

UNITED STATES AIR FORCE BAND OF THE WEST



Sponsor Information Guide

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SPONSOR INFORMATION GUIDE

Introduction and Overview

In the near future, the United States Air Force Band of the West will perform in your community. We would like to thank you for your interest and support. Your assistance in this endeavor will ensure as many people as possible are able to enjoy this cultural event.

The United States Air Force presents concerts as a public service to the community free of charge, and must be open to the general-public, regardless of race, color, gender, or national origin.

As a sponsor, we are requesting your support in the following areas:

- 1. Promoting the concert through an advertising campaign.**
- 2. Printing and controlling the distribution of the free admission tickets.**
- 3. Suggesting and securing the best possible concert site.**
- 4. Providing financial support for supplemental concert site expenditures (i.e. Publicity, auditorium rental, security, janitorial fees, and stagehands or electrician).**
- 5. Printing programs and distributing them at the concert.**

There are many ways to do these things. This guide will help bring your ideas and ours together.

If you have any questions or concerns, please contact:

USAF BAND OF THE WEST
ATTN: MARKETING
1680 BARNES AVENUE
LACKLAND AFB TX 78236-5500
PHONE (210) 671-3934
FAX (210) 671-4165
EMAIL Band.Marketing@Lackland.AF.MIL

United States Air Force Policy on Expenses

The United States Air Force covers all expenses incurred in travel, including lodging and meals. There is no fee for a USAF Band of the West performance. However, there are supplemental costs involved with performing a free concert. Publicity, auditorium rental, security, janitorial fees, and stagehands or electricians when required, are the responsibility of the sponsor(s). The United States Air Force does not pay any of these costs. Please discuss any special circumstances with our operations representative.

Selecting and Reserving a Concert Site

For maximum success, an auditorium is the optimal concert site. Ideally, the auditorium should seat at least 1,000 and have a permanent stage measuring at least 40 feet wide by 40 feet deep. The auditorium should have a permanent stage. Upon review by our operations representative, gymnasiums, auditoriums or concert sites with a smaller performing area may be sufficient. You may find additional technical information on concert sites in the Stage Managers Guide.

Auditoriums are often booked a year in advance. Therefore, reserve the preferred concert site as soon as possible. Please let us know any information concerning possible conflicts (i.e., sporting events or other concerts) with our performance.

Promoting the Concert

Media saturation in your area is extremely important to the success of the concert. A thorough promotional campaign ensures your support is acknowledged and received by the entire community. A successful promotional campaign includes multiple media sources. Use advertisements in local newspapers, TV stations, radio, as well as other media sources as part of your campaign.

Newspaper support is critical to the success of the promotional campaign, and is the most effective way of informing the public of the concert. Newspapers are generally our primary sponsors and donate their services. If local newspapers are not able to donate their services, we will need your help identifying other civic-minded organizations to sponsor the printed publicity run. The USAF Band of the West will provide a ready-to-print Adobe Acrobat (PDF) document for all advertisements. Size can be discussed with our Marketing Department. Advertisements should identify all event sponsors, but must not create an impression of an official United States Air Force endorsement.

Use **feature stories** in conjunction with advertisements to develop a well-rounded promotional campaign. Topics for these stories might include the history of the USAF Band of the West, biography of the band's Commander/Conductor, biography of a USAF Band of the West member from the local area, biography of featured vocalists or soloist, or a feature story about local students who will perform with the band during the concert. If you would like to set up an interview to develop a feature story, please contact our marketing department at (210) 671-3934.

Integrate public service **radio and television** news releases with the newspaper publicity campaign. Time radio spots during prime listening/viewing times and play them often enough to have significant impact. If you need help developing radio or television news releases, please contact our marketing department at (210) 671-3934.

Additional things you can do to bring your message to your entire community include:

1. Advertise the concert on the hotel marquees where the Band is staying.
2. Use electronic marquees (banks, coliseums, etc.).

The next section starts with a sample-advertising schedule you can adapt to your promotional campaign. This is our idea of a perfect promotional campaign. Please remember, a strong publicity campaign is the key to a successful concert.

Suggested Advertising Schedule

(Time Prior to the Concert Date)

4 weeks prior – Advertise in the local daily paper (full, half, or quarter page) with photos and a ticket coupon stating there will be a concert featuring the United States Air Force Band of the West in your community. Give the time, location, and information about obtaining free tickets, etc....

2 weeks prior – Make two general announcements stating there will be a concert featuring the Air Force Band of the West, including information used in the original advertisement. Include a coupon for mail-in ticket requests and, if possible, photos.

10 days prior – Run an ad in the entertainment section, including a coupon for mail-in ticket requests. State “This is the last day tickets may be obtained through the mail”.

