

☆UNITED STATES AIR FORCE☆
HEARTLAND *of* AMERICA BAND



**PARTNER INFORMATION
GUIDE**





A note to our community partners

Thank you for your decision to partner with the United States Air Force Heartland of America Band and bring the outstanding musical group, *Offutt Brass* to your community!

As a result of your commitment, you will promote civic pride, demonstrate support for our armed forces, instill a renewed sense of patriotism, and provide family-friendly, world-class entertainment for your citizens.

Our public appearances often rely on the support of local media institutions, businesses and service organizations. These community partners provide assistance with obtaining suitable concert sites and conducting publicity campaigns designed to reach the entire community.

This guide will assist you in understanding the many details and shared responsibilities that are necessary to make this a truly unforgettable musical and patriotic experience for all.

We look forward to working with you!

Offutt Brass and the USAF Heartland of America Band



Comprised of two trumpets, horn, trombone, tuba, and percussion, **Offutt Brass** showcases the Air Force's excellence and precision in every performance. Their diverse repertoire features classical selections, patriotic favorites, jazz and popular music, new compositions and distinctive arrangements.

The members of Offutt Brass bring to the United States Air Force many years of professional experience with symphony orchestras, chamber ensembles, touring shows, and today's popular artists. These talented Airman musicians proudly represent the more than 660,000 Air Force professionals around the world who relentlessly protect and defend the many freedoms that we cherish.

In addition to community concerts, Offutt Brass provides patriotic music and fanfares for military ceremonies, important civic events, and conducts educational clinics throughout Nebraska and other areas of the Midwest.

Offutt Brass is a component ensemble of the full 15-member USAF Heartland of America Band, stationed at Offutt Air Force Base, Nebraska. The band has a rich history of inspiring hearts and minds, building and sustaining American patriotism, and enhancing esprit de corps in the United States Air Force.

The USAF Heartland of America band honors our American military veterans for their selfless sacrifice at every performance, and shares the message of excellence, courage and commitment displayed every day by the brave members of the United States Air Force serving throughout the world.

Their mission also includes deployments where they often collaborate with U.S. Embassies to share American culture, build partnerships, advance international relationships, and use music to motivate and unify coalition service members who are defending the region.





All Heartland of America Band concerts must be free of charge and open to the public.

Our concerts are presented as a public service to the community and must be open to the general public. The Heartland of America Band 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. Fundraising activities or other collections in connection with Heartland of America Band concerts is strictly prohibited.

Expenses

There is **NO FEE** for the Heartland of America Band. The United States Air Force pays all expenses incurred for travel, including transportation, lodging, and meals.

All other costs, such as providing a suitable performance site, publicizing the concert, and the printing & distribution of tickets, are usually covered by the partner. Often, local businesses will co-partner with you to provide these services in support of a free community event.

GETTING STARTED: PARTNER OVERVIEW

As a community partner, there are three main categories under which your responsibilities fall in hosting a performance: *Venue*, *Publicity*, and *Ticketing*. This guide explains your role in each and outlines techniques which will ensure a successful, well-attended concert.

- **Provide a concert venue that seats a minimum of 200 people with a stage area 20 feet wide by 15 feet deep.** Auditoriums are the optimal concert venue. Movable acoustics sound shells will be used when available. Gymnasiums, portable stages and outdoor venues will be considered.
- **Execute a publicity campaign sufficient to ensure a capacity audience for the concert.** Publicity materials, resources and recommendations for publicizing the concert are available through the marketing representative and on-line through the band's website.
- **Advertise e-ticket availability or oversee the printing and distribution of free-admission tickets.** This must include a 30% over-print. Statistics show that even when ticket distribution is properly controlled, not all ticket holders will attend the performance. The 30% overprint will ensure a full house.

