

The United States Air Force Band of Mid-America

SPONSORSHIP GUIDE



CONCERT BAND



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 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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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.



Technical Sergeant Jeremy S. Martin is assigned to the US Air Force Band of Mid-America at Scott Air Force Base, IL where he serves as the unit's Staff Composer & Arranger. A native of Alabama, TSgt Martin completed his Bachelors of Music at Tennessee Technological University, and holds a Master's in Wind Conducting from the University of Alabama. His primary instructors have included Robert Jager, Joseph Hermann, Kenneth Ozzello, and John Ratledge.

TSgt Martin's previous assignments include the Air Force Public Affairs Agency in San Antonio, TX, the USAF Band of the Golden West at Travis AFB, Calif, and the Air National Guard Band of the South at Dobbins Air Reserve Base in Marietta, GA. Before joining the Air Force in 2000, TSgt Martin taught middle school and high school bands for several years in Tennessee. He has written extensively for bands nationwide, and has been a guest conductor and clinician for high school, college, and military bands throughout the United States. TSgt Martin's original works have been published by LudwigMasters, Bandworks Publications, and Carl Fisher, and he is the only person in the world to admit that he has played "principal contrabass clarinet." TSgt Martin is a member of ASCAP, Phi Mu Alpha Sinfonia, and the Music Educators' National Conference (MENC).



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 you with graphics to use in advertisements you may wish to create
- Discuss ticketing options
- Design tickets for print or set up an e-ticket account
- 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
- Incorporate logos and graphics from local sponsors and venues in our advertisement 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 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 Marketing Specialist 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 start of the concert.

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

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.

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.
- 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 35 males.
- The ladies dressing room(s) will need to accommodate 15 females.
- 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.
- 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 two touring buses and two trucks, 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 - Websites, online event calendars, newsgroups/forums, Facebook, Twitter, Instagram and 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 Veteran's groups

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

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 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

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 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.

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 because 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.

Concert Band Personnel			
Captain Jason S. Plosch, Commander			
Master Sergeant Robert Jordan, Noncommissioned Officer in Charge			
Flute/Piccolo	Alto Saxophone	Trumpet (Cont.)	Drum Major
*Tsgt. Jennifer James	*MSgt. Justin Padala	Sgt. Laura Brown	A/C Andrew
Omaha, NE	Louisville, KY	Chicago, IL	Chambers
Sgt. Rachel MacLary	Sgt. Cody Brown	Trumbull, CT	Benedict, MD
Newark, DE	Altoona, PA		
Oboe/English Horn	Tenor Saxophone	Baritone	
*Sgt. Jennifer East	*MSgt. Jason Basile	*MSgt. Robert Jordan	
Lafayette, LA	Scottsdale, AZ	Memphis, TN	
Sgt. Kate Eakin	Bari Saxophone	A/C Sara Gering	
Alamogordo, CA	Tsgt. Derek Hinds	Springfield, OH	
	Dayton, OH		
Clarinet	Horn	Clarinet	
Tsgt. Kim Miller	*MSgt. Peter Hessel	Tsgt. Kim Miller	
Crestwood, KY	Melrose, NJ	Crestwood, KY	
Tsgt. Ryan James	Tsgt. Clay Tom	Tsgt. Ryan James	
St. Joseph, MO	Los Angeles, CA	St. Joseph, MO	
Sgt. Joseph Philpott	Tsgt. Peter Dahlstrom	Sgt. Joseph Philpott	
Copart, GA	Columbus, OH	Copart, GA	
Sgt. Michael Morris	Trumpet	Sgt. Michael Morris	
Greenville, SC	*MSgt. Gena King	Greenville, SC	
Sgt. Craig Boying	Riverside, GA	Sgt. Craig Boying	
Middleton, NY	Tsgt. Scott Sauer	Middleton, NY	
	Spokane, WA		
Bari Clarinet	Sgt. Branna Blair	Bari Clarinet	
*MSgt. Nicole Shinniger	Phila. PA	*MSgt. Nicole Shinniger	
East Meadow, NY	Sgt. Quincy Gesser	East Meadow, NY	
	Olney, IL		
	Sgt. Stephanie Robinson		
	Fairbanks, AK		

The United States Air Force Band of Mid-America

appears through the courtesy of:
General Darren W. McDew
Commander, Air Mobility Command

402 Scott Drive
Scott Air Force Base, Illinois 62225

Please follow us on our website and social media!

Twitter: @USAFBoMA
Instagram: #BOMA

Website: www.bandofmidamerica.af.mil
Facebook: www.facebook.com/BandOfMidAmerica

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, Queens 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 Iran, Kuwait, Qatar, Afghanistan, Kyrgyzstan, Djibouti, Costa Rica, Barbados, Grenada, Guatemala, Venezuela, Haiti, 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 always include the National Anthem. Occasionally there may be a local Veterans, Jr. ROTC or Scout Troop 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 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 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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