

United States Navy Band - Washington, D.C.



Tour Information Guide



FORWARD

The United States Navy Band Cruisers will soon perform in your area. It is important that as many people as possible attend the concert. The United States Navy is depending on you, as sponsor, to promote this event to ensure its success.

The responsibilities of the sponsor are to:

- Obtain the best possible concert site that seats a minimum of 1,000 people and has a minimum performing area of 35 feet wide and 25 feet deep.
- Implement a publicity campaign sufficient to ensure a capacity audience for the concert.
- Print and distribute free admission tickets for all indoor concerts, to include a 1/3 overprint of the capacity of the concert site.

The United States Navy funds travel, lodging, and meal expenses for national tours by the U. S. Navy Band and its specialty groups.

This booklet is designed to assist you in this endeavor, and to facilitate communication between your organization and the Navy Band. ALL KEY MEMBERS OF THE SPONSORING ORGANIZATION SHOULD READ THIS GUIDE.

For further information, please contact:

The United States Navy Band
Tour Operations Department
617 Warrington Avenue, SE
Washington Navy Yard, D. C. 20374-5054
Telephone: (202) 433-2889
Fax: (202) 433-4108
E-mail: navyband.tour.operations@navy.mil

TABLE OF CONTENTS

Forward i
Table of Contents ii

GENERAL INFORMATION

Description of Performing Ensemble..... 1
Public Service Information 1
Concerts 1

SPONSOR RESPONSIBILITIES

Expenses 2
Navy Recruiters..... 2
Advance Visit by Navy Band Representative 2
Printed Programs..... 2
Tickets..... 3
Ushers 4
Tour Review Book..... 4

TECHNICAL INFORMATION

Concert Sites 5
Staging Requirements 5
Lighting and Electrical Requirements..... 6
Unloading & Setting Up 6

PUBLICITY INFORMATION

Promotional Materials..... 7
Publicity Campaign Plan..... 8
Newspaper Coverage 9
Working with Radio and Television..... 9
Promotion Strategies..... 10
Concert Recording 11
Proclamations..... 11
Conclusion 11

Some Commonly Asked Questions 12
Appendix..... 14

GENERAL INFORMATION

DESCRIPTION OF PERFORMING ENSEMBLE

The U.S. Navy Band Cruisers is a dynamic 8-piece vocal and instrumental ensemble that has established itself as one of the most popular performing units in Armed Forces entertainment. The group consists of 2 lead vocalists, lead guitar, keyboard, electric bass, saxophone, trumpet and drums plus one audio technician. Possessing the same versatility as the actual US Navy vessel bearing its namesake, the Cruisers is a mission-oriented unit capable of performing any type of music from jazz to classic rock to rhythm and blues as well as original contemporary pieces and is one of the Navy's most requested specialty units.

PUBLIC SERVICE INFORMATION

Concerts by the United States Navy Band Cruisers are presented as a public service to the community and must be offered free of charge to the general public regardless of race, color, creed, or national origin.

CONCERTS

Evening concerts are programmed for the general public and are 1 hour and 20 minutes long with no intermission. They should be scheduled at 7:30 or 8:00 p.m. On Sundays, the concert is usually presented at 3 p.m.

The Cruisers have a special opening, which introduces the band and its leader, so there is no need for an introduction by a local personality. If the sponsor wishes to speak briefly to the audience, it can be arranged with the Navy Band tour manager.

SPONSOR RESPONSIBILITIES

EXPENSES

The United States Government pays for all Navy Band salaries, transportation, lodging, and meals. Local costs such as program and ticket printing, publicity, auditorium rental, liability insurance, stage hand fees or other auditorium-related costs, are the responsibility of the sponsor. Backstage soft drinks and light refreshments for the group is appreciated, but not required.

Concerts are events of community interest in which civic-minded individuals and organizations donate their time, effort and money. No advertising is permitted in the programs; but if desired, a patron's list indicating contributors to concert expenses may be included. Fundraising activities or other collections in connection with Navy Band tour appearances are prohibited.

NAVY RECRUITERS

One of our goals, in addition to providing entertaining music, is to make the recruiter in your community as visible as possible. We invite local recruiters to our concerts and a lobby table for the recruiter's use is appreciated.

ADVANCE VISIT BY NAVY BAND TOUR MANAGER

The tour manager for the band will visit your city to meet you. At that time the performance facilities will be checked, and assistance will be given with publicity. You will be notified well in advance of the date and time of the meeting.

