

**SPONSOR
INFORMATION
GUIDE**

The United States Air Force Academy Band

FOREWORD

In the near future, The United States Air Force Academy Band will perform in your community. The Air Force would like as many people as possible to enjoy this cultural event and therefore, we need your assistance.

As sponsor of this outstanding musical event, your most important job will be to obtain the best possible concert site, inform the citizens of your area of the Band's appearance, encourage them to attend, and maintain control of the free admission tickets.

There are many ways to do this. Undoubtedly, you already have thought of many of them. This booklet is designed to bring your ideas and ours together, insuring that everything possible will be done to publicize your organization and the United States Air Force throughout your area in order to gather a capacity audience.

Please give your very special attention to the section on "Tickets."

There may be areas in which your ideas and ours will not be in complete agreement. However, please do not deviate from the information contained in this guide without the express approval of The United States Air Force Academy Band. The plan outlined in this guide has been used with overwhelming success in virtually thousands of concerts throughout the United States.

Questions not answered by this guide should be directed to:

The United States Air Force Academy Band
520 Otis Street
Peterson AFB, CO 80914-1620
(719) 556-9916

We look forward to performing in your community and thank you for your cooperation.

STEVEN GRIMO, Lieutenant Colonel, USAF
Commander/Conductor

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PERFORMANCE REGION

The Band performs concerts throughout the continental United States. The Band is based near Colorado Springs, Colorado.

THE AIR FORCE MUSICAL UNIT APPEARING IN YOUR AREA

You are sponsoring a concert appearance by The United States Air Force Academy Band, which has several different performing units. All members are full-time Air Force professional musicians. The Band supports the Air Force through concerts that are family oriented with a multitude of musical styles to satisfy every musical taste.

PUBLIC SERVICE CONCERTS

These concerts are presented as a public service to the community and must be presented free of charge and open to the general public, regardless of race, sex, color, creed or national origin. **The appearance of any implied charge, such as a donation or free-will offering is prohibited.**

AIR FORCE POLICY ON EXPENSES

While the Band is on tour, the United States Air Force covers all expenses incurred in travel such as transportation, housing and meals. There is no fee, as such, for the Band. Any other costs, such as auditorium rental, lighting, heating, ticket and program printing, janitorial fees, union labor, etc., are the responsibility of the local authorities or sponsor(s). The U.S. Government cannot pay for these.

The concerts are events of community interest in which civic-minded individuals and organizations donate their time, effort, and money. In some instances, stagehands have contributed their services. In other situations, the local union has paid the members as its contribution to the community. It is common practice for various city organizations, businesses and Chamber of Commerce members to give financial support.

FUND RAISING

Concerts by the Band must not be used to raise funds for any purpose or appear to endorse any fundraising efforts.

AIR FORCE POLICY ON LABOR DISPUTES

The Armed Forces always maintain a position of neutrality in labor disputes. Therefore, last minute expenses and labor union demands will automatically become a matter for local resolution.

CONCERT SITES

To insure a successful concert, it is necessary to secure the best possible concert site as soon as possible. In many cases, rental fees for these auditoriums will be waived when the owners or managers understand the nature of these concerts. In other instances, it will be necessary for the local sponsors to absorb this cost.

Ideally, the concert site should be an auditorium seating 1,500 to 3,000 with a permanent stage providing a performance area of approximately 50 feet wide by 35 feet deep. Smaller or larger concert sites will be considered in the absence of an auditorium. The use of outdoor concert sites is dependent upon time of year and weather conditions.

PARKING FACILITIES

Adequate spaces should be available for Band Vehicles at the auditorium site. The Band presently utilizes two buses (similar to Greyhound/Trailways buses), one tractor-trailer and a passenger van.

CONCERT TIMES

Most concerts are approximately two hours in length, including a fifteen-minute intermission. Evening performances, Monday through Saturday, should be scheduled for 7:00 or 7:30, depending on the norm established for similar activities in your community. Sunday performances may be either afternoon or evening, again depending on to what your community is accustomed. Normally, 2:00 is usually the best time for a Sunday matinee.

IMPORTANCE OF THE SPONSOR

Your importance as the sponsor cannot be overemphasized. As was noted earlier, there are expenses that will be incurred. The sponsor, co-sponsor, or donors must attend to these.

