

UNITED STATES AIR FORCE BAND OF MID-AMERICA



SPONSORSHIP GUIDE

AIRLIFTER BRASS



TOURING REGION

The USAF Band of Mid-America performs in a 10-state region as shown in the map below. Should your performance request be outside of this area, please feel free to contact us and we can connect you with the appropriate USAF Band for your state.



A NOTE TO OUR SPONSORS

Thank you for partnering with us to bring the United States Air Force Band of Mid-America's Airlifter Brass to your community. It takes a lot of work to have a successful event, which is why we greatly appreciate your commitment and contributions to this endeavor. We developed this sponsorship guide to assist you in preparing for this community event, enabling us to connect with as many people as possible. This guide is designed to bring your ideas and ours together to ensure a rewarding appearance by The United States Air Force Band of Mid-America. Thank you for having us in your community, and we look forward to working with you!



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AIRLIFTER BRASS

AIRLIFTER BRASS is the Brass Quintet of the United States Air Force Band of Mid-America. With the traditional instrumentation of two trumpets, French horn, trombone, and tuba, the ensemble adds a percussionist to expand its versatility and showcase the outstanding musicianship of its members.

Each Airlifter Brass program is thoughtfully planned for a blend of inspiration and entertainment. Its repertoire has universal appeal and includes military marches, jazz standards, and patriotic favorites, with special programming for younger audiences.

Whether performing for a head of state, before a capacity crowd in our 10-state touring area, or for our troops at home or abroad, Airlifter Brass reflects the heritage and pride of our great nation and the United States Air Force.





Major Justin W. Lewis is the commander of the United States Air Force Band of Mid-America, Scott Air Force Base, Illinois. Under his leadership, 60 Airman-Musicians perform more than 400 events each year throughout the Midwest to honor America's service members and veterans, inspire young people to serve, and connect the public with their Air and Space Forces. Major Lewis organizes, trains and equips the unit to communicate the Department of the Air Force's strategic messages with Americans at home and strengthen international partnerships when deployed abroad.

Major Lewis commissioned as a distinguished graduate of U.S. Air Force Officer Training School in August 2012. He graduated summa cum laude with a bachelor of music from Temple University. He holds two masters of music from Penn State and a doctor of musical arts from the Catholic University of America. He completed post-doctoral studies at the Rotterdam Conservatorium at the University of the Arts in the Netherlands. Prior to his current position, Major Lewis was a team lead for opinion leader engagements and city outreach at the Secretary of the Air Force Office of Public Affairs at the Pentagon.

Previously, Major Lewis led Air Force bands based in Germany and Qatar that performed cultural diplomacy and ceremonial missions in 61 countries to reassure America's allies and counter adversarial disinformation. These events were broadcasted to a combined audience of more than one billion people. Major Lewis has recorded with the Centaur and Shadow Mountain Record labels, and has been invited to appear in concert with choirs, orchestras and bands in 19 countries. He frequently mentors young musicians as a festival guest conductor, clinician, and adjudicator.

Major Lewis's military awards and decorations include the Meritorious Service Medal with Oak Leaf cluster, the Air Force Commendation Medal with Oak Leaf cluster, the Air Force Achievement Medal, the National Defense Service medal, the Global War on Terrorism Expeditionary Medal, the Global War on Terrorism Service Medal, and the Military Outstanding Volunteer Service Medal. He was named the 2014 Air Combat Command Public Affairs Company Grade Officer of the Year.



Staff Sergeant Abigail Martin is a member of the USAF Band of Mid-America at Scott Air Force Base, IL. SSgt Martin joined the United States Air Force Academy Band in October of 2017. She currently performs as a horn player in the Concert Band, Marching Band, and Airlifter Brass.

