

UNITED STATES AIR FORCE BAND OF MID-AMERICA



SPONSORSHIP GUIDE

CONCERT BAND



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 Concert Band 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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CONCERT BAND

The United States Air Force Band of Mid-America Concert Band represents the professionalism and excellence found every day throughout the Air Force. This diverse, 45-piece ensemble’s repertoire ranges from symphonic band masterworks, to traditional marches, to modern compositions, to pop and jazz. During a concert, you are likely to hear stirring works from contemporary composers as well as the familiar sounds of John Philip Sousa or Major Glenn Miller. The band also features talented vocal soloists, performing a wide variety of popular, classical and patriotic selections.

This ensemble primarily performs free civic outreach and recruiting concerts for audiences throughout the Midwest, playing more than 100 engagements each year. In its broader travels, the band has performed in New York City, Philadelphia, Seattle, the Gulf Coast, Germany, the Netherlands, Costa Rica, Barbados, Grenada, Guatemala, Venezuela, Bolivia, and the Azores. Each year, band members perform live before hundreds of thousands of people, and for millions more on television and radio broadcasts.

The Concert Band is often called upon to provide musical support for visiting dignitaries and has 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. In November 2004, the ensemble traveled to Little Rock, Arkansas to support the nationally televised grand opening of the William J. Clinton Presidential Library. The band has also backed many notable guest artists such as Bob Hope, Wilford Brimley, Jamie Farr and the U.S.O. Girls.

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



Lieutenant Colonel Dustin M. Doyle 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 Doyle 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.

Lt. Col. Doyle earned his commission from Officer Training School in July 2009 at Maxwell Air Force Base, Alabama. Prior to receiving his commission, Doyle was a public school band and orchestra director for 7 years in Montgomery County, Maryland. He is in his third Command, has deployed twice, and has toured across the United States, Europe, the Middle East, and Southwest Asia, building relationships and engaging communities through music on behalf of the Department of Defense. Doyle has performed for five US Presidents. He has performed Full Honor Funerals at Arlington National Cemetery as well as ceremonies at the White House and the Pentagon for top U.S. and international leaders.

Working with Platinum Record recording artists, Grammy-winning audio engineers and top Symphony Conductors and Artists, Lt. Col. Doyle has performed with military and community bands and orchestras world-wide, produced numerous recordings and has twice-earned the Colonel George S. Howard Citation of Musical Excellence Award for Military Concert Bands with two separate Air Force Bands. He has shared the stage with industry leaders, collaborated with Disney and Hollywood influencers, and performed at world-renowned venues like The Hollywood Bowl, The Grand Ole Opry, The Eastman Theatre, The Tobin Center, The Kennedy Center and The Chopin Conservatory in Warsaw, Poland.

Doyle's leadership has been recognized by the U.S. Air Force by being named the Joint Base San Antonio 502d Wing Staff Agency's Field Grade Officer of the Year, Air Mobility Command Public Affairs Company Grade Officer of the Year, the United States Air Force Academy Public Affairs Excellence Award Company Grade Officer of the Year, and has led his organization to be a recipient of the U.S. Air Force Outstanding Unit Award.



Technical Sergeant Meghan Yankowskas, a native of Londonderry, NH, joined the Air Force Bands in September 2015. She is currently a member of the USAF Band of Mid-America Concert Band, Ceremonial Band, and Liberty Clarinet Quartet. In addition to her primary instrument of clarinet, Sergeant Yankowskas has also served as a vocalist and arranger within the Air Force Bands.

Sergeant Yankowskas' accomplishments include featured solo performances with the National Presidential Orchestra of

Ukraine and the Merrimack Valley Philharmonic Orchestra, participating in Fifth House Ensemble's Fresh Inc. Festival, and performing & leading master classes across the US, Europe, and Africa. Additionally, she is a member of the St. Louis-based experimental folk group Third Millennium World's Fair, and has previously served as the clarinet professor for Southwestern Illinois College in Belleville, IL. An avid enthusiast of music technology, Sergeant Yankowskas enjoys incorporating electronics into her musical endeavors. In 2019, she presented her lecture "Beep-Boops and You: Combining Electronics with 'Classical' Instruments 101" at the International Clarinet Association's Clarinetfest in Knoxville. She can be seen performing original electronic music throughout the local music scene in her spare time.

Sergeant Yankowskas attended the University of New Hampshire and Bowling Green State University, studying clarinet under Dr. Elizabeth Gunlogson and Kevin Schempf respectively. Her other interests involve running, video games, thrift shopping, her two cats (Marla and Pancake) and hand-crafting corny puns.

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 750 people with a stage area 40 feet wide by 35 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 in support of a free community event.

TECHNICAL REQUIREMENTS

AUDIO/ELECTRICAL CIRCUITS

We require two 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.

SOUND

- The sound technician will use an area 8 feet wide by 5 feet deep in the middle of the auditorium (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 and availability.

LIGHTING REQUIREMENTS

- Overhead white light 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 two 34 foot trucks with approximately 3000 lbs of equipment packed in wheeled tour cases.
- In the interest of crew safety, moving equipment up and down stairs should be avoided.
- The Band members will load and unload all equipment.

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 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)
2 Weeks prior	<ul style="list-style-type: none"> 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

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,

STAGE AREA

- Minimum stage dimensions of 40 feet wide by 35 feet deep are required.
- 40 chairs (without arms) and 50 music stands (Manhasset or equivalent; no wire stands please) are required and should be placed at the front of the stage.
- 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.

LOAD-IN

- The performance hall should be available five 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

- The men's dressing room(s) will need to accommodate 35 people.
- The ladies' dressing room(s) will need to accommodate 15 people.
- 2 "Star" dressing rooms should be available for the Commander and Deputy Commander.
- 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 a 15-passenger van, two touring buses, and two trucks, 34' long by 12' high.

