

Why Advertise with the VSA?

Artistic and musical organizations such as the Valley Symphony Association rely on the patronage and support of the community they serve—especially the local businesses. At our last VSA Board meeting, we sat down to consider the question: Why should local businesses support the musical arts through advertising?

We would love to share our reasons with you as a reminder of the importance of our mission and the vital need to support the VSA this season through your advertising dollars.

1. **Music encourages a vibrant economy.** Nonprofit arts events attendees spend an average of \$25 per person, in addition to their ticket, on meals, travel, childcare, and other related expenses. (Source: Arts and Economic Prosperity IV Report) Also, music organizations like VSA provide jobs and promote tourism benefiting local businesses.
2. **Music provides a platform for students to achieve higher academic success.** The Valley Youth Orchestra is a fantastic way to foster creativity and promote academic excellence in our next generation. Americans for the Arts reports that children who are involved in music in high school have a lower dropout rate, higher GPA, and higher SAT scores than their counterparts.
3. **Music fosters empathy and a connection between humans.** Experiencing beauty and music together brings us closer by providing a setting for shared experiences and a sense of community. During challenging times, music is the soothing balm to an aching heart.
4. **Music supports enrichment and culture in a community.** A vibrant arts community lets us express our values and build bridges between cultures, generations, religions, and ethnicities. The arts are the cornerstone of a healthy community, improving their social, education, and economic position even in difficult economies.
5. **Music sparks creativity and innovation.** Aristotle wisely said, “We need art because we have not lived enough. Art allows us to acquire experiences that our own lives could never provide.” We believe that music is fundamental to our humanity. Music inspires and enriches us—fostering creativity and beauty. Music brings us joy, helps us express our values, and opens our hearts to greatness.

If you've never advertised with the VSA before, **make 2017 the year that you contribute to your community by supporting the arts.** Your ad shows your public support of the VSA to thousands of concert-goers in the 2017/2018 season. Our ad packages includes program ad placement, Facebook advertising, email blasts, and your logo and URL on our website.

Become a vital part of the mission of the Valley Symphony Association through advertising: to enrich our communities with the shared enjoyment of music.