



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND** SPONSOR GUIDE

Thank you for your sponsorship of the USAF Heritage of America Band!

Overview -- Essential Sponsor Responsibilities

- Obtaining an appropriate venue¹
 - ensuring seating for a minimum of 700
 - ensuring minimum stage size: 40 feet wide by 35 feet deep
 - auditoriums preferred; other locations, i.e. portable stages and gymnasiums will be considered
 - obtaining a stage/venue manager for the event
 - obtaining an operator for the venue lighting system
 - reviewing the stage/venue manager's guide (*see attached*)
- Marketing and advertising to your community²
 - following recommended publicity schedule (*see attached*)
 - utilizing local and regional media (print, TV, Radio)
 - utilizing electronic and social media (e-mail, facebook, twitter, websites, etc.)
 - exploring appropriate relationship-building tactics, including invitations to Mayor, City Council members, School Board members, civic leaders and other distinguished visitors
- Printing and managing the distribution of free admission tickets
 - Following the recommended ticket campaign and printing guides (*see attached*)
- Printing a program and distributing to attendees
 - using provided program master and printing guide (*see attached*)
 - providing ushers for ticket-taking and handing out the printed program

Additional Notes

1. Venue rental charges, including lighting, AC/heating, custodial fees, ushering fees and other expenses are the responsibility of our sponsors. With rare exception, the band is responsible for all travel costs, including lodging, per diem, transportation and communication expenses.
2. Marketing and advertising expenses are the responsibility of event sponsors. The band can provide: photos/videos, news releases, bios, poster templates, and other items. The band can also provide limited assistance with producing specific event marketing/advertising materials, and can provide assistance with utilizing electronic/social media.



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND**

STAGE/VENUE MANAGER'S GUIDE

Responsibilities

- **Stage/Performance area**
 - Performance area of 40 feet wide, by 35 feet deep
 - Electrical outlets – minimum of 3 (15 amp) circuits (indoor venue), or 5 (15 amp) circuits (outdoor venue)
 - Area for performing must 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 2 hours prior to the concert, in order for the band's load-in crew to complete set-up
 - Seating: 40 chairs (without arms). Chairs will be arranged by the band's set-up crew
 - Shell --- if available, shell should be used, unless doing so reduces the performing area below the minimum requirement
- **Lighting**
 - Lighting operator should meet with the operations representative 1 hour before the event, to discuss lighting requirements
 - Stage lighting: white overhead stage lighting should be used. Stage should be bright enough to read newspaper, and intensity should be even across the entire performing area. Footlights and specials are not needed.
 - House lights should be dimmed to 10-15% during the performance
 - Spotlights will be used if operators are available; white spotlights only.
- **Audio System:** The band provides its own mobile sound system and audio engineer
- **Backstage**
 - Three Dressing rooms are required; these should have clothing racks to hang uniforms and a full-length mirror, if possible
 - One room will be designated for the Commander of the band
 - One room large enough for 30 men
 - One room large enough for 15 women
 - One large 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



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND**

PUBLICITY SCHEDULE

- **8 Weeks prior to event**
 - Review all stock materials provided by the USAF HOA Band
 - Review publicity schedule
 - Assemble ads, press releases, obtain printed tickets for the event
 - Contact band for additional materials needed
- **4 and 3 Weeks prior to event**
 - Full page newspaper advertisement
 - Send press release to all available print and electronic media
 - Radio/TV advertisements (30 second, 15 second spots)*
 - * - note: Band can provide assistance with radio/TV spots/PSAs
 - Electronic and social media ads/posts/websites
 - E-mail ads with all info to available distribution lists
 - Place posters in strategic locations
 - Include the following in all mediums:
 - Our name: USAF Heritage of America Band
 - Date/Time/Location of event
 - Photo(s) of band (print/social media)
 - Videos (TV/social media)
 - Emphasize free admission
 - Information on how to obtain free admission tickets
- **2 Weeks prior to event**
 - Two general announcements within all media
 - Include all information from above
 - Information on how to obtain free admission tickets
 - E-mail reminder to available distribution lists
- **7 Days prior to event**
 - News story placed within all media
 - Consider photos and individual bios (provided by band)
 - One general announcement within all media
 - Consider using entertainment section of print media
 - Include all information from above
 - Information on how to obtain free admission tickets



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND** PUBLICITY SCHEDULE (continued)

- **6 Days prior to event**
 - News story placed within all media
 - Consider photos and individual bios (provided by band)
 - One general announcement within all media
 - Consider using entertainment section of print media
 - Include all information from above
 - Information on how to obtain free admission tickets
 - Information on ticket distribution location
- **1-5 Days prior to event**
 - Additional ads in all media
 - Emphasize electronic media outlets
 - Include all information from above
 - Information on how to obtain free admission tickets
 - If no tickets are left, emphasize how non-ticket holders can still see the event (see suggested verbiage below)
 - E-mail reminders
- **Day of Concert**
 - Electronic and social media posts, blogs, tweets
 - Emphasize free admission
 - Run photo/story/release in print media
 - Indicate ticket information
- **Note: When all tickets are distributed, please include the following in all ads:**
 - ***Although all free admission tickets have been distributed, non-ticket holders will be admitted 15 minutes prior to the event, and may take any remaining seats.***
- The USAF Heritage of America Band has a variety of materials and resources that are available on the band's website; you may also contact the operations representative or the band's publicity section for additional materials or assistance:

