

# UNITED STATES AIR FORCE BAND OF MID-AMERICA



## SPONSORSHIP GUIDE

# LIBERTY CLARINET QUARTET



# 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 Liberty Clarinet Quartet 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 is a performing ensemble from the United States Air Force Band of Mid-America. Stationed at Scott Air Force Base, Illinois, the ensemble honors and inspires our military and civilian audiences by presenting a wide variety of musical literature, from traditional, classical repertoire to marches and jazz.

The Liberty Clarinet Quartet also supports music students, providing concerts and clinics in an educational environment. Each Liberty Clarinet Quartet program blends inspiration and entertainment, 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, the Liberty Clarinet Quartet reflects the heritage and pride of our great nation and the United States Air Force.



# COMMANDER



**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.



**Technical Sergeant Jeremy Cohen**, a native of Columbia, South Carolina, serves as clarinetist for the United States Air Force Heritage of America Band. TSgt Cohen earned a Bachelor of Music Education degree from the University of South Carolina and a Master of Music degree in Conducting from West Texas A & M University. His primary clarinet teachers were Doug Graham and Doug Storie, and has studied additionally with John

Kurowkawa(Dayton Symphony), Dr. Chris Ayer(Stephen F. Austin University), and Alcides Rodriguez(Atlanta Symphony).

In addition to his career with the Air Force, TSgt Cohen has been a member of the South Carolina Philharmonic since 2000. Other artists he has performed with include: Macon Symphony, the Augusta Symphony, the Ocmulgee Symphony, Theatre Macon, The Mormon Tabernacle Choir, Wynonna Judd, Neil Sedaka, Take 6, Little Big Town, Sandi Patti, Ronnie Milsap, The Miracles, Josh Turner, Riders in the Sky, Lonestar, Amy Grant, Leann Womack, Aaron Neville, and Heather Kirschner. As a chamber musician, SSgt Cohen performed at the 2012 International Clarinet Association Clarinetfest in Lincoln, Nebraska, and the 2011 National Flute Association Convention in Charlotte, North Carolina.

While serving in the Band of the Air Force Reserve, TSgt Cohen performed annual winter holiday and Independence Day concerts broadcast on both the American Forces Network and Great American Country (GAC) television networks. These productions were broadcast to 177 countries worldwide and reached 60 million homes, promoting morale and support for troops and their families.



## 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 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.



## 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 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

- A parking spaces is required for one 15-passenger van 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"> <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 local newspaper(s) 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 direct mail (post cards work well) to mailing lists: local schools, veteran groups, Chambers of Commerce, VIPs</li> </ul>
4 Weeks prior	<ul style="list-style-type: none"> <li>▪ Begin ticket distribution</li> </ul>
2 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 advertisement in local paper(s)</li> <li>▪ Notify local businesses; post flyers</li> </ul>
1 Week prior	<ul style="list-style-type: none"> <li>▪ Run 2nd advertisement in local paper(s)</li> <li>▪ Begin social media push</li> </ul>
3 Days prior	<ul style="list-style-type: none"> <li>▪ Follow up press releases with a call to the media contact</li> <li>▪ Encourage coverage of the event in local paper(s) or on local TV</li> </ul>
1 Day prior	<ul style="list-style-type: none"> <li>▪ 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</li> </ul>

## 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:

The LIBERTY CLARINET QUARTET is a performing ensemble from the United States Air Force Band of Mid-America. Stationed at Scott Air Force Base, Illinois, the ensemble honors and inspires our military and civilian audiences by presenting a wide variety of musical literature, from traditional, classical repertoire to marches and jazz.

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The United States Air Force Band of Mid-America

appears through the courtesy of:

**General Mike Minihan**

Commander, Air Mobility Command

402 Scott Drive

Scott Air Force Base, Illinois 62225

Please follow us on social media!



→ BandOfMidAmerica



The United States Air Force Band of Mid-America is the principal musical ambassador of Headquarters Air Mobility Command. These talented Airmen 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, the 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. Whether performing for live, radio, or television audiences, the Band of Mid-America demonstrates Air Force excellence to millions of people each year.




UNITED STATES AIR FORCE BAND OF MID-AMERICA

WED 8 7:00 PM  
MAR 8 PM

TOWNVILLE PERFORMING  
ARTS CENTER  
Townville, Illinois

**LIBERTY  
CLARINET  
QUARTET**



**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 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 62225  
618-229-8188**





**U.S. AIR FORCE**