This visit is important. You should be available for part of the day to visit the concert site and discuss the promotional arrangements. All parties involved with putting on the concert should attend this meeting.

PRINTED PROGRAMS

Printing the program is the responsibility of the sponsor. It should be printed on quality paper stock instead of mimeographed or photocopied. The Navy Band will provide the list of concert selections. Additional information you might want to include can be found in the press kit.

Advertising is not permitted in the program because of Department of Defense regulations.

A list of donors contributing to the sponsor's costs may be included.

TICKETS

We recommend the use of tickets for all indoor concerts. Even though the performance is free, tickets provide crowd control, gauge the success of your publicity campaign, and give patrons a friendly reminder that they should attend the concert. A sample ticket is reproduced below:

COMPLIMENTARY TICKET

United States Navy Band - Washington, D.C.



Date, Month 01, 2005

Venue name
City, State

Doors open at x:xx p.m. Show starts at x:xx p.m.

Ticket holders are requested to arrive before x:xx p.m. as the general public will be admitted at x:xx p.m.

SPONSORED BY: Sponsoring body

1. Print and distribute one third more tickets than the auditorium has seats. Our statistics show that only 75% of the ticket holders will actually attend. Since 75% of 133 1/3% is 100%, you should fill every seat!
2. State on all tickets "Ticket holders must be seated 10 minutes before the concert. Unclaimed seats will be released to non-ticket holders at that time."
3. Keep ticket distribution simple. In your advertising, use a ticket coupon and inform patrons of the address to mail ticket requests. A post office box to receive coupons works well. A sample address follows:

The Navy Band Cruisers Concert
P.O. Box ____
City, State Zip

Limit requests to 4-6 tickets. Have people include a self-addressed stamped envelope to reduce your postage costs.

4. Designate a location (box office window) for patrons to pick up last-minute requests for tickets, if still available after the mail-in deadline.

TICKETS (Continued)

5. Answer all written requests with either the tickets or a letter of regret. The following is an example:

Dear Patron:

We regret that your request for Navy Band Cruisers concert tickets arrived after our supply was gone. It is still possible for you to hear the concert, however. Ten minutes before the concert, empty seats will be given to anyone without tickets.

*Thank you for your interest in the Navy Band Cruisers.
We are sorry we were unable to fulfill your request.*

Sincerely,

Concert Committee

6. All tickets should be distributed at least two weeks before the concert. If this is not the case, call the Navy Band Tour Operations Office at (202) 433-2889 for Assistance.

By following these guidelines closely and using adequate promotional efforts you will ensure a “sold out” audience for your Navy Band performance.

USHERS

Ushers are needed to take tickets, pass out programs, seat handicapped patrons, and locate empty seats. They should be briefed on their duties before opening the concert site to the public.

High school bands and choruses, ROTC units, college music clubs, and community service organizations are possible sources of volunteers to serve as ushers.

TOUR REVIEW BOOK

The Navy Band compiles a tour book which is used by the Navy Band Public Affairs Office. Of particular importance are newspaper and magazine performance reviews following the concert. Sponsors are requested to forward two copies of each piece of printed material from both before and after the concert to:

The United States Navy Band
Tour Operations
617 Warrington Avenue, Southeast
Washington Navy Yard, D.C. 20374-5054

TECHNICAL INFORMATION

CONCERT SITES

To help ensure a successful concert, choose the best possible concert site. An auditorium or outdoor venue seating 1000 or more is preferred. The rental of these halls is often waived or reduced when the owners or managers understand the nature of the concert, or co-sponsor the event. When scheduling an outdoor concert, you should arrange for a suitable indoor site in case of inclement weather.

STAGING REQUIREMENTS

The tour representative must approve any deviation from the following requirements during the advance visit.

1. Ideal performing area - 35 feet wide by 25 feet deep.
2. No chairs are needed.
3. Clean rest room facilities and dressing rooms for the 8 men and 1 women in the band, separate from public facilities.
4. 200 square feet of storage area near the stage for trunks and instrument cases.
5. The band carries its own audio system.
6. The group's audio engineer must have a 6' x 10' (minimum) position in front of the stage to mix from. This position must be as close to the lateral center of the venue as possible, between 30 and 75 feet in distance from the front of the stage, on a level surface, and not under a balcony or overhang. If necessary, the sponsor will arrange for the removal of audience seating to ensure that this space exists..

