

THE UNITED STATES AIR FORCE 
BAND OF MID-AMERICA



Roots in Blue

SPONSORSHIP GUIDE

A NOTE TO OUR SPONSORS

Thank you for partnering with us to bring the United States Air Force Band of Mid-America 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 have developed this sponsorship guide to assist you in preparing for this community event. Your partnership enables us to maximize our connection with your community during our concert. This guide is designed to bring your ideas and ours together to ensure a successful event. Thank you for having us in your community, and we look forward to working with you!



TABLE OF CONTENTS

FACT SHEET	3
COMMANDER.....	4
NONCOMMISSIONED OFFICER IN CHARGE	5
KEY PERSONNEL	
TOUR MANAGER	6
MARKETING SPECIALIST	7
REQUIREMENTS	
OVERVIEW	8
EXPENSES	9
TECHNICAL REQUIREMENTS	10
STAGING.....	11
ADVERTISING	12
TYPES OF PERFORMANCES	14
MISCELLANEOUS	15

ROOTS IN BLUE

Roots in Blue is the newest performing group of the USAF Band of Mid-America. This seven piece popular music group features guitar, bass, drums, piano and vocalists, and is sure to impress audiences of all ages. Located at Scott Air Force Base, Illinois, this ensemble is committed to honoring our veterans and active duty members, communicating esprit de corps, motivation and inspiration, and rendering honor to our Airmen and country across a 10-state region in the Midwest and Southern United States.

Roots in Blue celebrates America's love for rock, country and popular music. A versatile ensemble, Roots in Blue is adaptable for military functions, community concerts, school assemblies and outdoor festivals. Roots in Blue's programming suits everything from large venues to small acoustic shows. No matter the audience, Roots in Blue is sure to bring you an unforgettable show!



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 Jon Friedman is a native of Wesley Hills, New York. After receiving his Bachelor of Music degree from Rutgers University he earned his Master of Music degree at SUNY Purchase, NY.

In 2005, Sergeant Friedman joined the U.S. Air Force as a percussionist, and was assigned to the Band of the West, Lackland Air Force Base, TX. In 2010, he relocated to the US Air Forces in Europe Band, Sembach Air Base and Ramstein Air Base, Germany. Sergeant Friedman currently serves in the U.S. Air Force Band of Mid-America, Scott Air Force Base, IL. Before joining the Air Force, Sergeant

Friedman studied drum set with John Riley, John Gates, Ralph Peterson, Jr., Joe Morello and Tommy Igoe.

Sergeant Friedman's military awards and decorations include the Air Force Commendation Medal with one Oak Leaf Cluster, the Air Force Achievement Medal, the Air Force Good Conduct Medal with two Oak Leaf Clusters, the Air Force Recognition Ribbon, the Global War on Terrorism Expeditionary Medal, the Global War on Terrorism Service Medal, and the Air Force Expeditionary Service Ribbon with two Oak Leaf Clusters.

TOUR MANAGER

Once a performance has been approved...

The Tour Manager will:

- Ensure the venue is appropriate for the band's needs (stage size, stage accessibility, etc.)
- Discuss the band's requirements at the venue (lighting, dressing rooms, case storage, etc.)
- Coordinate with you regarding all logistical details of the day of the performance

The Tour Manager may wish to make a personal visit weeks ahead of the performance to meet you and see the venue.

In addition, the Tour Manager will put you in contact with the band's Marketing Specialist, the other key individual with whom you will work. The Marketing Specialist will partner with you in executing a successful marketing campaign to ensure the performance is well-advertised and well-attended.

MARKETING SPECIALIST

The Marketing Specialist will:

- Provide overall advertising guidance
- Design advertisements for you to distribute or provide you with graphics to use in advertisements you may wish to create
- Guide execution of a successful social media campaign
- Advertise through the Band of Mid-America website, FaceBook, Twitter and Instagram sites
- Incorporate logos and graphics from local sponsors and venues in our advertisements and marketing designs

OVERVIEW

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 the Band of Mid-America Concerts are strictly prohibited.



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

- **Provide a concert venue with a minimum stage area 24 feet wide by 16 feet deep.** Roots in Blue is very versatile in the types of venues they can play. A covered stage is preferred for outdoor venues but uncovered stages will be considered. Concert sites with a smaller performing area will also be considered. Concert venues can often be 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.
- **Be available to meet the band and provide access to the venue** approximately two hours prior to the downbeat.
- **Provide water for the band** before, during and after the show.

EXPENSES

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

Any other costs, such as auditorium rental, lighting, heating, 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

AUDIO/ELECTRICAL CIRCUITS

We require three separate 20-amp, 120V grounded A/C circuits on individual breakers. They must be placed on or near the stage. Additionally, these circuits must be dedicated and not tied to stage dimmers, house lighting, etc., nor can the circuits be shared with other performers, vendors, etc.

SOUND

- The sound technician will use an area 8 feet wide by 5 feet deep in the middle of the venue (in full view of the stage).
- The band requires a closed-house sound check two hours prior to performance.

AUDIO SNAKE

The band's audio snake will run from the stage to the console mixing area through the house seating area. For the safety of our audience members, every effort will be made to keep the snake taped to the floor and, if possible, out of sight.