In addition, the sponsor has a great responsibility in promoting these concerts. Newspapers, television stations, radio stations, etc. must be contacted for their support, and follow-up made to insure this support. The formation of a committee of co-sponsors is strongly suggested.

FORMING A COMMITTEE OF CO-SPONSORS

In forming a co-sponsor committee, persons to consider are local newspaper editors, publishers and owners; executives of local radio and television stations; and civic, social, and educational leaders. They will be valuable not only because of their professional functions, but also because they can inform the people within their respective organizations of this event. "In-person" visits will gain valuable support where letters and phone calls would often fail.

PROMOTIONAL MATERIALS

The promotional materials you receive from the Band are designed to save you time and trouble. The press releases and other materials are general in nature and can be adapted to your local area. Use these materials not only for professional news media but also for civic organizations, educational institutions, and individuals who can help promote the concert by word-of-mouth.

MATERIALS AVAILABLE

- **SPOT ANNOUNCEMENTS:** Printed spot announcements are available and can be localized for use on radio and television stations.
- **RECORDED RADIO/TV SPOT ANNOUNCEMENTS:** Prerecorded 30-second radio/TV spots with space for localized voice-overs are available on cassette/video tape.
- **NEWS RELEASES:** Printed news releases and articles are available and can be localized for use in the news media in the immediate vicinity.
- **PHOTOGRAPHS:** Photographs of various individuals, soloists, and groups of performers within the Band are available for use in display ads and to accompany news releases.
- **RECORDINGS:** CD's are available in limited quantities for promotional broadcast.
- **POSTER/WINDOW CARDS:** Color posters with space for local overprints are available for your use in promotion.

WORKING WITH NEWSPAPERS

- Newspapers are very effective in promoting band concerts.
- Contact the local paper with the largest and most frequent distribution (daily rather than weekly) and develop a working relationship with the publisher, editor, or promotions/marketing director.
- Convince the newspaper to run full-page ads, or solicit funding for it from local merchants or other co-sponsors.
- A picture story before the concert is an excellent supplement to a vigorous ad campaign.
- Remember that newspapers often require six-to-eight-weeks lead-time on stories/ads. Plan ahead!

- Contact the papers feature writers, music critic, or entertainment editor for pre-and post concert articles.

The following sample outline can be adapted to your newspaper campaign:

3 weeks prior to concert: _____ <i>date</i>	Full page ad with cutout coupon stating that there will be a concert by The United States Air Force Academy Band in your community, giving the time, location, the fact that “ admission is free, ” how tickets may be obtained, etc. Use promotional materials provided.
2 weeks prior to concert:	Feature stories about the band or individuals. Use photos and information provided.
7 days prior to concert:	Story on past appearance of the band (if any). Run an ad in the entertainment section. Photo. Highlight any band member from local area.
5 days prior to concert	A feature story on the band plus an ad on the entertainment page.
3 days prior to concert:	A feature story on the band with pictures plus an ad on the entertainment page.
2 days prior to concert:	Pictures and feature story on the group and musical director plus an ad on the entertainment page.
1 day prior to concert:	List any pertinent highlights. Stress again that this is a free-admission cultural event presented to your area by the U.S. Air Force through the local sponsor. Give all details again. Run any pictures along with a large ad on the entertainment page.
Day of concert: _____ <i>date</i>	General news story again stressing that the concert is free. Run a picture of the band. One final ad on the entertainment page. If all tickets have been distributed, run an ad that contains the following: "There is still a chance to hear the Band. Although no tickets are left for the free concert tonight at (Concert Site)- sponsored by _____, music fans who failed to get tickets may still have a chance of being admitted by being at the (Concert Site) 15 minutes prior to concert time. At that time any available seats will be open to anyone with or without tickets."

DAY AFTER CONCERT:

One of the most important writers to get to know on a paper is its music critic or entertainment editor. Post-concert articles are extremely important to the mission of the band. They can tell those who did not attend what they missed, and those who did attend will have a reference when they tell their friends about the performance.

PUBLICITY REVIEW

The Band conducts a concert review after each performance, which helps us better plan our future appearances. To assist us, please forward twenty (20) copies of each piece of printed promotional material pertaining to the Band's appearance to our Concert Coordinator within seven days after the article is printed.

