

**UNITED STATES  
AIR FORCE**

**BAND OF**

**MID-AMERICA**

**MIDWEST WINDS  
SPONSORSHIP GUIDE**

[www.bandofmidamerica.af.mil](http://www.bandofmidamerica.af.mil)







## A NOTE TO OUR SPONSORS

Thank you for partnering with us to bring the United States Air Force Band of Mid-America's Midwest Winds to your community. It takes a lot of work to have a mutually beneficial 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 successful 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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The Midwest Winds chamber ensemble is an ambassador of the Air Force Band of Mid-America, providing a highly professional product to communicate esprit de corps and render honor to our Airmen and country. Located at Scott Air Force Base, Illinois, this ensemble is committed to honoring veterans and active duty military members across a 10 state region in the Midwestern United States. The Midwest Winds present public concerts and educational outreach events, inspiring and connecting with its audiences. The group offers a wide range of musical literature from classical and contemporary music to marches and patriotic crowd pleasers, to light popular music.

The Midwest Winds chamber ensemble provides music for military retirements, changes of command and other official military functions. The group plays public concerts honoring service-members past and present, connecting the Air Force with the communities around our bases. The Midwest Winds also reaches out to America's young music students, offering concerts, clinics and master classes in wind chamber repertoire and instrumental technique. These performances allow students a unique opportunity to see a professional music group up close and talk to members about music and careers in the United States Air Force.





Staff Sergeant Jason Williams performs on oboe and English horn for the Air Force Band of Mid-America, Scott AFB, IL. Originally from Ringgold, GA, his military career began in 2011 with the Air National Guard Band of the South at Robbins ARB, GA.

SSgt Williams is a 2008 graduate of Columbus State University in Columbus, Georgia, pursuing his Bachelors degree in Music Education. During his time at Columbus State University, SSgt Williams performed in several ensembles to include the Columbus State University Wind Ensemble which recorded five albums, several of which were nominated for a Grammy award, with world-renowned artists such as Joseph Alessi, John Bruce Yeh, Christopher Martin, Mark Hughes, and Jens Lindemann. In 2010 he received his Master of Music in Oboe Performance from the University of Maryland. SSgt Williams' primary teachers include Robert Burks, Russ DeLuna, Jennifer Potochnic, and Mark Hill.

Sergeant Williams' military awards and decorations include the Air Force Commendation Medal, the Air Force Achievement Medal, the National Defense Service Medal, and the Global War on Terrorism Service Medal.

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## TOUR MANAGER

Once a performance has been approved...

The Tour Manager will:

- Ensure the venue is appropriate for the Ensemble's needs (stage size, stage accessibility, etc.)
- Discuss the Ensemble's requirements at the venue (stands, chairs, lighting, dressing rooms, case storage, etc.)
- Coordinate all logistical details for 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 partner with you in executing a successful marketing campaign to ensure the performance is well-advertised and 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.
- Guide execution of a successful social media campaign.
- Advertise through the Band of Mid-America website, FaceBook, Twitter and Instagram sites.
- Provide a .pdf of the concert program for you to print.
- If available, incorporate logos and graphics from local sponsors and venues in advertisement 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 provide 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 for printing.
- Arrange for ushers to pass out programs at the concert. 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 lodging

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 one hour before the event to discuss lighting requirements.
- Stage lighting: white overhead stage lighting should be used. Stage should be bright enough to read newsprint, and intensity should be even across the entire performing area. 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
- Performing area must be clean and free of all obstructions.
- Load-in area must be free of obstructions and accessible to the venue performing area.
- Venue and load-in area need to be unlocked at least two hours prior to the concert, in order for the band to complete set-up.
- Seating: up to 11 chairs (without arms). Chairs will be arranged by the performers.

## 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 our 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 Dressing rooms are required; these should have clothing racks to hang uniforms and a full-length mirror, if possible.
- One warm-up/storage room that can be secured by stage/venue manager, and 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. The Band can also provide assistance with producing specific event marketing/advertising materials and provide assistance with utilizing electronic/social media.

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** - The print media source will often donate ad space, provide a feature story, or serve as a co-sponsor of the event. Two to three half or full page ads are the recommended amount per the suggested timeline.

**BROADCAST MEDIA** - Radio, television network and cable station news programs often announce events based upon press releases and many schedule a broadcast interview opportunity.

**INTERNET** - Websites, online event calendars, news groups/forums, Facebook, Twitter, Instagram and email distribution lists.

**FIELD PROMOTIONS** - Fliers, posters, cards displayed at local businesses and in prominent areas.

**DIRECT MAIL** - Use a mailing list to notify regular patrons/community supporters/VIPs; mailing lists may be obtained from organizations such as the Chamber of Commerce, school system or Veteran's groups.

