

United States Air Force
Band of Mid-America

Freedom Winds

Sponsorship Guide



www.bandofmidamerica.af.mil

A NOTE TO OUR SPONSORS

Thank you for partnering with us to bring the United States Air Force Band of Mid-America's Freedom Winds to your community. It takes a lot of work to have a mutually beneficial 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 successful appearance by The United States Air Force Band of Mid-America's Freedom Winds. 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.....	9
STAGING.....	10
ADVERTISING.....	11
TICKETING.....	12
PROGRAMS.....	13
MISCELLANEOUS.....	16

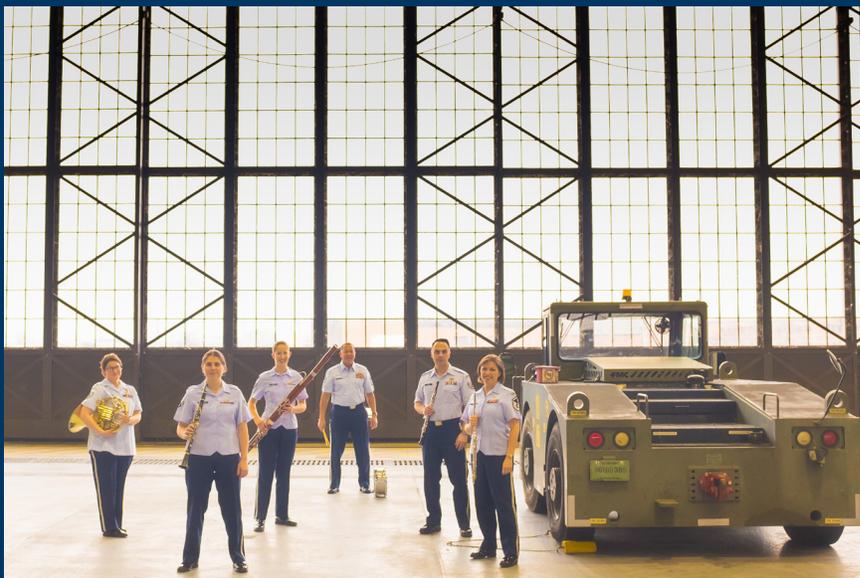
FREEDOM WINDS

FACT SHEET

The United States Air Force Band of Mid-America is proud to present the Freedom Winds woodwind quintet. Composed of six virtuoso Airman Musicians, the group adds percussion to the traditional woodwind quintet instrumentation to enhance standard literature and increase their musical capabilities. Members of the group have diverse musical interests, which leads to programs with something for everyone. In addition to showcasing traditional woodwind quintet pieces, performances by Freedom Winds take audiences on a tour of some of the most beautiful and exciting music from various cultures around the world. Their diverse repertoire also includes jazz and ragtime classics along with popular themes from Broadway's hit shows and Hollywood's greatest films.

In addition to performing community outreach concerts, the Freedom Winds are called on to provide music for military retirements, changes of command, holiday caroling for military and civilian employees and other official military functions. The group also reaches out to America's young music students during concerts, clinics and masterclasses. This allows students a unique opportunity to see a professional music group up close and talk to members about music and the United States Air Force.

The Air Force Band of Mid-America's Freedom Winds delivers a versatile, unique musical product in any performing environment. This talented ensemble reflects the values and excellence found every day throughout the United States Air Force.





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.



Master Sergeant Jennifer A. James performs on flute and piccolo with the Freedom Winds, Concert Band and Ceremonial Band of the USAF Band of Mid-America, Scott Air Force Base, Illinois. In addition to her musical duties, Sergeant James serves as the Noncommissioned Officer in Charge of Freedom Winds and Assistant Resource Advisor. She has previously served in the Commander's Support Staff, library, publicity, productions, computers and operations departments.

Sergeant James entered the Air Force in 2002 and was stationed with the Heartland of America Band at Offutt Air Force Base, Nebraska. While in Nebraska, she served as an adjunct professor of flute at Creighton University. In 2012, Sergeant James was assigned to the Band of Mid-America.

A graduate of the University of Nebraska – Lincoln, Sergeant James holds a Bachelor of Music Education degree. For two years prior to joining the Air Force, she was the Director of Bands at Elmwood-Murdock Public Schools in Nebraska.

Sergeant James received the Leadership Award and the John L. Levitow Award at Airman Leadership School and was a Distinguished Graduate from Noncommissioned Officer Academy. Her other military awards include the Air Force Commendation Medal with two oak leaf clusters and the Air Force Achievement Medal.

TOUR MANAGER

Once a performance has been approved...

The Tour Manager will:

- Ensure the venue is appropriate for the group's needs (stage size, stage accessibility, etc.)
- Discuss the group's requirements at the venue (stands, chairs, lighting, dressing rooms, case storage, etc.)
- Coordinate with you regarding all logistical details on the day of the performance.
- In addition, the Tour Manager may wish to make a personal visit weeks ahead of the performance to meet you and see the venue.

