

Schola Cantorum Subscriber Letter Sample

Dear Music Lover,

Joyful melodies, celebratory carols, passionate spirituals, and lively choral masterpieces performed by a live choir and award-winning pianist—are these sounds you would enjoy hearing? Would you like to attend four spectacular concerts and receive prime seats at a reduced rate, without the hassles of a long commute or standing in line to purchase tickets?

If so, then become a subscriber to Schola Cantorum's 51st season.

Lift your spirits with a rare performance of Rossini's *Petite Messe Solennelle*, featuring Van Cliburn award-winning pianist Jon Nakamatsu. Kick off the holiday season as we sing *Joyeaux Noel*, a midnight mass of carols with a French flavor. Experience the passion of Martin Luther King, Jr.'s beloved spirituals in *Lift Every Voice* as we celebrate his memory. Feel inspired by *The Gift of Music*, our salute to the choral compositions of John Rutter.

Four concerts, with all of the benefits of a subscriber.

Subscribe, and you'll receive:

- **invitations to exclusive events**
- **a savings of 20% or more** off the standard ticket prices
- **priority reserved front section seating** at all concert venues
- **20% savings on additional tickets**

Want extra tickets for individual concerts? No problem! As a subscriber you **save 20% off at-the-door price**. So you can bring friends and family to any of the four concerts, or buy tickets for our special event, *Messiah Sing*, the annual audience sing-along of Handel's *Messiah*.

Purchasing season tickets is easy! You have three ways to order:

- online at **ScholaCantorum.org**
- by phone at **650-254-1700**
- by mailing the enclosed order form

You won't want to miss this season of stellar performances at a terrific savings. Subscribe today!

George Alexsovich
Executive Director, Schola Cantorum