Miscellaneous

- ◇ **Arrange for ushers to collect tickets and pass out programs, if used.** House ushers, local volunteers and community service organizations from high schools, churches, ROTC, and Scouts are ideal. Ushers must be available 60 minutes prior to the concert.
- ◇ **Presentation of the Colors:** Although not required, the presentation of the colors adds an element of decorum with increased community involvement. We invite color guards from local VFWs, ROTC, American Legions, and scouting organizations to present the colors when available.
- ◇ **Introduction:** Offutt Brass has a special opening selection and does not require a formal introduction. Our partners and other officials are welcome to make introductory remarks if they wish.
- ◇ **Reserve Section Seating:** We encourage the designation a special reserved seating for certain dignitaries (i.e. Mayor, Senator, military members, etc.) and our community partners.
- ◇ **Partner Recognition:** During our performance, we take a moment to publicly recognize and thank our community partners who made this special event possible.
- ◇ **Photographs:** We encourage audience members to take photographs and videos of the band during the performance. Feel free to post these to websites & social media. Copies are appreciated!
- ◇ **Programs:** When used, Offutt Brass will provide printed programs. As an option, we can add logos & graphics of the organizations who provided support in making our appearance possible.



VENUE REQUIREMENTS

Access

The band will arrive 2.5 hours before the scheduled performance time for set-up and sound check. The load-in area must be free of all obstructions and accessible to the performing area.

A facility manager must be present at the facility from the beginning of the load-in through the end of the load-out. Parking spaces should be reserved for two 15-pax vans close to the stage entrance.

The Offutt Brass program is approximately 90 minutes in length, including a short intermission. Please allow 60 minutes from the end of the performance for the members of Offutt Brass to greet the audience, change clothes and load-out all equipment.

Stage

Dimensions: the performance area should be a minimum of 20 feet wide by 15 feet deep.

Construction: The performance area must be clean and completely cleared of obstructions when the band arrives. The venues portable sound shells, risers, and music stands will be used if available.

- **For outdoor stages:** the performance area must be dry. We recommend that arrangements are made for an alternate indoor site in the event of inclement weather, excessive temperatures and high winds.

Lighting: The site should provide a technician to operate the house lighting panel. Overhead white lighting should be bright enough to read newsprint without difficulty. House lights should be dimmed to 10- 15% during the performance. Color, gels, or spotlights are not require.

Audio: Group members will provide announcements from the stage at several points during the program. When available, we ask for use of the house audio system with 2 microphones.

Electrical: We may request the use of two standard electrical outlets for use with a small audio system (powered speaker and microphone). Power should be available as near as possible to the stage area.

Backstage

- A dressing room large enough to accommodate 6 individuals.
- A warm-up/storage area that can be secured, ideally out of hearing range of the performance area.



PUBLICITY

The USAF Heartland of America Band provides all the resources needed to publicize the concert, including press releases, graphics, photos, posters & flyers, and biographical information. Many of these items can be found in our website Electronic Press Kit section. Click [HERE](#) to access.

Listed below are suggested publicity methods. Used in combination, these eight methods will ensure a well-publicized, well-attended concert:

NEWSPAPERS & MAGAZINES - These print media sources will often donate ad space, provide a feature story or serve as a co-sponsor of the event. 2 or 3 half to full-page ads are the recommended amount per the suggested time-line.

BROADCAST MEDIA - We provide local radio & television stations a Press Release to announce the event and may schedule live broadcast interview opportunities when possible.

ONLINE - We invite our partners to post concert information on their websites, in event calendars, and in news groups & forums.

SOCIAL MEDIA - Advertising across social media platforms will yield immediate and far-reaching results. The methods can range from inviting your followers to an event posted on your page to targeted paid ads.

The USAF Heartland of America Band creates Facebook events for all of our community concerts, and will invite your organizational social media pages to “co-host” with us, amplifying public reach at no cost.

FIELD PROMOTIONS - Posters & flyers displayed prominently in high traffic areas such as shopping centers, libraries, coffee shops, and the chamber of commerce.

OUTDOOR MARQUEES - Post concert information on school, bank, and venue marquees.

DIRECT MAIL AND EMAIL CAMPAIGNS - Partners can obtain lists from the venue or organizations such as the chamber of commerce or local school districts to disseminate concert information.