LIGHTING AND ELECTRICAL REQUIREMENTS

1. The local stage manager must meet with the band stage manager three hours before the concert to discuss lighting, electricity, and staging requirements; to operate the stage and house lights; and assist if any problems arise during the performance.
2. Overhead white stage lights, bright enough to read newsprint without difficulty, are used throughout the concert. Lighting intensity should be the same on all parts of the stage. Once stage lights have been set during the sound check, lighting intensity should not change until the end of the concert.
3. Houselights are dimmed or turned off during concert.
4. Four separate grounded 20-amp 110-volt circuits (separate from lighting system) are needed on stage.

UNLOADING & SETTING UP

Access to the unloading area is necessary three hours before the concert. Please provide parking for four Navy Band vehicles at the concert site - three cars and one twenty-six foot truck. Due to equipment size and weight, these guidelines must be followed.

1. All loading and unloading will be supervised by the band's stage manager.
2. The sponsor must provide four (4) adults or eight (8) strong students with a supervisor, to help with unloading and loading equipment three hours before and IMMEDIATELY AFTER the performance.
3. The unloading site should be as close as possible to the performing area.
4. Avoid stairs and narrow passageways from the truck to the stage.
5. A large door approximately four (4) feet wide is desired for large trunks.

For audience safety, the auditorium performing area must be kept closed to the public until the band's stage manager approves the house opening (usually no later than one half hour before concert time).

PUBLICITY INFORMATION

PROMOTIONAL MATERIALS

The publicity materials you will need to promote the tour appearance of the United States Navy Band's Cruisers prepared by the band's Public Affairs Office. The tour representative will have these materials sent to you well in advance of the concert. **Many of the following materials are also downloadable from our web site: navyband.navy.mil.**

Press Kits (hard copy or CD-ROM) contain feature stories, historical data, general information on the band, and biographical information on the leader and soloists. Photos of the band, the leader, and featured soloists are also included.

Localized News Releases spotlighting band members from your area will be sent to each sponsor at least two weeks prior to the performance.

CDs are useful in promoting tour appearances on radio and television. Cruisers CDs are used only for public information purposes and cannot be commercially distributed. CDs are provided to each sponsor.

Radio Spot Announcements to promote your local concert can be created from selections on the CD. Local radio stations and/or recording studios can record the voice-overs using the script on page 17.

Radio and Television Spot Announcement Scripts are provided for distribution to local stations. These fill-in-the-blanks scripts are included later in this guide and are suitable for photocopying. The sponsor is responsible for contacting local radio and television stations.

Color Posters are effective in libraries, schools, civic and veterans' clubs, churches, municipal buildings, commercial establishments and Navy Recruiting Offices. Central distribution of posters through civic groups, scouting, and other local organizations is effective. Providing a main library with 10 posters for distribution to branch libraries is easier than visiting 10 libraries separately.

PLEASE NOTE: Posters must be overprinted in the blank space with your concert date, time, location, and ticket information. Using a local print shop will ensure quality and accuracy. The overprinting is the responsibility of the local sponsor.

Poster overprinting can also be accomplished by having your printer use a polyethylene-coated photostat positive receiver paper, such as Agfa-Gevaert, cpp. copy proof positive receiver paper.

Artwork of the Cruisers insignia in several sizes is provided for use in print advertising and programs.

PUBLICITY CAMPAIGN PLAN

The following is a suggested publicity plan to support the Cruiser's appearance in your community.

<u>DATE</u>	<u>PUBLICITY</u>
6 weeks before concert	RADIO/TV: Distribute release-announcing concert. (See sample form.)
5 weeks before concert	PRINT: Full page or half-page ad with photo, listing date, time, location, and ticket information. Include mail-in coupon.
4 weeks before concert	PRINT: Feature story on the band. Include ticket information and coupon. RADIO: Distribute promotional CDs.
2 week before concert	PRINT: Feature story on the history of the band and story of the soloists. Include concert and ticket information. (Last day for mail-in coupon for tickets, etc.)
1 week before concert	PRINT: Run "sold-out" ad. Feature story on band member(s) from area. Include concert info and info for non-ticket holders.
3 days before concert	PRINT: Feature story on the leader of the band with photos. Include concert and ticket information.
1 day before concert	PRINT: Feature on concert program selections and profile of band. Include concert info and info for non-ticket holders.

IMPORTANT NOTE: Don't let your promotional efforts "lose steam" because all the tickets are distributed. Your publicity campaign isn't complete until the band performs and the auditorium seats are filled. Even if the ticket supply is gone, continue to promote the Cruisers and your efforts as the sponsor. Remember that empty seats will be released to those without tickets 10 minutes before concert time.