The Tour Manager will put you in contact with the group's Marketing Specialist who is the other key individual from the band with whom you will be working. 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

KEY PERSONNEL

The Marketing Specialist will:

- Provide overall advertising guidance.
- Provide graphics to use in advertisements you may wish to create.
- Design advertisements for you to distribute.
- Discuss ticketing options.
- Design tickets for print.
- Set up e-ticket accounts.
- Guide execution of a successful social media campaign.
- Advertise through the Band of Mid-America website, FaceBook, Twitter and Instagram sites.
- Provide a .pdf of the concert program for you to print.
- If available, incorporate logos and graphics from local sponsors and venues in advertisement and program designs.

OVERVIEW

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

- **Provide a concert venue that seats a minimum of 500 people with a stage area 20 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 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.
- **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 for printing.
- **Arrange for ushers to pass out programs at the concert.** House ushers or local volunteers work well.
- **Be available to meet the band and provide access to the venue** approximately three hours prior to the concert start time.

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.

EXPENSES

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

Lighting

- Lighting operator should meet with the Operations Representative one hour before the event to discuss lighting requirements.
- Stage lighting: white overhead stage lighting should be used. Stage should be bright enough to read newsprint, and intensity should be even across the entire performing area. Foot lights and specials are not needed.
- House lights should be dimmed to 20-25% during the performance.

Audio System

The group often brings its own audio equipment and will need two separate 20-amp circuits to run it. If available, a single wireless microphone used through the house audio system is preferred.

STAGE AREA

- Performance area should be a minimum of 20 feet wide by 15 feet deep.
- Area for performing needs be clean and free of all obstructions.
- Load-in area must be free of obstructions and accessible to the venue performing area.
- Venue and load-in area must be unlocked at least three hours prior to the concert, in order for the band to complete set-up.
- Seating: 6 chairs (without arms) and 10 stands. Chairs will be arranged by the performers.

LOAD-IN

- The performance hall should be available three hours prior to the scheduled performance.
- The exact set-up time will be determined at least two weeks prior to our 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 dressing rooms are required; these should have clothing racks to hang uniforms and a full-length mirror, if possible.
- One warm-up/storage room that can be secured by stage/venue manager, preferably out of hearing range of the performance area. 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 two 15 passenger vans at the venue.

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/advertising materials and provide assistance with utilizing electronic/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 - These print media sources will often will 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 - Fliers, posters, 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 veterans groups.

ORGANIZATION "WORD-OF-MOUTH" - Provide posters or post cards to community organizations to distribute to their members. Some examples include: community bands, veterans 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.• 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 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 (post cards work well) to mailing lists: local schools, veterans 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 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.

REASONS TO DISTRIBUTE FREE TICKETS

- 1) Tickets are the single most important factor for attracting a large crowd! If people actually invest two minutes of their time to fill out and mail the coupon with 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!
- 2) 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.
- 3) Past experience has proven that advertising campaigns which effectively use tickets are quite successful.
- 4) Ticketing allows us to monitor the effectiveness of our publicity campaign and keep track of the expected attendance.

GENERAL PRACTICE GUIDELINES

- **Access to our concerts must be free.** If possible, a ticket should be required for admission.
- **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: 6:50 for a 7:00pm show or 2:50 for a 3:00 pm 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 (including the overprint tickets). 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.

United States Air Force
Band of Mid-America

FREEDOM WINDS AF

In Concert!

www.bandofmidamerica.af.mil

Friday
April 22, 2016
7:00 PM

Al Ringling Mansion
623 Broadway St - Baraboo, WI

Doors open at 6:00 PM.
Unclaimed seats will be released at 6:50 PM.

-SPONSORED BY-

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 one up. 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

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 can provide.

United States Air Force Band of Mid-America

Lieutenant Colonel Michael J. Willen, Commander
Chief Master Sergeant John P. Gohl, Band Manager

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The Air Force Band of Mid-America's Freedom Winds deliver a versatile, unique musical product in any performing environment. This talented ensemble reflects the values and excellence found every day throughout the United States Air Force.

The United States Air Force Band of Mid-America
appears through the courtesy of:
General Carlton D. Everhart II
Commander, Air Mobility Command
402 Scott Drive
Scott Air Force Base, Illinois 62225

Please follow us on our website and social media!

 @USAFBoMA  BandOfMidAmerica

 #BOMA  www.bandofmidamerica.af.mil

THE UNITED STATES AIR FORCE BAND OF MID-AMERICA is the principal musical ambassador of Headquarters Air Mobility Command. These talented Air Force ambassadors 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, 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. In its broader travels, the band has performed in Iraq, Kuwait, Qatar, Afghanistan, Kyrgyzstan, Djibouti, Costa Rica, Barbados, Grenada, Guatemala, Venezuela, Bolivia, Germany, the Azores, and the Netherlands. Whether recording or performing for live, radio, and television audiences, band members reflect Air Force excellence to millions of people each year.





USHERS: While seating will be on a non-reserved basis, sponsors should provide people 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 often 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. Additionally, local newspapers will often feature a photo in the newspapers 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.



www.bandofmidamerica.af.mil



USAF Band of Mid-America



@USAFBoMA



bandofmidamerica

IN CLOSING

Thank you for your decision to sponsor the United States Air Force Band of Mid-America's Freedom Winds. 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**

www.bandofmidamerica.af.mil