ORGANIZATION “WORD-OF-MOUTH” - Forward our posters & flyers to community organizations to distribute to their members. Some examples include community bands, veteran groups, senior centers, downtown alliances, PTAs, church groups, chamber of commerce, etc



TICKETING

In addition to strong publicity, a key factor in building a capacity audience is a well-managed ticket campaign. Although concerts must be free & open to the public, the use of tickets provides several benefits:

- **Tickets stimulate & maintain community interest.** If people invest their time to obtain tickets, or fill out an on-line request for an e-ticket, they are much more likely to come to the show!
- **Printed tickets provide a place for our partners to put their name and logo next to ours.** Patrons often take tickets and programs home as souvenirs, and these serve as reminders of the professional, patriotic performance that you, our community partner, made possible.
- **Ticket distribution allows us to monitor the effectiveness of our publicity campaign.**

GENERAL TICKETING GUIDELINES

- **Online Option:** Online ticketing is a highly-recommended, easy, and free solution for ticket distribution. We can customize, manage, and monitor tickets for your concert while offering patrons a convenient way to obtain them. Community partners may still wish to print a limited number of “hard-copy” tickets for special guests and those without computer access.
- **Distribution:** Designate 1 or 2 distribution points, rather than distributing tickets at several locations. Controlled distribution increases ticket tracking & accountability.
- **Four Ticket Limit.** To minimize patrons taking more tickets than they may use, we recommend the limit of four tickets per request. Larger requests can be handled on a case-by-case basis.
- **30-Percent Overprint.** Statistics show that even when ticket distribution is properly controlled, not all ticket holders will attend the performance. Overprinting & distributing tickets at 130% of the venue capacity compensates for this difference and ensures a capacity audience.
- **General Admission.** Tickets should not be numbered or correspond to specific seats in the hall. Advertise that all seating is general admission. Seats and sections will not be reserved (exception: special guests, civic and military leaders may have special reserved seating).
- **Collection:** The sponsor should arrange to have ushers available at the concert to collect the tickets. Most concert-goers will have taken the time to obtain tickets for the performance. Collecting their tickets assures them that they have priority seating over non-ticket holders.
- **15-Minute Rule.** 15 minutes prior to the concert, advertise that all unclaimed seats are opened to non-ticketed individuals. This means that those with tickets must be seated at least 15 minutes prior to the performance to guarantee their spot.



RECOMMENDED PUBLICITY SCHEDULE

The time-line below gives a general idea of how promotion and ticketing are to be scheduled

TARGET DATE

PUBLICITY STEP

6 WEEKS PRIOR

Promotion campaign schedule is finalized. Arrangements have been made with local media outlets for PSAs, newspaper ads, and other coverage. Dates are planned for initial and follow-up social media posts. Lists for email, direct mail and newsletters have been obtained and use has been approved

4 WEEKS PRIOR

Promotion officially starts. Tickets available for distribution. News Releases sent, on-line calendars updated, and social media events created.

3 WEEKS PRIOR

Full-page ad with pictures and ticket information stating that there will be a concert by Offutt Brass in your community, giving the time, location, the fact that admission is free, and how tickets may be obtained. Publicity continues with social media posts, email blasts, and field promotion.

2 WEEKS PRIOR

Tickets completely distributed. If not, additional promotion is needed. Utilize outdoor marquees; continue field promotion to schools, libraries, social groups and veteran's organizations.

1 WEEK PRIOR

Feature coverage from local media. Last push for promotion with updated ticket information*. Stress that this is a free cultural event presented by Offutt Brass through local partners.

2-3 DAYS PRIOR

Last reminder of concert. Utilize websites, social media and the entertainment sections in local print media.

DAY AFTER

Concert review in local media.

****"Although all tickets have been distributed for the free concert tonight, any unclaimed seats will be available to non-ticket holders 15 minutes prior to the performance"***

IN CONCLUSION

The overall success of our performance depends on strong communication and cooperation between you and the **Operations Representative** for Offutt Brass. We hope that this guide will help you make the concert and your partnership experience a rousing success!

Please feel free to contact us with any questions or concerns you have.

Senior Airman Aliyah Richling

Operations Representative

aliyah.richling@us.af.mil

(402) 294-0620



*For information regarding publicity, marketing products,
and group scheduling:*

Master Sergeant Paul Wells

Section Chief of Publicity

paul.wells.1@us.af.mil

(402) 232-4090

Mr. Doug Roe

Director of Operations

douglas.roe.1@us.af.mil

(402) 294-8192