

The logo features the word "Masterworks" in a large, elegant, cursive script. Below it, the word "CHORALE" is written in a bold, serif, all-caps font. Underneath "CHORALE", the words "CHILDREN'S CHORUSES" are written in a smaller, serif, all-caps font. A musical staff with a treble clef and a key signature of one flat is positioned behind the text, with a few notes visible.

September 1, 2011

Dear Friend,

You are invited to advertise with the Masterworks Chorale and Children's Choruses as we begin our 38<sup>th</sup> season of presenting cultural performances for the Metro-East community. We have seven major concerts in this season's performance schedule. We print a new program for each concert and *your ad will appear in each of these seven programs*.

Every year since 1974, hundreds of concertgoers enjoy moving and beautiful performances presented by the Masterworks Chorale and Children's Choruses in a variety of venues throughout the area. Our Music Director and Conductor, Dr. Stephen Mager, is a nationally recognized composer and has brought a high level of professionalism and excellence to our organization at all levels.

Our audience is exactly the one you, as a businessperson, *should* target. They are educated, sophisticated and affluent. And while waiting for a concert to begin they read the program from cover to cover. *As an added bonus*, every advertiser will also be listed on the Masterworks website, with a link to *your* website if desired.

There is no doubt that the stable presence of fine arts in a community has a major impact on quality of life and economic growth. People want to live where there is an enriched cultural environment. Southwestern Illinois has had the good fortune of claiming Masterworks as a major part of its musical culture for the past 38 years. With your participation, this tradition can continue.

To advertise, simply complete the attached form to indicate your preferences and return it with payment by September 20, 2011.

We thank you in advance for your role in keeping the sound of music in our community. Please know that your support in any form is greatly appreciated.

Sincerely,

The Masterworks Chorale Board of Directors

**Music Director  
and Conductor**  
Dr. Stephen Mager

**Board of Directors**  
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Mike Niederer  
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