SSgt Martin is a native of Johnsburg, Illinois. She holds a Bachelor of Music degree in Music Education from the University of Wisconsin-Whitewater, a Master of Music degree in Horn

Performance from the University of Cincinnati College-Conservatory of Music, and a Doctor of Musical Arts Degree from the University of Cincinnati College-Conservatory of Music. Her primary teachers include Randy Gardner, Elizabeth Freimuth, Tom Sherwood, and Linda Kimball, with additional instruction from Myron Bloom, Jesse McCormick, Kendall Betts, Lowell Greer, Michael Hatfield, and Ted Thayer. During her studies at University of Wisconsin-Whitewater, Sergeant Martin was awarded the M. Josephine O'Neill Arts Award by the Delta Kappa Gamma Society International Illinois, the Outstanding Junior Award for the College of Arts and Communications, and the Richard G. Gaarder Award by the Wisconsin State Music Educators Association. She was also the Symphonic Wind Ensemble Concerto Competition winner her senior year.

Prior to winning her position in the Air Force Bands, Sergeant Martin served as Assistant Principal Horn in the Richmond Symphony Orchestra in Richmond, Indiana, and Principal Horn in the Cincinnati Chamber Opera. She has also performed with the National Music Festival, the Kentucky Symphony Orchestra, and the Lake Geneva Symphony Orchestra. She currently performs as a substitute horn in the Colorado Springs Philharmonic and the Pueblo Symphony. In addition to her performance experience, Sergeant Martin served on the staff of the prestigious Kendall Betts Horn Camp from 2014-2016.

A former NCAA tennis player, Sergeant Martin still competes in USTA team tennis in Colorado, and is highly active as a coach and Unified Partner with Special Olympics Colorado.

TOUR MANAGER

Once a performance has been approved by our Director of Operations, you will be assigned to a tour manager from the Band of Mid-America. **THE TOUR MANAGER WILL:**

- Ensure the venue is appropriate for the group's needs, such as stage size and stage accessibility.
- Discuss the group's requirements at the venue, such as stands, chairs, lighting, dressing rooms, and case storage.
- Coordinate all logistical details of the day of the performance.
- Put you in contact with the group's Marketing Specialist, the other key individual from the band with whom you will be working.
- If possible, make a personal visit weeks ahead of the performance to meet you and see the venue.

MARKETING SPECIALIST

The Band of Mid-America has an in-house marketing team that can assist in marketing and publicity efforts for your event. However, many of our performances take place alongside larger events (state music festivals, etc.) that already have an aggressive marketing strategy. Your assigned tour manager will discuss marketing needs with you and, should you need assistance, collaborate with our in-house marketing specialists. **These specialists will:**

- Provide overall advertising guidance and partner with you in executing a successful marketing campaign to ensure the performance is well-advertised and well-attended.
- Design advertisements for you to distribute or provide graphics to use in advertisements you may wish to create.
- Discuss ticketing options.
- Design tickets for print.
- Set up e-ticket accounts, if necessary.
- Guide execution of a successful social media campaign.
- Advertise through the Band of Mid-America website, Facebook, Twitter and Instagram.
- Provide a .PDF of the concert program for you to print.
- If available, incorporate logos and graphics from local sponsors and venues in advertisements and program designs.

OVERVIEW

Whenever appropriate and possible, we would like our sponsors to:

- Provide a concert venue that seats a minimum of 200 people with a stage area 25 feet wide by 15 feet deep. Auditoriums are the optimal concert venue. The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered. Concert sites with a smaller performing area will also be considered. Auditoriums are often scheduled a year in advance, so it is important that the site be reserved as soon as possible.
- Execute a publicity campaign sufficient to ensure a capacity audience for the concert. Publicity materials and recommendations for publicizing the concert are included in this guide. We are happy to provide publicity assistance.
- Oversee ticketing by either printing and distributing free admission tickets, including a 20% overprint of the capacity of the concert venue, or advertising e-ticket availability. Further ticket information is included later in this packet.
- Reproduce a one-page program. Program design will be provided by the Band of Mid-America Marketing Specialist for printing.
- Arrange for ushers to pass out programs and collect tickets, if used. House ushers or local volunteers work well.
- Be available to meet the band and provide access to the venue approximately two hours prior to the concert start time.

EXPENSES

All USAF Band of Mid-America concerts must be free and open to the public.