NEWSPAPER COVERAGE

The support of a newspaper as a sponsor or co-sponsor of a tour appearance is important. Pre-concert publicity, feature stories, and post-performance reviews are beneficial to a successful concert and newspaper support makes the overall promotional effort much easier.

Full-page ads kicking off the publicity campaign are very effective. The newspaper may provide this as a community service, or the sponsor can get support from local merchants to defray the expense - this also applies to subsequent advertising. Plan your publicity campaign keeping important newspaper deadlines in mind.

WORKING WITH RADIO & TELEVISION

A concert by the U.S. Navy Band Cruisers is a free admission, cultural event that your local radio and television stations can promote as a community service. This should be your approach when offering pre-recorded spot announcements, scripts, and interview subjects to your local stations.

Time for Public Service Announcements (or PSAs) is limited on most stations, and the competition from other community organizations is intense. Unlike paid ads, PSAs are run at the stations' convenience; however, you may suggest certain dates that your announcements should be aired. Material that conforms to the stations' desires has the best chance of being aired. Use the example as a guide, and ask if your stations have any special requirements.

Local news and talk/interview shows are another way to promote the Navy Band's visit to your city. The show's producer, not the on-air personalities, screens material for these programs. Before approaching any producer, be familiar with their program, know if what you're offering is appropriate, and be prepared to offer a "news peg".

A news peg is an angle that makes the Navy Band Cruisers story of special interest to your locale. Are any Navy Band members from your area? What prominent local citizens are former sailors? These are the types of questions local news people may ask, so have answers ready.

Live interviews with the leader or key band performers can sometimes be arranged the day of the performance. Telephone interviews are also possible from preceding tour stops. Refer all interview requests to your tour advance representative. Video and audio recordings of Cruisers in performance are also available to complement interviews.

PROMOTION STRATEGIES!

WHAT WORKS:

- Full, half or quarter-page ads with photos and art work
- Display ads of at least three columns
- Color photos and art work
- Coupons for ordering tickets
- One central ticket distribution point
- Radio and TV promotion in addition to display ads
- Direct mail (flyers with concert information to selected mailing lists)
- Internet Advertising and E-mail lists from the venue or organizations such as the chamber of commerce, service organizations or local school districts

WHAT DOESN'T:

- Classified ad format
- Radio Public Service Announcements alone
- Arts and entertainment calendars alone
- Multiple ticket distribution points - Please do not give “piles” of tickets to banks, stores, service clubs, schools, libraries, etc. for people to help themselves. People tend to take more than they will use, and you will end up with a sparse concert audience.

ORGANIZATIONS TO NOTIFY:

- American Legion, VFW, Fleet Reserve and other veteran's organizations
- Professional/Civic Clubs including Kiwanis, Jaycees, Lions, Rotary, Elks, and others
- College and High School Bands, Orchestras and Choruses
- Churches and Synagogues
- Local Music Clubs and Arts Associations

CONCERT RECORDING

Requests from radio and television stations wishing to record Navy Band Cruisers concerts for either live broadcast or for future programming must be referred to the Navy Band's Public Affairs Director via the Cruisers tour manager. Such coverage requires a written request and approval is based on the following criteria:

- 1) The broadcast must be non-commercial.
- 2) No copies of the concert tapes may be made and/or distributed.
- 3) National network requests require approval from the American Federation of Musicians.
- 4) Coverage must not be disruptive to the audience.

Concerts by the Navy Band Cruisers often contain many copyrighted works. A radio or television station covering the band concert assumes responsibility for obtaining licenses with appropriate performing rights organizations.

Data on broadcast dates, audience size, and other information is useful in evaluating media coverage. A copy of the respective program in a DVD format is requested for the Navy Band's library. These materials can be sent to the Navy Band's Public Affairs Office via the Cruisers tour representative. For additional information call (202) 433-2889

PROCLAMATIONS

Another approach to concert publicity is to seek the endorsement of your state and local community representatives. The governor, mayor, and city council can 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 have the governor declare the concert date "United States Navy Day" in your city. Perhaps the mayor would consent to serve as honorary chairman of the sponsoring committee. A sample proclamation format is appended to this guide.

CONCLUSION

An appearance by the United States Navy Band Cruisers inspires tremendous goodwill and patriotism. This booklet was prepared to assist you in coordinating the many details required for a successful concert, and to help ensure that the band's performance is enjoyed by as many people in your community as possible. The Navy Band welcomes your comments and/or suggestions regarding the tour appearance in your community.

