THE UNITED STATES AIR FORCE BAND OF MID-AMERICA

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, 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. Thank you for having us in your community, and we look forward to working with you!

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SHADES OF BLUE

The Shades of Blue Jazz Ensemble is a group of 18 professional enlisted musicians whose repertoire ranges from traditional big band jazz, to bebop and swing, to modern jazz. At one of their concerts you are just as likely to hear the music of contemporary composers as you would the classic sounds of Count Basie or Glenn Miller. Several of the band's members are also gifted composers and arrangers, and their compositions are often featured in concert.

The band has backed many jazz greats such as Tex Benecke, Denis DiBlasio, Jamey Aebersold, Mike Smith, Bobby Shew, Allen Vizzutti, Jeff Jarvis, Mike Vax, Vaughn Nark, Bill Porter, Carmen Bradford, Shelley Berg, Joe Morello, Steve Houghton and Walt Levinsky. Furthermore, the ensemble is often requested for featured performances at jazz clinics and festivals throughout the country.

Occasionally, the Shades of Blue marches onto home plate to perform national anthems for Chicago White Sox Major League Baseball games, or onto center court to perform for Chicago Bulls and Milwaukee Bucks National Basketball Association games. They also pay frequent tribute to the Air Force's musical heritage, and have collaborated with actor Wilford Brimley on a highly acclaimed salute to Major Glenn Miller.

Whether performing for a head of state, before a capacity crowd in northern Wisconsin or for our troops at home and abroad, the Shades of Blue reflects the heritage and pride of our great nation and the United States Air Force.

FLT COMMANDER

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 Quincy Garner is a trumpet player in the United States Air Force Band of Mid-America, Scott Air Force Base, Illinois. He serves as the Noncommisioned Officer in Charge of the Shades of Blue Jazz Ensemble and performs in the Concert Band and Ceremonial Marching Band. In November of 2003, Sergeant Garner joined the United States Air Force. Prior to arriving at Scott AFB, TSgt Garner was stationed at Hanscom AFB, as a member of the now deactivated Band of Liberty.

As an undergraduate at the University of Kansas, Sergeant Garner shared the stage with Ingrid Jensen, Maria Schneider, John Fedchock, Bob Sheppard, Vince Mendoza, Scott Wendholt and Dave Pietro. Sergeant Garner later attended the University of Miami (Florida) and studied with Dante Luciani, Whit Sidener, Greg Gisbert and Ron Miller.

As a member of the Band of Liberty, Sergeant Garner performed with Ann Hampton Callaway, Darlene Love, Jiggs Wigham, Greg Hopkins, Phil Wilson, Bill Pierce, John Pizzarelli, Byron Stripling and Farid Barron. He also performed with Robin Mckelle and Esperanza Spalding while living in the Boston area. Sergeant Garner has studied with Steve Emery, Laurie Frink, Greg Hopkins, Greg Gisbert and Chris Moore.

Sergeant Garner's military awards and decorations include 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 with one Oak Leaf cluster, and the Global War on Terrorism Service Medal. He was named the 2014 Air Force Band of Mid-America Noncommisioned Officer of the Second Quarter, as well as the Musican of the Second Quarter.

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 (stands, chairs, lighting, dressing rooms, case storage, etc.)
- Coordinate with you regarding all logistical details of 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 Band'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

The Marketing Specialist will:

- Provide overall advertising guidance.
- 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.
- 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 our advertisement and program designs.

REQUIREMENTS

OVERVIEW

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

- **Provide a concert venue that seats a minimum of 350 people with a stage area 36 feet wide by 20 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.

- **Ensure ushers are present at the concert.** House ushers or local volunteers work well.

- **Be available to meet the band and provide access to the venue** approximately five hours prior to the downbeat.

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 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

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.

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 three 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 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 2000 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.

STAGING

STAGE AREA

- Minimum stage dimensions of 36 feet wide by 20 feet deep are required.
- 18 chairs (without arms) are required and should be placed at the front of the stage.
- 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.

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 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

- The men's dressing room(s) will need to accommodate 18 males.
- The ladies dressing room(s) will need to accommodate 5 females.
- 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.
- If available, one large room should be provided (out of hearing distance of the stage) for the musicians to warm-up and be used as a storage room for instrument cases. This room must be secured when not occupied by the musicians.