HOUSE SOUND SYSTEM

At the discretion of the band's audio engineer, if a house sound system exists, it may be used to augment the audio equipment the band carries. The band's audio engineer may contact the house audio engineer in advance of the performance date to discuss requirements/availability.

LIGHTING REQUIREMENTS

- Overhead white light on stage should be suitable to read music and make all band members visible to the audience.
- A stage manager who can run additional lighting during the concert provides a more impactful and impressive product.
- Any special lighting requirements will be coordinated with the band's tour manager.

EQUIPMENT

- The band will have one 34 foot truck with approximately 4000 lbs of equipment packed in wheeled tour cases.
- In the interest of crew safety, moving equipment up and down stairs must be avoided.
- The band members will load and unload all equipment.

STAGE AREA

- Minimum stage dimensions of 24 feet wide by 16 feet deep are required.
- Please ensure the space is clear and unobstructed prior to the band's arrival.
- Any wing space should be cleared of props, boxes, etc. to ensure the band's safety while entering and exiting the stage. Additionally, adequate and secure case storage must be made available off stage
- Truck loading area needs to be as close as possible to the stage and to be as level as possible for the safety of band members loading and unloading equipment.

LOAD-IN

- The performance hall should be available two hours prior to the scheduled performance.
- A minimum door size of 60" wide by 84" tall is required for loading and unloading large cases.
- A facility manager must be present at the facility from the beginning of the load-in through the end of the load-out.
- The facility manager should be aware of the stage's AC circuit layout and be able to point out separate circuits to the Audio Engineer.

DRESSING ROOMS

- Two secured dressing rooms, in close proximity to the stage area, are needed to accommodate males and females. Please inform the Tour Manager of any rules concerning smoking, eating, etc.
- Any rooms that provide coat racks, mirrors, tables, and have access to restrooms are extremely helpful. Whenever possible, the rooms should be available exclusively to the performers.

PARKING

- Parking spaces are required for band vehicles at the venue. The band uses one 15 passenger van and one truck, 34' long by 13' high.

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 and advertising materials, and can provide assistance with utilizing electronic and 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 - often will donate ad space, provide a feature story, or serve as a co-sponsor of the event; we recommend 2-3 half to full page ads per the suggested timeline

BROADCAST MEDIA - radio, television network, cable stations; news programs often announce events based upon press releases; may schedule a broadcast interview opportunity

INTERNET - websites, online event calendars, newsgroups/forums, Facebook, Twitter, Instagram, email distribution lists

FIELD PROMOTIONS - flyers, 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 flyers or postcards to community organizations to distribute to their membership. Examples: Community bands, Veteran's groups, Senior Centers, Downtown Alliances, PTAs, etc.

RECOMMENDED TIMELINE

ADVERTISING

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•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 newspapers 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 mailing (postcards work well) to mailing lists: local schools, veterans groups, Chambers of Commerce, VIPs
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 ad in local papers•Notify local businesses; post fliers
2 Weeks prior	<ul style="list-style-type: none">•Run 2nd ad in papers•Make Social Media push
1 Week prior	<ul style="list-style-type: none">•Follow up press releases with call to media•Encourage coverage of the event in local paper/on local TV
3 Days prior	<ul style="list-style-type: none">•Feature story in local papers/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 ad on entertainment page with all concert details•Make Social Media push

Types of Performances

For the types of genres and show Roots in Blue plays the volume could be loud in many types of settings. There are general volume levels next to each following type of performance as a reference for what might be needed for the venue and audience.

National Anthem - 70dB

This would happen at the beginning of the event. It will be performed by one of the vocalists.

Background Music - 70dB

This can be done in a few different ways. Music from an MP3 player, a piano player or a small band combo would accomplish this task.

Acoustic Strolling - 70dB

Roots in Blue is able to do a non-amplified acoustic show. They are able to walk around and perform for small groups of people.

Acoustic Amplified - 90dB

This is an amplified show that will be just like a rock band show but will be played on acoustic instruments. This show could be performed for up to 500 people with our sound system.

Dance/Indoor - 100dB

Roots in Blue will play in a traditional party band setting, such as in an auditorium, gym, banquet hall, etc. The set can be tailored towards a dance or towards a normal rock concert. This type of show could be performed for up to 1,000 people with our sound system. Any more than this, Roots in Blue would need provided sound from the venue.

Outdoor - 110dB

The band will play in a typical amphitheater-type setting. A provided stage would be preferred in order for the group to have a flat surface in order to safely perform. The band would need enough provided power for all of the gear (Please see "Technical Requirements"). Also, a rain plan is strongly suggested in order to avoid cancellation or moving the date of the event due to inclement weather. This type of show could be performed for up to 1,000 people with our sound system. Any more than this, Roots in Blue would need provided sound from the venue.

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).

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 performances could 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. Please also encourage local newspapers to take a photograph at the event and publish if the next day as a community interest item.

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.

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IN CLOSING

Thank you for your decision to sponsor The United States Air Force Band of Mid-America's popular music group, Roots in Blue. 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 between 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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