Concert Coordinator Concert Band
The United States Air Force Academy Band
520 Otis Street
Peterson AFB CO 80914-1620

WORKING WITH RADIO AND TELEVISION STATIONS

Approach the station owner, manager and/or program director for assistance. When presenting the station with material about the event, stress that all time devoted to advertising The United States Air Force Academy Band can be logged as public service time. A sample public service announcement follows.

FOR IMMEDIATE RELEASE:

The United States Air Force Academy Band under the direction of Lieutenant Colonel Steven Grimo, will perform on date, at time, at the location. Although admission is FREE, tickets are required and are available at location

For information call _____

WORKING WITH BUSINESS AND INDUSTRY

Check to see if the large business or industrial firms in your area publish in-house newspapers or have other information outlets for their employees. If they do, ask them to print several articles on the concert in your city, and seek permission to place information throughout their plants and office buildings.

NOTIFYING CLUBS AND ORGANIZATIONS

Clubs and organizations may be located in your area. Request that they inform their members of the concert and possibly obtain their aid in promoting the event. These groups may be able to provide manpower to distribute posters or ushers for the concert. Do not, however, provide any of these organizations with blocks of tickets for their members. Our past experience has shown that many of these tickets go unused.

Air Force Association
Air Force ROTC
American Legion
Boy/Girl Scouts
Boys/Girls Club
Churches & Synagogues
Civil Air Patrol
College & University Alumni Clubs
Country Clubs
Elks Club
High School & College Bands
Jaycees
Kiwanis
Lawyers' & other professional clubs
Lions Club
Moose
Music Clubs
Optimists
Order of Odd Fellows
Press Club
Rotary Club
Service Academy Parents' Clubs
University Fraternities & Sororities
VFW and other veterans' organizations
Women's Clubs

INVOLVEMENT OF DIGNITARIES

It is always beneficial to have the state, city, and community officially behind your promotion efforts. The governor, mayor, city council or similar individuals should be personally requested to put their official influence behind this cultural gift to the people of their state and city. One very effective way is to invite the governor and mayor to the concert.

ADDITIONAL ADVERTISING IDEAS

There are many additional things that you can do to bring your message to all of the people in your community. Use your own imagination. Some very good ideas that have been used for engagements are listed below:

1. Many corporations will provide their large electronic signs which are visible to thousands daily.
2. Many hotel/motels in which the Band has stayed have advertised the Band's appearance on their marquees.

IMPORTANCE OF CONTINUED PUBLICITY

The Air Force is sending The United States Air Force Academy Band to your area to place the words "UNITED STATES AIR FORCE" before as many people as possible. Even though all tickets for the concert may be distributed well in advance of the actual performance, please do not let-up on your publicity campaign - especially in the newspaper.

This continued publicity would serve at least two purposes:

1. The people must be reminded continually to use these valuable tickets.
2. Virtually all of the people in your area will be made aware of this mutual endeavor by your organization and The United States Air Force Academy Band. In connection with this, do not be afraid of having an overflow audience. If you adhere to the instructions in our section on tickets, you can be assured of having necessary controls to guarantee a full house with no more and no less.

PRINTED PROGRAM

The sponsor is responsible for producing a professional-quality program. The Band provides all necessary materials for the program, including a "shell" (cover) and camera-ready inserts of the program and personnel roster. The sponsor is provided with one page for non-advertising purposes, such as sponsor/contributor acknowledgments. The appearance of the program should reflect the professionalism of all individuals involved in making the event possible.

TICKETS

The United States Air Force Academy Band concerts are **free and open to the public**. However, tickets should be printed for each concert. Printed tickets will provide crowd control and will enable you to have a more accurate idea of how the publicity campaign is progressing.

1. Print and distribute 33 1/3% more tickets than the concert site has seats. Even when free tickets are carefully distributed, only about 75% of the ticket holders actually attend the concert; therefore, 100% of the seats will be filled. Tickets need to be ready for distribution by the date the first ad appears in the newspaper.

2. Ticket distribution is your next consideration. Tickets need to be ready for distribution by the date the first ad appears in the newspaper. Tickets should be distributed only through news releases and radio and TV spot announcements stressing that people request tickets in writing from a central location. Have an address to which people can send their ticket requests along with a self-addressed, stamped envelope.

3. Requests should be limited to four tickets per written request. This will insure that extra tickets are not requested just because they are free.

