

# Sponsor Information Guide

In the near future, the Langley Winds woodwind sextet from the United States Air Force Heritage of America Band will perform in your community. We know you would like as many people as possible to enjoy this cultural event. As sponsor of this event, your important job will be to:

- **obtain the best possible concert site**
- **inform the citizens of your area of the group's appearance and encourage them to attend**
- **maintain control of the free admission tickets.**

Questions not answered by this guide should be directed to:

**SSgt Jeffrey Boehmer**  
**USAF Heritage of America Band Operations**  
**86 Hickory Street**  
**Langley AFB VA 23665-2192**  
**(757)225-3299**  
**Fax (757)764-7299**  
**[www.HeritageofAmericaBand.af.mil](http://www.HeritageofAmericaBand.af.mil)**

## Public Service Concerts

All concerts are presented as a public service to the community. They are free of charge and open to the general public.

## Air Force Policy on Expenses

Under the current policy, the United States Air Force pays all expenses incurred in travel, including transportation, housing and meals. **There is no fee for a Heritage of America Band chamber group.**

Any other costs such as auditorium rental, lighting, heating, printing of tickets, janitorial fees, and the cost of labor are the responsibility of the sponsor/site coordinator. **The United States Air Force cannot pay any of these costs.**

## Concert Sites

To achieve maximum success, auditoriums are the optimal concert site. Ideally, the auditorium should have a stage with a performing area that is at least 15 feet wide by 15 feet deep. The auditorium should also have a permanent stage, although portable stages or gymnasiums will be considered. Additional information on concert sites can be found in the **STAGE MANAGER'S GUIDE**

## Promoting the Concert

Promotion is a vital part of concert sponsorship. Newspapers, television, radio stations, etc., must be contacted for their support and follow-up actions accomplished to ensure a good turnout.

**Please present a copy of all publicity, including ads and tickets, to the Operations representative at the concert.** Any follow-up publicity should be mailed to :

**Director of Publicity**  
**USAF Heritage of America Band**  
**86 Hickory Street**  
**Langley Air Force Base, VA 23665-2192**

**Your Local Media**

Your area media is exceedingly important to the success of the concert.

— **Newspapers** are one of the most effective ways of informing the public about the concert. We recommend

- at least one full page ad be used to begin your newspaper campaign
- Sunday supplements
- a picture story just before the event

Note: Previous sponsors have been successful in getting local merchants or service clubs to sponsor these ads. Ads paid for by local merchants may state that the ad was paid for as a community/public service. **These ads must not give the impression that the Air Force endorses these or any businesses.**

— **Television and Radio** promotional campaigns are highly effective. Spots should air during prime viewing/listening times and be run often enough to guarantee an impact.

— **News releases** are an effective way of integrating a multitude of area newspapers and broadcasting stations with the main advertising campaign.

A sample **PUBLICITY SCHEDULE** which you can adapt to your promotional campaign is located on our website. This is our idea of a perfect promotional program and we realize that your budget will determine the extent to which you follow our suggestions. As you will see, there should be a heavy saturation of publicity for the concert. If you follow this schedule, a full house is practically guaranteed.

**Printed Programs**

Programs can be provided by the band's publicity department and delivered to the concert site upon the group's arrival.

**Additional Actions**

There are many additional actions you can take to bring your message to all of the people in your community. Some very good ideas include:

- Notifying your area Chamber of Commerce to have the performance advertised in their "Calendar of Events." Notification should be done a minimum of two to three months ahead of time
- Having hotels or motels in which the group is staying advertise the group's appearance on their marquees
- An advertising firm providing their billboards to use in promoting the concert
- Contacting local music educators.

In the past, some sponsors have been concerned with having to turn people away because all of the tickets were gone several days before the concert. To avoid this, they would relax their efforts to attract people the last few days before the concert. When this has happened, many seats were unoccupied at concert time. **Interest must be maintained through the day of the concert to ensure that every seat is filled.**

We appreciate being kept informed of your promotional efforts. Please save us copies of the ads and tickets; we use them as samples in publicity kits.

### **Tickets**

- Print tickets for each concert
- Do not number tickets
- Print and distribute 1/3 more tickets than the auditorium seats (by over-booking you can help ensure a full house)
- Distribute:
  - a. by mail-in request
  - b. from a central point (1 or 2 locations)
- Limit tickets to 4 per request so few are wasted or unused
- Keep track of large blocks of tickets given out to special groups. Unused tickets can be redistributed
- Answer all write-in requests with either a concert ticket or a letter of regret stating that supply has run out and informing them that they can still attend if seats are available at concert time.

The following should be printed on tickets in small print:

**Doors open to ticket holders 30 minutes prior to concert downbeat.**

**Ticket holders are requested to be seated by 15 minutes prior to concert downbeat. Doors will open to the general public at that time.**

*\*Example: For a 7 PM concert, ticket holders will be admitted at 6:30 PM and doors will open to the general public at 6:45 PM.\**

### **Ticket-Takers and Ushers**

While seating will be on a non-reserved basis, the sponsor should provide people to take tickets and distribute programs. Ushers are not necessarily required for chamber music concerts; however, local Boy Scout troops and ROTC units have given their support in the past.

### **Thank You**

Putting together a concert is a tough job, and all of your efforts are appreciated. Thank you in advance for all your hard work. If there are any problems or questions, feel free to contact us. We hope this guide will help to make the concert a rousing success.