PARKING

- Parking spaces are required for Band vehicles at the venue. The Band uses a touring bus and one equipment truck, 34' long by 12' 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/advertising materials and can 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 - often will donate ad space, provide a feature story, or serve as a co-sponsor of the event; recommended 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 - Website, Online event calendars, newsgroups/forums, Facebook, Twitter, Instagram, Email distribution lists

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 System, or Veterans groups.

ORGANIZATION "WORD-OF-MOUTH" - Provide fliers or post cards to community organizations to distribute to their membership. Examples: Community bands, Veterans groups, Senior Centers, Downtown Alliances, PTAs, etc.

RECOMMENDED TIMELINE

DATE RANGE	MARKETING TACTIC
3-6 Months prior	•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	•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	•Send out mailing (post cards work well) to mailing lists: local schools, Veterans Groups, Chambers of Commerce, VIPs •Begin ticket distribution
4 Weeks prior	•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	•Run 2nd ad in papers •Make Social Media push
1 Week prior	•Follow up press releases with call to media •Encourage coverage of the event in local paper/on local TV
3 Days prior	•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	•Reminder ad on entertainment page with all concert details •Make Social Media push

GENERAL TICKET INFORMATION

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 call, pick-up or fill out and mail a 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.

GENERAL PRACTICE GUIDELINES

- **Access to our concerts must be free.** If possible, a ticket should be required for admission. Ticketing allows us to monitor the effectiveness of our publicity campaign and keep track of the expected attendance.

- **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.

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

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

Shades of Blue Personnel

Lieutenant Colonel Michael J. Willen, Commander
Master Sergeant Scott Sauer, Noncommissioned Officer in Charge
Technical Sergeant Rob Hyatt, Musical Director

Alto Saxophone
SSgt Kristian Baarsvik
Marion, MA

Tenor Saxophone
SSgt Cody Brown
Morongo Valley, CA

Bari Saxophone
MSgt Jason Baedke
Scottsdale, AZ

Trumpet
MSgt Scott Sauer
Spokane, WA
SrA Logan Keese
San Antonio, TX

Trombone
TSgt Rob Hyatt
Racine, WI
A1C Darren Workman
Thomasville, NC

Guitar
A1C Pete Somerville
St. Louis, MO

Bass
SSgt Ryan Persaud
Toronto, ON, Canada

Drums
MSgt Steven Helfand
College Park, MD

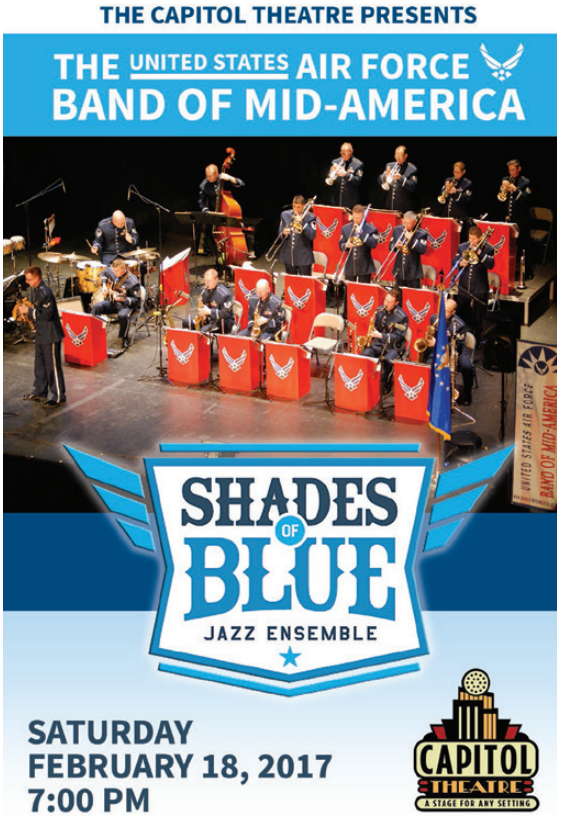
Vocalist
SMSgt Erin McPherson
Thousand Oaks, CA

Audio Engineer
SSgt David Presnell
Jackson, MO

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, Room 132
Scott Air Force Base, Illinois 62225

Please follow us on our website and social media!

@USAFBoMA
BandOfMidAmerica
#BOMA
www.bandofmidamerica.af.mil



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 always 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.

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 Shades of 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!

Band of Mid-America
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Scott AFB 62225
618-229-8188

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