These concerts are presented as a public service to the community FREE OF CHARGE. They are open to the general public regardless of race, color or national origin. The Band of Mid-America will not participate in any event that directly or indirectly benefits, or appears to benefit or favor, any private individual, sect, political or fraternal group, or is associated with solicitation of funds or solicitation of votes in an election. Unless discussed and authorized prior to a performance, fundraising activities or other collections in connection with Band of Mid-America Concerts are strictly prohibited.

There is no fee for the Band of Mid-America. The United States Air Force pays all expenses incurred for travel including per diem, transportation and housing.

Any other costs, such as auditorium rental, lighting, heating, printing of programs and tickets, publicity, janitorial fees and the cost of hiring union labor when required, are the responsibility of the local authorities or sponsor. Often, companies will donate these services

TECHNICAL REQUIREMENTS

LIGHTING

- Lighting operator should meet with the Operations Representative 1 hour before the event to discuss lighting requirements.
- White overhead stage lighting should be used and should be bright enough to read newsprint. Foot lights and specials are not needed.
- House lights should be dimmed to 10- 15% during the performance.

AUDIO SYSTEM

- If available, a single microphone used through the house audio system is preferred.

STAGE AREA

- Performance area should be a minimum of 25 feet wide by 15 feet deep.
- Performance area must be clean and free of all obstructions.
- Load-in area must be free of all obstructions and accessible to the venue performing area.
- Venue and load-in area needs to be unlocked at least two hours prior to the concert to allow adequate set-up time.

LOAD-IN

- The performance hall should be available two hours prior to the scheduled performance.
- The exact set-up time will be determined at least two weeks prior to the concert.
- A facility manager must be present at the facility from the beginning of the load-in through the end of the load-out.

DRESSING ROOMS

- Two separate dressing rooms are required; one for men and one for women.
- A warm-up/storage room that can be secured by the stage manager, ideally out of hearing range of the performance area, is preferred. The performers will use the room to warm-up prior to the event and to store instrument cases.
- Restrooms: one for men and one for women, available for use by performers.

PARKING

- Parking spaces are required for two 15-passenger vans at the venue.

SUGGESTED MARKETING PLAN

TIPS FOR MAXIMIZING CONCERT ATTENDANCE

The Band of Mid-America's Marketing Representative is available to guide you through the marketing process and suggested timeline. He or she can also provide assistance with producing specific event marketing materials and provide assistance with utilizing social media for advertising.

While publicity campaigns will vary based on local needs, there are some standard marketing and media techniques to notify the general public of the event and assure it is well attended by your community. The following methods are time-tested and effective:

NEWSPAPER & LOCAL MAGAZINES - These print media sources will often donate ad space, provide a feature story or serve as a co-sponsor of the event. Two or three half to full page ads are the recommended amount per the suggested timeline.

BROADCAST MEDIA - Radio and cable television news programs often announce events based upon press releases and may schedule a broadcast interview opportunity.

INTERNET - Websites, online event calendars, news groups/forums, Facebook, Twitter, Instagram, and Email.

FIELD PROMOTIONS - Flyers, posters or cards displayed at local businesses and in prominent areas.

DIRECT MAIL - Use a mailing list to notify regular patrons, community supporters and VIPs; mailing lists may be obtained from organizations such as the Chamber of Commerce, school systems or veteran groups.

ORGANIZATION "WORD-OF-MOUTH" - Provide posters or post cards to community organizations to distribute to their members. Some examples include community bands, veteran groups, senior centers,

