



2016/2017  
SEASON

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**Gordon Gerrard**  
Music Director

## Advertising opportunities with the RSO

Welcome to our 108th season! The Regina Symphony Orchestra (RSO) is dedicated to delivering the highest quality live orchestral music and music education to enrich life in southern Saskatchewan. Over the course of a 39 week season, the RSO reaches over 75,000 residents through professional concerts, community outreach, and educational initiatives. Our 108th season is made even more memorable with the introduction of our new Music Director, Gordon Gerrard.

This year's selection of concerts makes the 2016-2017 season one to remember. With an inaugural performance by world renowned violinist, James Ehnes and multiple guest conductors during the season, our Masterworks concert series will leave you spellbound. The Regina Symphony Orchestra Players will stimulate your sense in an intimate musical experience during our Government House chamber music series. Patrons will get a chance to experience pop music in a whole new way during our Shumiatcher Pops series with the scores of Fifty Years of Bond... James Bond, Reimagining Broadway with Sarah Slean, and the charms of the Celtic Tenors. The Great-West Life, London Life & Canada Life Kids series is expanding to three concerts this season with a kick-off from Juno-Award winner entertainer Al Simmons and his Symphonic Shenanigans. Finally, the RSO Special concert series returns with the perennial classic, Handel's Messiah, and a sing-a-long Messiah the following day. The opportunity to witness Gordon's inaugural season is truly a once in a lifetime opportunity that will be sure to allow viewers, both returning and new, to rediscover and reimagine the symphony.





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# Advertising Opportunities

The Regina Symphony Orchestra concert program is produced six times a season for distribution free of charge to audiences at the Conexus Arts Centre and Knox Metropolitan Church. RSO programs feature concert descriptions, guest artist bios, sponsor recognition, and insight into the history of the classical music we perform.

Each RSO program is distributed to approximately 4000 attendees. With an annual attendance of over 25,000, your message is delivered consistently in a program that is read cover to cover and taken home as a keepsake or used as a resource. Advertising with us ensures that your organization is seen as a leader in the marketplace, reaching an influential audience that ranges in age.

## Program ONE

The first issue of the new season is always sure to excite as we kick off a new year of exceptional music! World-renowned violinist James Ehnes commences the season playing Beethoven's Violin Concerto for Maestro Gerrard's inaugural concert. The RSO chamber players then invite you to enjoy a performance of Beethoven's Septet followed by Schubert's Trout Quintet. The program closes with a spellbinding display of poeticism and musicianship by the incredibly talented Sarah Sleian in Reimagining Broadway.

**Deadline: August 27, 2016**



James Ehnes &  
Beethoven  
*Masterworks*

September 17,  
2016



Beethoven Septet  
Government House

September 24/25,  
2016



Trout Quintet  
Government House

October 15/16,  
2016



Reimagining  
Broadway  
*Shumiatcher Pops*

October 22,  
2016

## Program TWO

The second program begins in spectacular style with Tchaikovsky's Symphony No. 4. 2015 Honens International Piano Competition winner, Luca Buratto, will be making an appearance during the concert playing Mozart's Piano Concerto No. 22. The excitement continues with a high-energy RSO Kids show with the wacky and off-the-wall inventions of Al Simmons. Things continue to ramp up even as the program comes to a close with Rossini's String Sonata and an electrifying performance of Beethoven's Symphony No.4 by guest conductor Tania Miller.

**Deadline: September 24, 2016**



Tchaikovsky  
Symphony No. 4  
*Masterworks*

October 29,  
2016



Symphony  
Shenanigans  
*RSO Kids*

October 30,  
2016



Rossini String  
Sonata  
Government House

November 19/20,  
2016



Beethoven  
Symphony No. 4  
*Masterworks*

November 26,  
2016

## Program THREE

With holiday spirit abound, our third program is perfect for gift-giving ideas. The irresistible charm of the Celtic Tenors will put even the biggest Scrooge into the holiday spirit. The RSO returns with a city-wide favorite and holiday tradition, Handel's Messiah, followed by a Candlelight Christmas. The program finishes with a captivating performance of Ravel's Bolero.