4. Do not give a block of tickets to groups to disperse to their members as they see fit. The leader of a group of people may believe that 50 members of his/her organization plan to attend the concert, but only 25 to 30 actually plan to come. The remainder of the tickets would be wasted. People and organizations who take the time to make written requests for tickets will be much more likely to attend than will people who are given tickets without first expressing an interest in the program. Tickets need to be requested, not just "passed out."

4 weeks prior to concert: Develop tickets and programs

_____ *date*

3 1/2 weeks prior to concert: Print tickets

3 weeks prior to concert: Tickets ready for distribution

5. All "write-in" requests for tickets should be answered either with the requested tickets or a letter of regret. This letter could be a stock, printed reply similar to the following:

Thank you for requesting tickets for the concert by **The United States Air Force Academy Band**. We regret that your request arrived after our entire ticket supply was exhausted. You still have a chance to hear the Band, however, by being at the (concert site) 15 minutes prior to concert time. If there are any vacant seats at that time, non-ticket holders will be admitted. Thank you for your interest.

6. Tickets of admission should be honored up to fifteen minutes before the concert is scheduled. The following must be printed on your tickets in small print:

Ticket holders should be seated by (15 minutes before concert time).
Doors will open to the general public at that time.

7. A sample ticket will be provided for your reference.

8. Ticket format:

1. Place Sponsor Logo
2. The United States Air Force Academy Band
3. Concert Date
4. Concert Time
5. Concert Location
6. This is a Free Concert
7. Ticket holders must be seated 15 minutes prior to concert

	1.
	2.
	3.
6. 7.	4.
	5.

9. Please mail or fax a sample of your tickets to our Concert Coordinator before you begin mass printing. The fax number for the USAF Academy Band is (719) 556-9963.

RESERVED SECTION

Generally, we discourage having any reserved seating. If you feel it necessary to have reserved seats, please keep them to a minimum. Invitations for seating in this section should be specially printed and should include an RSVP.

When these invited guests reply, special tickets should be forwarded to them. Admission should be by these special tickets and not by the invitations alone. Again, control of this area is very important.

USHERS/TICKET COLLECTORS

These people pass out programs, take tickets, seat VIPs, and help the handicapped. Unless the concert hall manager insists that paid ushers are used, you may solicit the help of volunteer ushers from the local high school band, boy/girl scout troop, your own organization, etc.

INTRODUCTION OF THE BAND

There is no requirement for a local personality to introduce the Band. If a local official wishes to publicly thank the Band for appearing, and you feel it would be appropriate, we prefer to have that person speak during a planned break in the performance. Full speeches of any kind from the stage prior to, during, or immediately following the concert are not appropriate.

DIRECTIONS TO CONCERT SITE

City Maps: A city map should be provided to the Band, with the concert site clearly marked. You may prefer to fax directions to (719) 556-9963.

CONCLUSION

It is impossible to measure the good will that can be created by a successful appearance of The United States Air Force Academy Band in your town or city. From the standpoint of local community relations, this performance is a "musical gift" presented by your organization(s) to the people of your community. Your job is most important, and we trust the ideas listed in this booklet will prove helpful in coordinating the details necessary for complete success. We are sure that you and all other co-sponsors will be thoroughly delighted with The United States Air Force Academy Band and the positive reaction you will receive from the public following the concert.

QUICK-REFERENCE GUIDE

Date of concert: _____ Time: _____

Performance location: _____ City _____ Street _____

Media sponsor: _____

_____ (date): Ticket designed & printed (Fax sample to (719) 556-9963)

_____ (date): Enlist Radio/TV/Business/Industry/Clubs & Organizations

_____ (date): First Newspaper Ad (Send 20 Tear sheets to USAF Academy Band)

_____ (date): Program designed & printed (Fax sample to (719) 556-9963)

_____ (date): Send map & directions

_____ (date): Ushers arranged

List additional newspaper ad dates: _____, _____, _____,

Send name of other organizations promoting the event: _____

Ongoing publicity: _____

Date/Time band arrives _____ Sponsor meets band

VIP/Dignitaries: _____

Time doors open to general public: _____

Performance time: _____ Media photographer arrives: _____ (time)

Day after the concert: Review, newspaper articles (Send 20 tear sheets to USAF Academy Band)