RECOMMENDED TIMELINE

DATE RANGE	MARKETING TACTIC
3-6 Months prior	<ul style="list-style-type: none"> ▪ Begin preparing press releases and media advisories ▪ Begin preparing invitations, fliers and posters ▪ Prepare tickets or set-up e-tickets ▪ Compile list of prominent local social media sites, ie; Chambers of Commerce, events pages, schools
6-8 Weeks prior	<ul style="list-style-type: none"> ▪ Make inquiries for interviews - TV, radio, cable; Be persistent; try to contact show host(s) ▪ Send initial press release ▪ Contact local newspaper(s) for ads/stories; make multiple contacts (calendar editor, features editor, entertainment editor, music editor, etc.)
5 Weeks prior	<ul style="list-style-type: none"> ▪ Send out direct mail (post cards work well) to mailing lists: local schools, veteran groups, Chambers of Commerce, VIPs
4 Weeks prior	<ul style="list-style-type: none"> ▪ Begin ticket distribution
2 Weeks prior	<ul style="list-style-type: none"> ▪ Send email of event - save the date notice ▪ Send follow-up press releases ▪ Send date/event listings to calendars ▪ Run 1st advertisement in local paper(s) ▪ Notify local businesses; post flyers
1 Week prior	<ul style="list-style-type: none"> ▪ Run 2nd advertisement in local paper(s) ▪ Begin social media push
3 Days prior	<ul style="list-style-type: none"> ▪ Follow up press releases with a call to the media contact ▪ Encourage coverage of the event in local paper(s) or on local TV
1 Day prior	<ul style="list-style-type: none"> ▪ Feature story in local paper(s)/local TV; mention that non-ticket holders may be seated 10 minutes before down beat if seats are available

GENERAL TICKET INFORMATION

REASONS TO DISTRIBUTE FREE TICKETS

- Tickets are the single most important factor for attracting a large crowd. If people invest a few minutes of their time to mail a self-addressed stamped envelope to obtain tickets, or fill out an online request for an e-ticket, they are much more likely to come to the show!
- Tickets provide a place for the sponsor to put their good name next to our good name. Keep in mind that people generally take tickets and programs home as souvenirs. Every time they look at them, they will remember our professional, patriotic performance and see that you, the sponsor, made the concert possible.
- Past experience has proven that advertising campaigns which effectively use tickets are quite successful.
- Ticketing allows us to monitor the effectiveness of our publicity campaign and keep track of the expected attendance.

GENERAL TICKETING PRACTICE GUIDELINES

- Access to our concerts must be free.
- Overprint and distribute at least 20 percent more tickets than the seating capacity of the venue. Do not fear the possibility of having to turn away ticket holders! The Air Force Bands have been doing this all over the country for decades, and history has consistently shown that approximately 75% of ticket holders attend the concerts.
- Print "All ticket holders must be seated 10 minutes before the performance" on all tickets. For example: 6:50pm for a 7:00pm show or 2:50pm for a 3:00pm show. At 10 minutes prior to the concert, any remaining seats will be opened to patrons without tickets.
- Do not number tickets. All tickets should be "General Admission" and not numbered or correspond to specific seats in the hall. All tickets should look the same. Stress that all seating is general admission and there is no reserved seating (see Miscellaneous section for a possible exception)
- Avoid giving out large blocks of tickets to groups. If there are community groups (high school bands, retirement homes, etc.) who wish to request a large group of tickets, ask for an exact count so that unused tickets may be distributed.

PRINTED TICKETS

If the ticketing option you choose is printed tickets, the Marketing Specialist can help you design them. Always use a single point of distribution for your tickets. Check with your venue; there may already be a process in place. If there is not a process in place, we can guide you through the steps.



E-TICKETS

E-tickets (electronic tickets) are also an option for part or all of your ticket distribution. The Band of Mid-America Marketing Specialist will be happy to discuss which option is most appropriate for your venue and anticipated audience. If you wish to use e-tickets and don't have an account from which to do this, the Marketing Representative will assist with setting you up with one. When choosing e-tickets for part or all of your tickets, we still ask that you distribute 20% more tickets than the venue seats.

CONCERT PROGRAMS

Two to three weeks prior to the concert, you will receive an email with a .PDF file of the program for you to print. There is space available on the cover for local information, including the name and/or logos of our community partners. Advertising in the program is strictly prohibited. The band can provide assistance with printing programs if needed. Contact the Marketing Specialist for further details on the assistance we

SAMPLE PROGRAM:

AIRLIFTER BRASS is the brass quintet of the United States Air Force Band of Mid-America. With the traditional instrumentation of two trumpets, French horn, trombone and tuba plus percussion, the ensemble is known for its versatility and outstanding musicianship.

