented, and values-driven.

Advertising Targets

- Schools, tutoring centers, and camps
- Pediatric practices, family healthcare
- Children's arts programs, museums, and theaters
- Local restaurants and family services
- Instrument Makers & Rentals

Best Advertisement Placements

- Concert program ads for Preparatory Strings & Overture Strings concerts
- Lobby signage and table cards at family-focused performances
- Website ads on concert and education pages
- Social media sponsor mentions tied to youth performances

- **10,000+ audience members** every season, including parents, educators, musicians, and community leaders
- Middle–high income households
- School-aged children and highly-involved parents & relatives
- Musicians & arts supporters

AUDIENCE REACH

AUDIENCE REACH

Working Professionals & Parents of Teens

Who Are They?
Parents of high-achieving students and working professionals who attend concerts regularly and support arts education.

Ideal Advertisers

- Financial planning and wealth management firms
- Real estate and home services
- Private schools and educational consultants
- Cultural institutions and nonprofits

Best Advertisement Placements

- Full- and half-page program ads for Symphony Center concerts or Gala.
- Concert venue sponsorships
- Email newsletter banner ads
- Lobby signage and recognition slides

Teenagers

Who Are They?
CYSO students, their peers, and friends

Ideal Advertisers

- College, University & Summer Programs
- SAT and ACT Prep
- Instrument Makers & Rentals

Best Advertisement Placements

- Digital ads on CYSO website and student-facing pages
- Sponsored social media posts or stories
- Program ads for youth orchestra concerts
- On-site activations or giveaways at select events

Lobby Sponsorships & On-Site Activations

CYSO performances draw audiences of parents, alumni, music lovers, educators, and community leaders across the region. On-site activations provide meaningful visibility and hands-on engagement.

- Branded lobby presence or tabling
- Sampling + product distribution
- Themed lounge or experience installation
- Photo booth or step-and-repeat branding
- Program inserts + print signage
- Staff or brand ambassador presence

Cost
$1,000-$2,000 per table

CONTACT **DEVELOPMENT@CYSO.ORG** FOR GALA SPONSORSHIP OPPORTUNITIES

Concert Venue & Event Sponsorships

Align your brand with a specific performance or season milestone. Sponsorship packages may include:

- Stage recognition + verbal acknowledgement
- Logo placement on event collateral, programs, and signage
- Visibility in email + social campaigns promoting the event
- Complimentary tickets + VIP access opportunities
- Co-branded marketing assets

Cost
Starting at $5,000

Digital, Social & Web Sponsorships

Extend your reach beyond the concert hall with a customizable digital package.

- Sponsored social media posts or content series
- Email newsletter placements
- Website banner or feature placement
- Co-created content (interviews, reels, storytelling features)

Cost
Packages starting $500

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SPONSORSHIP OPPORTUNITIES

PROGRAM ADVERTISEMENT

Program Ad Options & Pricing

Print advertisement rates include placement in CYSO's program book, distributed at 14 concerts across the Fall and Spring seasons. This is an excellent way to connect with students, parents, patrons, and donors of all ages.

Expand your impact by upgrading with one of our premium advertising options: a dedicated e-blast, newsletter banner, or student handbook ad.

☐ **BACK COVER** *(full color) - 5x8"*	$2,200
FULL PAGE SPECIAL *(black/white) - 5x8"* ☐ Inside Front Cover *(right)* ☐ Inside Back Cover *(right)* ☐ Opposite Inside Cover *(left)* ☐ Opposite Concert Program	$1,550
FULL PAGE *(black/white) - 5x8"* ☐ Other inside page	$1,450
HALF PAGE *(black/white)* ☐ Horizontal - *5 x 3.875"*	$990
QUARTER PAGE *(black/white)* ☐ Horizontal - *5" x 1.875"*	$600
☐ **DEDICATED E-BLAST**	$900
☐ **NEWSLETTER BANNER AD**	$400
☐ **STUDENT HANDBOOK AD**	$550
☐ **FAMILY MESSAGE PAGE**	$50

Artwork Specs:

For Print Program Book Ads:

Please send all images: Black and white (except for back cover), 300 dpi, CMYK color.

For Dedicated E-Blast:

Please send full color images, 650 pixels wide by 1000 pixels tall, 72 dpi, RGB with up to 100 words of text

For Newsletter Banner Ad:

Please send full color images, 650 pixels wide by 300 pixels tall, 72 dpi, RGB with a link to URL of your choice

For Student & Family Handbook Ad:

Please send full color images, 8" wide by 10.5 " tall, 72 dpi, RGB color

Family Message Page

Celebrate a student or loved one by purchasing a message for our family message page - 25 word limit