GENERAL TICKET INFORMATION

REASONS TO DISTRIBUTE FREE TICKETS

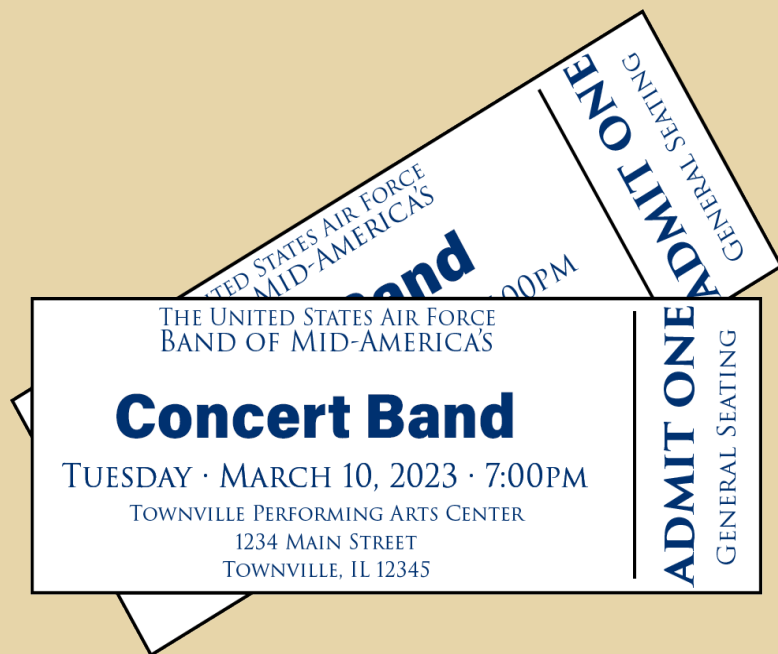
- Tickets are the single most important factor for attracting a large crowd. If people invest a few minutes of their time to mail a self-addressed stamped envelope to obtain tickets, or fill out an online request for an e-ticket, they are much more likely to come to the show!
- Tickets provide a place 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

The Band of Mid-America does not offer printed tickets for events.



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:

Concert Band Personnel

Major Justin W. Lewis, Commander
 First Lieutenant Dorian Neuendorf, Flight Commander
 Chief Master Sgt. Nicole Shinninger, Senior Enlisted Leader
 Technical Sgt. Meghan Yankowskas, Noncommissioned Officer in Charge

Flute/Piccolo
 SMSgt Kristen Hammel
 Raleigh, VA
 AIC Max Lin
 New Berlin, WI

Oboe/English Horn
 TSgt Jason Williams
 Ringgold, GA
 SSgt Claire Workinger
 Springfield, IL

Bassoon
 AIC Daniel St. John
 San Diego, CA
 Mr. Joseph Hendricks
 St. Louis, MO

Clarinet
 CMSgt Nicole Shinninger
 East Meadow, NY
 MSgt (ret.) Kim Miller
 O'Fallon, IL
 MSgt Joseph Philpott
 Conyers, GA
 TSgt Michael Morris
 Greenville, SC
 TSgt Meghan Yankowskas
 Londonderry, NH
 SSgt Alaina Shaw
 Fishers, IN

Bass Clarinet
 TSgt Jeremy Cohen
 Columbia, SC

Contrabass Clarinet
 MSgt Jeremy Martin
 Andover, IL

Alto Saxophone
 SSgt Mike Dee
 Fairview Heights, IL
 SSgt Derrick Newbold
 Miami, FL

Tenor Saxophone
 AIC Jacob Conway
 Mead, CO

Baritone Saxophone
 SMSgt Tyne Leithman
 Des Moines, IA

Horn
 SSgt Abigail Martin
 O'Fallon, IL
 AIC Adam Julian
 Dayton, OH
 Mr. Charley Fuller
 St. Louis, MO

Trumpet
 MSgt Chris Hammel
 Dayton, OH
 MSgt (ret.) Scott Sauer
 Swanton, IL
 TSgt Charles Workinger
 Marshfield, WI
 AIC Jonah Kelly
 Lincoln, NE
 AIC Dylan Wilson
 Sapulpa, OK
 Ms. Mary Weber
 University City, MO

Trombone
 TSgt Rob Hyatt
 Racine, WI

Euphonium
 MSgt (ret.) Sandra
 Swanton, IL
 AIC Nick Mihalich
 Brecksville, OH
 Dr. Matt Hoorman
 St. Louis, MO
 Mr. Charley Fuller
 St. Louis, MO

Tuba
 MSgt (ret.) Matt Kuebler
 Mascoutah, IL
 AIC Bruno Gutierrez
 Laredo, TX

Percussion
 SMSgt (ret.) Clarence
 Carpenter
 Shiloh, IL
 MSgt Mike Correa
 Binghamton, NY
 TSgt Tyler Kennamer
 Fayetteville, AR
 TSgt Laura Pojar
 Minneapolis, MN
 SVA Aaron Taylor
 Philadelphia, PA

Guitar
 SSgt Josiah Joyce
 St. Louis, MO

Piano
 AIC Benjamin Thompson
 Boulder, CO

String/Electric Bass
 TSgt Colin Trusedell
 Indianapolis, IN
 AIC Jared Dubber
 Cleveland, OH

Vocalist
 AIC Jessie Dunnivant
 Chesterfield, VA

Audio Engineer
 TSgt Devin LaRue
 San Antonio, TX
 SVA Michael Pelousin
 Baltimore, MD

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!

CHRONICLES OF VALOR

TUE MAY 21 7:00 PM
 SKIP VIRAGH CENTER FOR THE ARTS
 Chaminade, St. Louis, Missouri

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 Concert Band! 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