



A NOTE TO OUR SPONSORS

Thank you for partnering with us to bring the United States Air Force Band of Mid-America's Liberty Clarinet Quintet 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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LIBERTY CLARINET QUARTET

The Liberty Clarinet Quartet, from the United States Air Force Band of Mid-America, is stationed at Scott Air Force Base, Illinois. The ensemble is committed to honor and inspire our military and civilian audiences by presenting a wide range of musical literature, from traditional classical repertoire to marches and light pop.

The members of Liberty Clarinet Quartet are called upon to perform for military ceremonies as well as a great variety of community events and concerts for all ages. The ensemble also reaches out to support music students, providing concerts and clinics in an educational environment. Currently, the ensemble performs throughout a ten-state region of the Mid-Western United States.

The Liberty Clarinet Quartet is an ambassador of the Air Force Band of Mid-America, providing a highly professional product to communicate esprit de corps, motivation, inspiration, and render honor to our Airmen and country.





Lieutenant Colonel Michael James Willen is Commander of the United States Air Force Band of Mid-America, Scott Air Force Base, Illinois. He is responsible for organizing, training, equipping and deploying 60 Airmen Musicians in 14 different configurations throughout a 10-state region of more than 600,000 square miles. The band performs 400 missions annually that support U.S. Air Force and Air Mobility Command outreach and engagement priorities to increase public understanding of the importance of airpower, the dedication and sacrifice of Airmen, and to build relationships that enhance the reputation of the Air Force as

a respected, professional organization charged with an integral role in maintaining U.S. national security.

A native of Marion, Ind., Lt Col Willen was raised in Yuma, Ariz. He graduated Magna Cum Laude with a Bachelor of Music Education degree from the University of Arizona in 1991. During that same year, he was selected by audition for the graduate program in Wind Conducting at Northwestern University. After completing his Master of Music degree at Northwestern in 1992, Lt Col Willen became the Director of Band Organizations at Canyon del Oro High School in Tucson, Ariz. In 1999, he earned the Doctor of Musical Arts degree in Wind Conducting from the University of Missouri-Kansas City Conservatory of Music. Prior to joining Air Force, Lt Col Willen served as the Director of Bands at the University of Missouri-Kansas City and was principal conductor of the NewEar Contemporary Music Ensemble. He earned his commission from Officer Training School in March 2001. Prior to his current position, Lt Col Willen was the Chief, Air Force Bands Division, Office of the Secretary of the Air Force Public Affairs, Pentagon, D.C.

Lt Col Willen's military awards and decorations include the Meritorious Service Medal with two Oak Leaf clusters, the Air Force Commendation Medal with two Oak Leaf clusters, the Air Force Achievement Medal, the National Defense Service medal, the Global War on Terrorism Expeditionary Medal, and the Global War on Terrorism Service Medal. He was named the 2008 Air Combat Command Public Affairs Company Grade Officer of the Year.



Technical Sergeant Chantelle M. Friedman is a native of Ashland, New Hampshire. After receiving her Bachelors in Music from the Hartt School of Music in 2003, she earned her Masters of Music at Michigan State University in 2005. In 2005, she joined the U.S. Air Force and was assigned to the Band of the West, Lackland AFB, TX. Then in 2010, Sergeant Friedman became a member of the U.S. Air Forces in Europe Band at Ramstein AB, Germany. She joined the U.S Air Force Band of Mid-America at Scott AFB, IL in 2016.

Sergeant Friedman was recognized as a distinguished graduate at Non-Commissioned Officer Academy in 2016, and received the John Levitow award at Airman Leadership School. Her other awards and decorations include the Air Force Commendation Medal with one Oak Leaf cluster, Air Force Achievement Medal, Air Force Outstanding Unit Award with one Oak Leaf cluster, Air Force Organizational Excellence Award, and the Air Force Good Conduct Medal with one Oak Leaf cluster.

TOUR MANAGER

Once a performance has been approved by our Director of Operations:

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 MARKETING SPECIALIST WILL:

- Provide overall advertising guidance and help execute 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 15 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.

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.

EXPENSES

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 in support of a free community event.

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 15 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 one 15-passenger van at the venue.

SUGGESTED MARKETING PLAN

TIPS FOR MAXIMIZING CONCERT ATTENDANCE

The Band of Mid-America 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, downtown alliances, PTAs, etc.

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• Begin ticket distribution |
| 4 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 |
| 2 Weeks prior | <ul style="list-style-type: none">• Run 2nd advertisement in local paper(s)• Begin social media push |
| 1 Week 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 |
| 3 Days 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 |
| 1 Day prior | <ul style="list-style-type: none">• Reminder on entertainment page with all concert details• Final social media push |

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 can provide.

SAMPLE PROGRAM:

United States Air Force Band of Mid-America
 Captain Jason S. Plösch, Commander
 Chief Master Sergeant John P. Gohl, Band Manager

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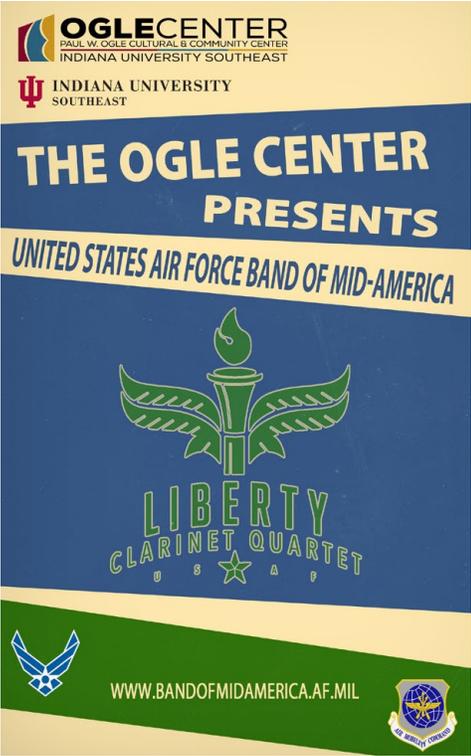
Liberty Clarinet Quartet is an ambassador of the Air Force Band of Mid-America providing a highly professional product to communicate esprit de corps, motivation, inspiration, and render honor to our Airmen and country.

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!
 #LibertyCQ

 @USAFBoMA BandOfMidAmerica 
 #BOMA www.bandofmidamerica.af.mil 

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 outreach and recruiting concerts for audiences throughout the Midwest, averaging 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.



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.



www.bandofmidamerica.af.mil



USAF Band of Mid-America



@USAFBoMA



bandofmidamerica

IN CLOSING

Thank you for your decision to sponsor the United States Air Force Band of Mid-America's Liberty Clarinet Quartet! 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, IL 62225
618-229-8188