7 days prior – Run an ad in the entertainment section. If tickets are still available, provide information as to where people can pick them up.

5 days prior – Run an ad in the entertainment section. If tickets are still available, provide information as to where people can pick them up.

3 days prior – Run an ad in the entertainment section. If tickets are still available, provide information as to where people can pick them up.

2 days prior – Run an ad in the entertainment section. If tickets are still available, provide information as to where people can pick them up.

1 day prior – Run a photo of the band with a large ad in the entertainment section or on the front page. Stress this is a free admission musical event presented to your area by the United States Air Force through your local sponsor. Give all details again. Provide information as to where people can pick tickets up.

Day of concert –Post a general news story stressing the concert is free. Run a photo of the band and one final ad in the entertainment section.

After all tickets are distributed, continue to run ads but modify with the following:

THERE'S STILL A CHANCE TO HEAR THE BAND
Although no tickets are left for the free concert on (date) at (auditorium) sponsored by (sponsor), music fans who did not get tickets may still have a chance to attend by being at the auditorium no later than **15 minutes prior to show time**. At that time, ushers will offer available seats to non-ticket holders.

Following this schedule of heavy publicity saturation virtually guarantees a full house.

In the past, some sponsors have relaxed their efforts to attract an audience after all tickets were distributed. In these instances, many seats were unoccupied at concert time. Therefore, maintaining the advertising schedule through the day of the concert ensures a full house.

Printing and Distributing Tickets

With exception of the promotional campaign, ticket distribution is the most essential element of the formula for a successful concert. Historically about 1/3rd of all ticket holders do not attend the performance. Overbooking the hall by 33% compensates for “no shows” and essentially guarantees a capacity crowd. For example, print 1330 tickets for a 1000 seat auditorium.

We provide a ready-to-print Adobe Acrobat (PDF) ticket with all of the concert information already printed.

In cases where there is more than one concert in an area, print tickets for each concert. A unique ticket color for each event reduces any confusion that might occur.

Tickets, distributed using the following guidelines, allow you determine the success rate of the promotional campaign and ensure members of the community have an equal opportunity to receive tickets.

1. We recommend interested community members use mail-in requests to distribute tickets. However, you can use a central point (1 or 2 locations) if necessary. Please discuss ticket distribution points with our marketing representative.
2. **Limit tickets to 4 per request** so less will be wasted or unused. Larger requests can be accommodated with discretion on your part.
3. Answer all write-in requests with either a ticket or letter of regret stating tickets have run out, and inform the interested party they can still attend if seats are available at concert time.

Printing Programs

Another important aspect of sponsorship is printing and folding a quality program. In an effort to follow Air Force guidelines for printed material, we will create the program and email a ready to print Adobe Acrobat (PDF) file of the program approximately two to four weeks prior to the concert. Please contact the Marketing office with sponsor logos and graphics relevant to the community that need to be included in the program. Please keep in mind that we cannot permit advertising or the inclusion of any material that would suggest an endorsement by the United States Air Force. We will want to acknowledge sponsors in the program with a statement such as, "We would like to thank the following sponsors:" followed by a list of sponsors.

Our marketing representative is ready to provide additional assistance should any questions arise.

1. Reason for providing programs to the audience:
 - a. Provides audience members with information about the Band and the concert.
 - b. Provides a memento of the evening's events.
2. The paper used for the program should be heavy enough to avoid bleed through. It can be textured or plain, and white or pastel in color.
3. The paper will need to be 8 ½" X 11", which will fold into a standard size program (5 1/2" X 8 1/2").

Additional Responsibilities

Reserved Section: You may wish to have a special reserved section for dignitaries. We encourage you to do so. Please let us know in advance of any distinguished guests attending the concert.

Ushers: Ushers control entry into the building, receive tickets, distribute programs, and help audience members find their seats. Local Boy Scout Troops and ROTC units have given their support in the past. Ushers should open the front doors of the concert site and begin admitting audience members one hour before show time.

Handicapped Accessibility: Most auditoriums have special areas for the disabled. Please be sensitive to the needs of these members of your community when obtaining or suggesting concert sites.

Military Coordination: Often there are armed service bases within the local area. If this is the case, we may ask them to assist in promoting the concert. In other cases, they may ask us to reserve a certain number of seats for members of the armed services. This will be coordinated with permission from the primary sponsor.

Introduction of the Band: If a sponsor or local official wishes to introduce the band, let us know before the concert begins so we can arrange it. If not, the band has its own special opening production.

Thanks!

Putting together a concert is a tough job, and we greatly appreciate your efforts. We offer our sincere thanks to you in advance for all your hard work, as does your community. If there are any problems or questions, please contact us. We hope this guide helps make the concert a rousing success!