



USAF LANGLEY WINDS

SPONSOR GUIDE

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

Overview -- Essential Sponsor Responsibilities

Obtaining an appropriate venue*

- ensuring seating for a minimum of 400
- ensuring minimum stage size: 25 feet wide by 25 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 community**

- 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 a program and distributing to attendees

- using provided program master and printing guide (*see attached*)

Additional Notes:

*Venue rental charges, including lighting, AC/heating, custodial fees, usher-ing 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.

**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.



A component group of the
USAF Heritage of America Band

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Website:

www.heritageofamericaband.af.mil

Social Media:

facebook.com/heritageofamericaband
twitter.com/AFheritageband
Youtube.com/usafhoab