**ORGANIZATION "WORD-OF-MOUTH"** - Provide fliers or post cards to community organizations to distribute to their membership. 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"> <li>•Begin preparing press releases and media advisories</li> <li>•Begin preparing invitations, fliers and posters</li> <li>•Prepare tickets or set-up e-tickets</li> <li>•Compile list of prominent local social media sites, ie; Chambers of Commerce, events pages, schools</li> </ul>           |
| 6-8 Weeks prior  | <ul style="list-style-type: none"> <li>•Make inquiries for interviews - TV, radio, cable; BE PERSISTENT; try to contact show host(s)</li> <li>•Send initial press release</li> <li>•Contact newspapers for ads/stories; make multiple contacts (calendar editor, features editor, entertainment editor, music editor, etc.)</li> </ul> |
| 5 Weeks prior    | <ul style="list-style-type: none"> <li>•Send out mailing (post cards work well) to mailing lists: local schools, veteran groups, Chambers of Commerce, VIPs</li> <li>•Begin ticket distribution</li> </ul>   |
| 4 Weeks prior    | <ul style="list-style-type: none"> <li>•Send email of event - save the date notice</li> <li>•Send follow-up press releases</li> <li>•Send date/event listings to calendars</li> <li>•Run 1st ad in local papers</li> <li>•Notify local businesses; post fliers</li> </ul>  |
| 2 Weeks prior    | <ul style="list-style-type: none"> <li>•Run 2nd ad in papers</li> <li>•Make Social Media push</li> </ul>   |
| 1 Week prior     | <ul style="list-style-type: none"> <li>•Follow up press releases with call to media</li> <li>•Encourage coverage of the event in local paper/on local TV</li> </ul>  |
| 3 Days prior     | <ul style="list-style-type: none"> <li>•Feature story in local papers/local TV; mention that non-ticket holders may be seated 10 minutes before down beat if seats are available</li> </ul>  |
| 1 Day prior      | <ul style="list-style-type: none"> <li>•Reminder ad on entertainment page with all concert details</li> <li>•Make Social Media push</li> </ul>   |

## GENERAL TICKET INFORMATION

### REASONS TO DISTRIBUTE FREE TICKETS

- 1) Tickets are the single most important factor for attracting a large crowd! If people actually invest two minutes of their time to fill out and mail the coupon with 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!
- 2) 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.
- 3) Past experience has proven that advertising campaigns which effectively use tickets are quite successful.
- 4) Ticketing allows us to monitor the effectiveness of our publicity campaign and keep track of the expected attendance.

### GENERAL PRACTICE GUIDELINES

- Access to our concerts must be free. If possible, a ticket should be required for admission.
- 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: 6:50 for a 7:00pm show or 2:50 for a 3:00 pm 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 (including the overprint tickets). 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.

Sample:



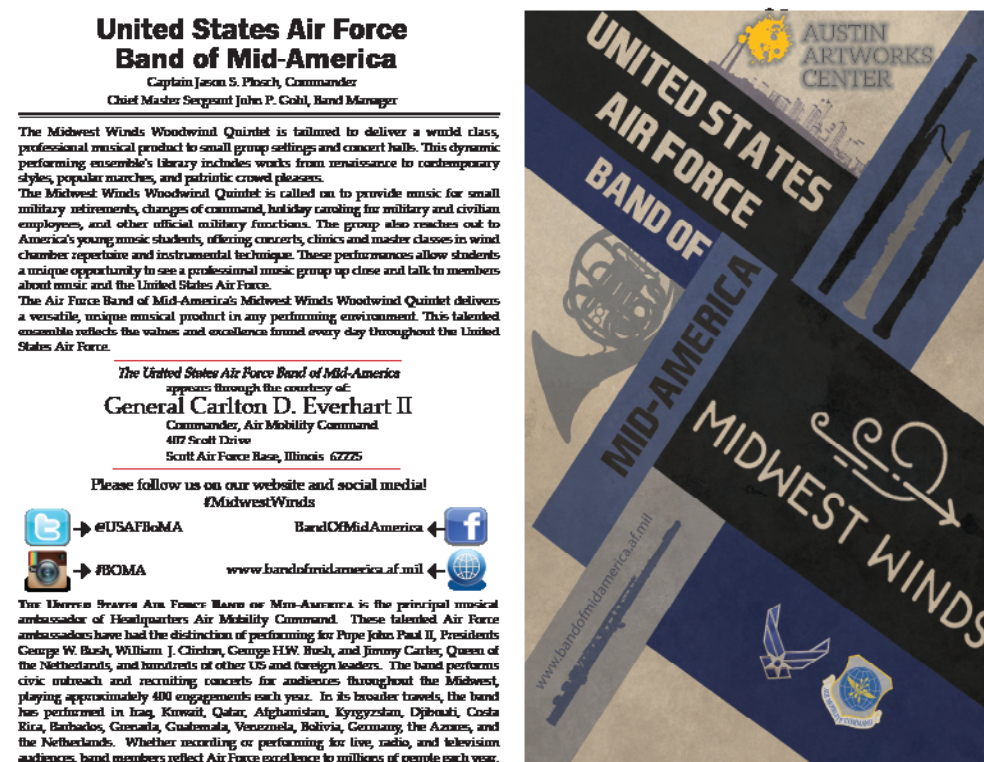
## E-TICKETS

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 one up. 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:





**USHERS:** While seating will be on a non-reserved basis, sponsors should provide people 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 veterans 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 would like to recognize our community sponsors during the performance. 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 next day

**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](http://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 Midwest Winds. 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!

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