

## ADVERTISING OPPORTUNITIES

2011/2012 SEASON

WINNIPEG SYMPHONY ORCHESTRA

# Overture

**Passion. Beauty.  
Inspiration. Exhilaration...  
Take time for magic.**



Shostakovich  
*Symphonic Sorcery: The Music of Harry Potter*  
Len Cariou  
Jon Kimura Parker  
Lorna Luft  
*Buster Keaton's The General*  
Mathieu & Sibelius  
*The Manhattan Transfer*  
Dawn Upshaw  
*The Music of Michael Jackson*  
Mahler

The 63-year legacy of the **Winnipeg Symphony Orchestra (WSO)** is integral to Winnipeg's rich cultural life and performs for over 100,000 people each year, including over 6,800 subscribers, and brings some of the world's top talents to the stage to provide our audience with the best experience possible. The 2011-2012 season offers seven unique concert series, 33 concerts and 61 concert dates, ranging from classical masterworks, pops and family concerts to an internationally renowned New Music Festival.

Our audiences have a diverse choice in concerts to satisfy any musical tastes:

**MASTERWORKS (MW)** – This series (including A, B, C and Matinee Series) gives the audience a chance to experience the most striking and timeless pieces ever written in the classical world. It features world-renowned guest artists and conductors. The Masterworks audience takes a special interest in classical music and attends these concerts for the pure enjoyment of fine music.

**POPS** – The Pops series is full of crowd-pleasing contemporary hits, complete with stunning guest artists that ensure the audience is in for a night of entertainment. With names like Paul McCartney, Len Cariou, Lorna Luft, Michael Jackson and The Manhattan Transfer, this series proves the WSO is raising the bar for excitement every season.

**SOUNDBYTES (SB)** – This series, now in its second season, is perfect for first-time symphony-goers or the season symphony lover! It opens with rock historian John Einarson hosting an evening of classical music that has inspired rock n' roll. The WSO then presents an in-depth look at Dvořák's *New World Symphony* using live theatre, screen presentation, actors and a host followed by a complete performance of the work. The series wraps up with Buster Keaton's *The General*, along with Carl Davis's celebrated original score performed by the full WSO.

**CONCERTS FOR KIDS (CFK)** – This series attracts young families for an afternoon of entertainment that kids of all ages will appreciate: parents, grandparents and children alike! This season, families will enjoy holiday favourite *The Snowman* as well as *The Music of Harry Potter* and *Beethoven Lives Upstairs*, plus more. Pre-concert activities will keep the kids busy with crafts, rhythm ensembles, a conducting station and instrument petting zoo.

### ABOUT OVERTURE

*Overture* is produced six times each season by the Winnipeg Symphony Orchestra for distribution **free of charge** to audiences at the Centennial Concert Hall in Winnipeg and the Western Manitoba Centennial Auditorium in Brandon. *Overture* features concert descriptions, guest artist bios, sponsor recognition, and insight into the history of classical music.

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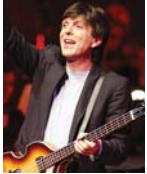
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# Overture

## OVERTURE #1 SEASON OPENER



The first issue of the new season is always filled with anticipation and excitement as we embark on another year of music magic. With Grammy Award winner Horacio Gutierrez, the music of Paul McCartney, an evening that features a *Night of Song & Dance*, a Halloween concert for kids and more - you don't want to be left out. Don't miss the launch of our 64th season!

## Beauty

- Season Opener: Rachmaninov & Dvořák (MW)
- Live and Let Die: A Symphonic Tribute to the Music of Paul McCartney (POPS)
- Sibelius: Symphony No. 2 (Matinee)
- A Night of Song & Dance (MW)
- All Shostakovich (MW)
- The Phantom of the Music Hall (CFK)

## OVERTURE #2 THE HOLIDAY ISSUE



Last year's Christmas issue sold out quickly and due to increased demand, we added more pages. **This is the perfect issue to be in for gift-giving ideas to our patrons.** In this issue we kick into high gear with Winnipeg favourite and Tony Award winner Len Cariou, local Rock historian John Einarson in our Soundbytes series, and finish with Hollywood royalty featuring Judy Garland's daughter Lorna Luft.

## Exhilaration

- Send in the Clowns: The Music of Stephen Sondheim Starring Len Cariou (POPS)
- Beethoven 5 (MW/WSO in Brandon)
- Rock Owes the Classics! (SB)
- The Snowman (CFK)
- Sibelius: Symphony No. 2 (Matinee)
- Mathieu & Sibelius (MW)
- A Judy Garland Christmas: Songs My Mother Taught Me (POPS)
- Messiah (MW/WSO in Brandon)

## OVERTURE #3 HOT! HOT! HOT!



It's January and the weather is cold outside but inside it is HOT HOT HOT! With the dancers from *A Night at the Copa* promising to warm things up for us, along with the music of Michael Jackson to moonwalk to, plus the acclaimed series *Beyond the Score* from the Chicago Symphony Orchestra, this issue of sizzling concerts is a must for showcasing your hot, hot product!

## Passion

- Mozart: Sinfonia Concertante in E-flat major (Matinee)
- Mozart & Schubert (MW)
- Beethoven Lives Upstairs (CFK)
- HOT! HOT! HOT! A Night at the Copa (POPS)
- For Michael - The Music of Michael Jackson (POPS)
- American Masters (MW/WSO in Brandon)
- Dvořák's New World Symphony: Beyond the Score® (SB)

## OVERTURE #4 NEW MUSIC - NEW BOUNDARIES



With the 21st New Music Festival issue you can be guaranteed a program book that is full of essays from well-known composers and musicians, as well as insights and anecdotes for you to ponder. This is the longest-running festival of contemporary music in North America, and our audience definitely treasures this issue as a keepsake. If you want to push boundaries with your product or service, this is the issue for you!

## New

**Distinguished Guest Composers:**  
Kaija Saariaho  
Jóhann Jóhannson  
Alexina Louie

**Distinguished Guest Artists:**  
Shauna Rolston  
Jenny Koh

## OVERTURE #5 SOARING - SYMPHONIC - SORCERY



Dawn Upshaw is one of the world's top sopranos and we are thrilled to present this stellar evening with her soaring voice. This is the place to be with concerts that feature the *Music of Harry Potter*, Broadway show tunes (that will have your toes tapping), and the epic work of Brahms. With six diverse concerts in this issue, your ad will be seen by an audience as unique as your organization.

## Inspiration

- Schumann: Symphony No. 1 (Matinee)
- Parker Plays Brahms 2 (MW)
- Symphonic Sorcery: The Music of Harry Potter (CFK)
- Broadway Rocks (POPS)
- Dawn Upshaw (MW)
- Mozart & Schumann (WSO in Brandon)

## OVERTURE #6 MAGIC MOMENTS, MYSTERY AND MAHLER



What happens when you combine three circus performers, mix in a classic Buster Keaton film about the Civil War, add a pinch of New York City jazz-pop and finish off with monumental Mahler? You get a not-to-be-missed season-closing issue that you need to be in so our patrons will remember your ad long after the curtain comes down.

## Magic

- Brahms Requiem (MW)
- The Manhattan Transfer (POPS)
- Buster Keaton's *The General* (SB)
- Circus Terrifico (CFK)
- Mahler: Symphony No. 2 (MW)