**Deadline: October 29, 2016**



A Celtic Tenors  
Christmas  
*Shumiatcher Pops*

December 3,  
2016



Handel's Messiah  
& Sing-Along  
RSO Special

December 10,  
2016



Candlelight  
Christmas  
RSO Special

December 17,  
2016



Bolero  
*Masterworks*

January 21, 2017



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### Program FOUR

Begin the new year with a celebration of Canadian orchestral music in Voices of Canada! Afterwards, stimulate your senses with The Music of Brahms in another Masterworks performance. If you're looking for an experience that is sure to engage kids of all ages, look no further than The Snowman, a classic holiday film screened with live orchestra music! Finally, the RSO plans to shake (not stir) things up in their final performance of the program with the soundtracks to classic bond films such as Live and Let Die, Diamonds are Forever, and Skyfall in Fifty Years of Bond... James Bond.

**Deadline: December 10, 2016**



Voices of Canada

Government House

January 28/29,  
2017



The Music of Brahms

Masterworks

February 11,  
2017



The Snowman

RSO Kids

February 12,  
2017



Fifty Years of Bond...

James Bond  
Shumiatcher Pops

February 18,  
2017

### Program FIVE

Our fifth program of the year opens with a first for Regina, one-part grand opera, one-part Broadway musical. Be a part of the magical, wacky and wonderful spectacle that is Leonard Bernstein's Candide. Celebrate the work of a legend with Mozart in March, then come to enjoy an evening of unforgettable songs and stories with Saskatchewan's own Jefferey Straker in Prairie Pops. Last but not least, the program concludes with the timeless tale of Peter and the Wolf, reimagined with modern day props and humour for the enjoyment of patrons of any age.

**Deadline: February 11, 2017**



Candide: Opera in Concert

Masterworks

March 11,  
2017



Mozart in March

Government House

March 18/19,  
2017



Prairie Pops with Jeffery Straker

Shumiatcher Pops

March 25,  
2017



Peter and the Wolf

RSO Kids

April 2,  
2017

### Program SIX

The final program of the season begins with a guest conduction of Strauss's Horn Concerto by Saskatoon Symphony Orchestra's Music Director, Eric Paetkau. The Government House series comes to a conclusion with a moving performance of Beethoven's String Quartet. Afterwards, the Time for Three trio will defy classification with ingenious mashups from Bach to the Beatles. The grand finale for the entire season is a performance by internationally recognized pianist, Avan Yu, with accompaniment from the South Saskatchewan Youth Orchestra during Pictures at an Exhibition.

**Deadline: March 31, 2017**



Strauss Horn Concerto

Masterworks

April 8,  
2017



Beethoven String Quartet

Government House

April 22/23,  
2017



Time for Three

Shumiatcher Pops

May 6,  
2017



Pictures at an Exhibition

Masterworks

May 13,  
2017



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# Advertising Opportunities

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**Please contact the RSO marketing department at 306.791.6397 or communications@reginasymphony.com for special incentives on multiple ad purchases.**

### CIRCULATION

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### MECHANICAL AND DIGITAL DATA

Preferred file type is a high resolution, press-optimized PDF file. For other formats, all picture files and fonts should be supplied with the ad. Other supported program files are Photoshop, Freehand and Illustrator. Supported file types are: pdf, tif, jpg, eps, qxd, psd, fhd, ai. Digital image resolution should be 300 dpi for colour and grey scale and 600 dpi for bitmap. All eps images should have fonts converted to outlines. Microsoft Publisher files are not accepted.

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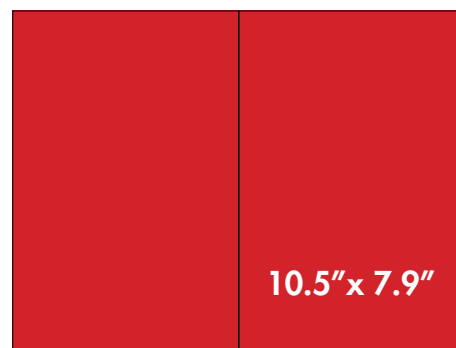
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2424 College Avenue  
Regina, SK S4P 1C8  
Phone: 306-586-9555

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306.791.6397

## Size





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Gordon Gerrard  
Music Director

**REGINA SYMPHONY ORCHESTRA  
PROGRAM ADVERTISING ORDER FORM**

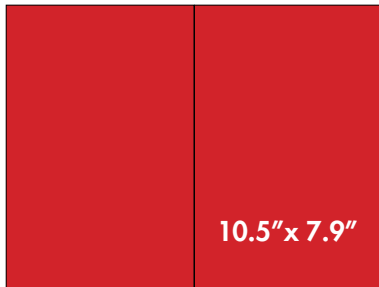
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**Specifications**

All Advertisements to be supplied electronically in PDF, EPS or TIFF format. Embed all fonts. All graphics to be at press quality resolution of 300 dpi.



**Terms and Conditions**

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