A component group of the Band of Mid-America, their performance repertoire spans five centuries; from the glorious antiphonal sounds of the Renaissance to the rich diversity of American musical styles. Whether a military march, jazz standard or an original arrangement of patriotic favorites, each Airlifter Brass program is thoughtfully planned for a blend of inspiration and entertainment. Their repertoire has universal appeal and includes special programming for younger audiences. This ensemble not only performs in concert halls and civic events, but also adds a distinctive presence to official military ceremonies and events of state.

These six gifted musicians proudly represent the skill and professionalism of the United States Air Force as musical ambassadors before military and civilian audiences throughout the band's ten-state area of responsibility.

THE UNITED STATES AIR FORCE BAND OF MID-AMERICA
appears through the courtesy of:

General Carlton D. Everhart II
Commander, Air Mobility Command
402 Scott Drive • Scott Air Force Base, Illinois • 62225

Please follow us on our website and social media!
#AirlifterBrass

→ @USAFBoMA

BandOfMidAmerica →

→ #BOMA

www.bandofmidamerica.af.mil →

THE UNITED STATES AIR FORCE BAND OF MID-AMERICA is the principal musical ambassador of Headquarters Air Mobility Command. These talented Air Force ambassadors have had the distinction of performing for Pope John Paul II, Presidents George W. Bush, William J. Clinton, George H.W. Bush, and Jimmy Carter, Queen of the Netherlands, and hundreds of other US and foreign leaders. The band performs civic outreach and recruiting concerts for audiences throughout the Midwest, playing approximately 400 engagements each year. In its broader travels, the band has performed in Iraq, Kuwait, Qatar, Afghanistan, Kyrgyzstan, Djibouti, Costa Rica, Barbados, Grenada, Guatemala, Venezuela, Bolivia, Germany, the Azores, and the Netherlands. Whether recording or performing for live, radio and television audiences, band members reflect Air Force excellence to millions of people each year.

GRAND VIEW
UNIVERSITY
PRESENTS
THE UNITED STATES AIR FORCE
BAND OF MID-AMERICA
AIRLIFTER BRASS

FEBRUARY 19, 2016 · 7:30PM
ROBERT M SPEED LYCEUM
STUDENT CENTER
DES MOINES, IA 50316

www.bandofmidamerica.af.mil

USHERS - While seating will be on a non-reserved basis, sponsors should provide ushers to collect tickets and distribute programs. Local Scout Troops and Jr. ROTC units can fulfill their community service requirements this way.

RESERVED SECTION FOR SPECIAL GUESTS - We encourage you to designate a special section of reserved seating for certain dignitaries (i.e. Senator, Mayor, military members). Remember, the larger the section the more difficult it is to control.

INTRODUCTION OF THE BAND - Since the band has a special opening production, there is no requirement for an introduction by a local personality. However, if you would like to introduce us, you are welcome to do so.

PRESENTATION OF THE COLORS - Our concerts will always include the National Anthem. Occasionally, there may be a local veteran or scouting group who would like to present the colors. We welcome and encourage their inclusion in our concert! Please coordinate this with the Tour Manager.

PUBLIC THANK YOU - The band always recognizes our community sponsors during our performances. Please let us know the names and titles of the people to be recognized so that we may publicly thank them during the concert.

PHOTOGRAPHS - We encourage you to take photographs of the band during performances. We would appreciate copies, preferably in digital format, of any pictures that are taken. Additionally, local newspapers will often feature a photo in the newspaper the day following the event.

SOCIAL MEDIA - The USAF Band of Mid-America is active on several social media sites and would love to connect with you and your community.



<https://www.music.af.mil/Bands/US-Air-Force-Band-of-Mid-America/>



USAF Band of Mid-America



@USAFBoMA

IN CLOSING

Thank you for your decision to sponsor the United States Air Force Band of Mid-America's Airlifter Brass! You are providing a valuable public service for the citizens of your community, and we sincerely appreciate your support.

The success of our performance depends on good communication and cooperation among you, the Tour Manager and the Marketing Specialist. Please feel free to contact us with any questions or concerns you may have. We hope this guide will help make the concert and our partnership a great success!

Band of Mid-America
900 Chapman Drive
Scott AFB 62225
618-229-8188





U.S. AIR FORCE