SOME COMMONLY ASKED QUESTIONS

May we sell advertising in the printed program?

Advertising in the program is prohibited. Only the name of the Official Sponsor and a courtesy acknowledgment of assisting organizations may appear in the program.

If there's a big demand, might the band do more than one concert in our city?

We are aware that in many cities there are citizens who wish to hear a Navy Band Cruisers concert but can not because the performance is "sold out." Unfortunately, the logistics of the tour prevent the band from playing more than one concert per day. The primary goal is to give audiences a quality full length musical performance. Similarly, we do not divide our full length program into two shorter length concerts.

How do we handle group requests for tickets?

Although you should limit tickets to four to six per request, organizations and other large groups such as school bands, churches, retirement communities, etc., will often ask for large numbers of tickets. The following guidelines will help you handle group requests effectively:

- Speak to the point of contact for the group and stress the importance of getting a firm head-count of only those members who will actually attend.
- If a ticket request seems inordinately large, give only one-third or half of the requested amount to begin with and have the point of contact come back for the rest when those are gone.

What happens if we do the overprint and have to turn people away?

The ticketing procedures recommended in this guide will assure you of a capacity audience, and will not put you in the awkward position of turning away valid ticket holders. On very rare occasions, some patrons *without* tickets hoping to claim empty seats may be turned away.

May we reserve seats for the concert?

All concerts by the Navy Band Cruisers must be open to the general public. Therefore, except for a minimal number of seats which you may save only for the VIP guests (i.e., mayor, college president, governor, etc.), there can be no reserved seating for any individuals or groups. Since the band tours at taxpayers' expense, we feel that all citizens must have an equal opportunity to hear the concert.

What do I do about VIP guests?

VIP guests are your responsibility. If you reserve seats for them, we ask that these be the only reserved seats for the performance. Please do not reserve more than two rows.

May we make the Navy Band concert part of our subscription series?

The Navy Band Cruisers are funded by taxpayers' money, so all must have an equal opportunity to attend a Navy Band Cruisers concert. If the concert is included in a subscription series, subscription holders and the general public must have the same opportunity to request tickets for this specific concert.

Should the sponsor address the audience and introduce the band?

The band does not need an introduction by the sponsor. A few minutes prior to concert time, the band will enter the stage, tune, and lead the audience in the "The Star Spangled Banner" and then proceed with the concert. During the concert, the band's master of ceremonies will thank the sponsor(s) on behalf of the Navy Band Cruisers for bringing the performance to your community.

May we have our logo, flag, or sign placed on stage for the performance?

We provide a United States flag and a U.S. Navy flag. These are posted onstage for the performance. Otherwise, we ask that the stage be unadorned with any other sign or banner.

May we have a color guard?

As explained above, the format of our tour performances does not accommodate color guards. Highly conscious and proud of our patriotic duty and military heritage, we post the U.S. flag and the U.S. Navy flag on the stage at every concert. Therefore, the presentation of additional colors is not necessary.

May refreshments be sold at the concert?

Refreshments may be sold at the concert site before and after the concert. If concert is indoors, refreshments should not be sold during the performance.

May we provide a reception for the band after the concert?

We appreciate the many sincere offers to host a reception for us while we are "on the road." However, due to the intense traveling and performing schedule during the tour, these invitations will need to be discussed with the tour manager on a case by case basis.

May we provide food or drink for the band?

It is the sponsor's choice to provide food or drink for the band. This can also be discussed with the tour manager.

May we accept cash or other donations to help defray expenses or to assist our local "canned food drive" or other local charitable endeavors?

There are strict Department of Defense guidelines regarding the participation of U.S. Armed Forces assets in fundraising or charitable activities. Since such donations could also be construed as forms of admission, their acceptance in association with Navy Band concerts is prohibited.

PROCLAMATION

State/City of _____ Executive Office

(GOVERNOR/LOCAL OFFICIAL)

UNITED STATES NAVY DAY

(DATE)

WHEREAS *Since its creation, the United States Navy has played a vital role in the defense of America, and*

WHEREAS *The United States Navy Band and its specialty group, the Cruisers represents the Navy and fosters the preservation of music by performing at government and military functions, as well as for the enjoyment of the civilians of this nation, and*

WHEREAS *The Cruisers from the United States Navy Band in Washington, D. C. is performing in concert at (auditorium) on (day), (date) at (time),*

NOW THEREFORE, I, (name), Governor/Local Official of the State/City of (state/city), do hereby proclaim, in honor of the United States Navy Band Cruisers, (date) as **UNITED STATES NAVY DAY (WEEK)** in (state/city) and urge all citizens to attend performances by this outstanding organization. Given under my hand and seal this (number day) of (month) and (year).

