

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.





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 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.
- 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

- 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'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"> 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	

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.

TICKETING - Ticketing is not necessary for most events. Should you or your venue require the event to be ticketed, please let us know and we can discuss options. Events should be marketed as "free and open to the public, no tickets required."

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!

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U.S. AIR FORCE