United States Air Force Heritage of America Band
Attn: Publicity
86 Hickory Street
Langley Air Force Base, Virginia 23665-2192



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND** PUBLICITY SCHEDULE (continued)

Additional Recommendations:

- At least one full page newspaper ad to begin your media campaign
- Sunday newspaper supplements are best – higher readership
- Local merchants or service clubs can sometimes assist with sponsoring ads; Ads paid for by local merchants must indicate the ad was paid for as a community/public service. Ads sponsored by merchants or service clubs must not imply Air Force endorsement of any business or private enterprise
- The Commander of the band and band members are available for radio and TV interviews – please contact the operations representative to plan these.
- Radio/TV promotional campaigns are highly effective and should be run often during peak viewing and listening times
- Request area Chamber of Commerce post the event on its calendar of events
- Ensure venue web site lists the event on calendar of events
- Contact local music educators, school district music administrators, local arts councils for placement on calendars, web sites, social media
- Consider inviting your community's Mayor, local and regional civic leaders, school board members, city council members, and other special guests. You may reserve a small section of seating for these special guests
 - Consider having the Mayor or other civic leader welcome the audience to your event and introduce the band
 - Inform the band's operations representative of any planned welcome/introduction and of any special guests you would like recognized during the event



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND** TICKET CAMPAIGN GUIDE

Tickets

- **Printing of tickets**

- Use the suggested template for ticket design; the template is found on the band's web site
- Print 1/3 more tickets than the venue capacity (seat total) – this will ensure a full house, despite no-shows
- Do not number the tickets or place seat numbers on tickets – general seating only
- The following should be printed on the tickets:

“Ticket holders are requested to be seated by 15 minutes prior to the event. Those without tickets will be admitted for available seating at this time.”

- **Distribution**

- Begin distributing tickets 4 weeks out, when advertising/marketing begins
- The following methods work best, either alone or in combination:
 - Mail-in request (utilizing print ads)
 - Central distribution point(s)
 - Electronic distribution (if available)
- Limit tickets to 4 per request
- Keep track of large blocks given out to special groups; unused tickets can be returned and re-distributed
- Answer all write-in requests with tickets, or with a letter of regret stating: “ all free admission tickets have been distributed, but you may still attend and claim seats 15 minutes before the event, after all ticket holders have been seated.”

- **Ticket-Taking at the event**

- Ushers should be obtained by the sponsor to take tickets and hand out programs at the event
 - Utilize Local Boy Scouts, JROTC units, School Bands for usher volunteers
 - Ushers should be in place no later than 1 hour prior to event start
- Ticket-holders have priority until event start
- Those **without** tickets may claim available seats:
 - When all ticket-holders have been seated **and** ...
 - No earlier than 15 minutes prior to the event



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND** PRINTING GUIDE

Printing Instructions – Programs

- Refer to samples provided on the band's website
- A template (master) for the program will be provided by the band's publicity shop
- The paper used should be of good quality, preferably medium weight (170-216 gsm, 65-80 lb cover); the printing inks used should be of good quality...color programs are best, but not required.
- Program when finished should be 4-page, 8.5"x5.5" (essentially 8.5x11 folded in half)
- Program design may be adjusted to include the optional items listed below.
- Program must contain the following:
 - Commander's biography (provided by band)
 - Band Personnel list (provided by band)
 - Musical program (provided by band)
- Optional items include:
 - Sponsor Information
 - Businesses or individuals who contribute towards cost of printing may be acknowledged; however, USAF endorsement may not be implied

Printing Instructions – Tickets

- Refer to ticket samples (provided on the band's website)
- Tickets should be printed for each event
- Must include:
 - The following words: **The United States Air Force Heritage of America Band**
 - Location, Date , Time and Name (if applicable) of the event
 - The following words: ***"FREE ADMISSION"***
 - The following, in small print: ***"Ticket holders are requested to be seated by 15 minutes prior to the event. Those without tickets will be admitted for available seating at this time."***
- May include the USAF logo or band logo (provided on band's website)
- Do not number tickets or indicate seat numbers – general seating only



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND**

- PRINTING GUIDE (Cont.)

Additional Information

- The Band Address, Phone, Web Site and facebook url:

United States Air Force Heritage of America Band

86 Hickory Street

Langley Air Force Base, Virginia 23665-2192

(757) 764-2931 Info Line: (757) 764-2934

www.heritageofamericaband.af.mil

<https://facebook.com/heritageofamericaband>