(signed) (GOVERNOR/LOCAL OFFICIAL)

SUGGESTED MEDIA ADVISORY:

NAVY BAND CRUISERS TO PERFORM IN _____
(city)

WHO - "The Cruisers," the United States Navy Band's premier 8-piece vocal and instrumental ensemble from Washington, D. C.

WHAT - Free Concert

WHEN - _____
(performance date and time)

WHERE- _____
(location)

OTHER INFORMATION:

The Cruisers is one of the most requested specialty units in the Navy Band. It performs for public concerts, galas and balls as well as official receptions for the highest-ranking military officers and dignitaries in the Washington metropolitan Area. The band has opened for Rick Springfield, KC and the Sunshine Band and performed at the Trump Taj Mahal Hotel and Casino in Atlantic City. It is a versatile unit capable of performing music from jazz to classic rock to rhythm and blues as well as original contemporary pieces. The group highly entertains audiences with their show stopping, energetic performances, leaving them dancing in the aisles.

Free general admission tickets are available by mailing a self-addressed, stamped envelope to:

CRUISERS CONCERT
P. O. Box _____

(city, state and zip)

Tickets may also be picked up beginning _____ at _____
(date)

_____. Any unclaimed seats will be available to non-ticket
(ticket office)

holders just prior to concert time. For more information call _____.
(phone number)

NOTE: to schedule interviews with featured musicians, call

_____ at _____.
(promotion director) (phone number)

SUGGESTED NEWSPAPER PRESS RELEASE:

CRUISERS TO PERFORM IN _____
(city)

"The Cruisers," the United States Navy Band's premier 8-piece vocal and instrumental ensemble from Washington, D.C., will present a free concert at _____ in
(auditorium)

(city) (state)

On _____ at _____
(date) (time)

The Cruisers is one of the most requested specialty units in the Navy Band. It performs for public concerts, galas and balls as well as official receptions for the highest-ranking military officers and dignitaries in the Washington metropolitan Area. The band has opened for Rick Springfield, KC and the Sunshine Band and performed at the Trump Taj Mahal Hotel and Casino in Atlantic City. It is a versatile unit capable of performing music from jazz to classic rock to rhythm and blues as well as original contemporary pieces. The group highly entertains audiences with their show stopping, energetic performances, leaving them dancing in the aisles.

The concert is free, but tickets are required. Tickets are available by sending a self-addressed, stamped envelope to:

CRUISERS Concert
P. O. Box _____

(city, state, and zip)

Tickets may also be picked up beginning _____ at _____. Any unclaimed
(date) (ticket office)
seats will be available to non-ticket holders just prior to concert time.

For more information, call _____.
(phone number)

SUGGESTED RADIO-TV ANNOUNCEMENT SCRIPT:

CRUISERS TO PERFORM IN _____
(city)

ANNOUNCER: "*The Cruisers*", THE UNITED STATES NAVY BAND'S
PREMIER VOCAL AND INSTRUMENTAL ENSEMBLE FROM WASHINGTON,
D. C., WILL PRESENT A FREE CONCERT AT _____
(auditorium)
IN _____ ON _____ AT _____.
(city) (date) (time)

The Cruisers is one of the most requested specialty units in the Navy Band. It performs for public concerts, galas and balls as well as official receptions for the highest-ranking military officers and dignitaries in the Washington metropolitan Area. The band has opened for Rick Springfield, KC and the Sunshine Band and performed at the Trump Taj Mahal Hotel and Casino in Atlantic City. It is a versatile unit capable of performing music from jazz to classic rock to rhythm and blues as well as original contemporary pieces. The group highly entertains audiences with their show stopping, energetic performances, leaving them dancing in the aisles.

FREE TICKETS ARE AVAILABLE BY MAILING A SELF-ADDRESSED, STAMPED
ENVELOPE TO:

CRUISERS CONCERT
P. O. BOX _____

(city, state, zip)

TICKETS MAY ALSO BE PICKED UP AT _____.
(ticket office)

FOR MORE DETAILS, CALL _____
(phone number)

