

***Sponsor
Information
Guide***

Night Flight

Foreword

In the near future, the jazz ensemble *Night Flight* from the United States Air Force Band of Flight will perform in your community. This guide has been prepared to assist you in bringing this event to as many people as possible.

As sponsor of this outstanding musical group, your significant responsibilities will be to obtain the best possible concert site, to inform the citizens in your area of the group's performance and encourage their attendance, to maintain control of the free admission tickets, and to assume all incidental costs.

Although we encourage you to follow this guide closely, we also recognize the importance of your experience and knowledge. It is not our intent to dictate a specific promotional outline, but rather to suggest possibilities. Used with overwhelming success in virtually thousands of concerts throughout the United States, this guide is designed with both specifics and generalities. It allows flexibility in bringing your ideas together with ours to ensure a successful appearance by Night Flight.

Questions not answered by this guide should be directed to:

Night Flight Performance Coordinator
USAF BAND OF FLIGHT
BUILDING 1420
3920 LEAR STREET
WRIGHT-PATTERSON AFB OH 45433-5721
PH (937) 257-6528 FAX (937) 257-3048

We look forward to performing in your community, and thank you for your time, talents, support, and cooperation.

Alan C. Sierichs, Lieutenant Colonel, USAF
Commander/Conductor

PUBLIC SERVICE CONCERTS

Concerts by The United States Air Force Band of Flight are presented as a public service to the community. They must be free of charge and open to the general public regardless of race, creed, or national origin.

AIR FORCE POLICY ON EXPENSES

Under the policy now in effect, the United States Air Force defrays all expenses incurred in travel such as transportation, housing and meals. There are no fees for performances by The Air Force Band of Flight.

Any other costs, such as auditorium rental, lighting, heating or cooling, printing of programs and tickets, janitorial fees, cost of hiring union labor when required, etc. are the responsibility of the local authorities or sponsor(s).

PERFORMANCE COORDINATOR

The band's Tour Director will coordinate with you on all details relative to the band's appearance. He/she will arrange to personally meet with you and your committee several months prior to the concert date in order to discuss promotion strategy and visit the performance site. **If you have any questions or requests about the performance, please contact your Band Tour Director.**

CONCERT SITE

To ensure that our concert will be most effective, it is necessary to secure the best possible concert site. Since auditoriums are often scheduled a year in advance, it is important that you secure the auditorium as soon as possible.

Ideally, the concert site should be an auditorium seating at least 1,000 with a stage providing a minimum performing area 40 feet wide by 30 feet deep. Smaller concert sites will be considered. The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered.

The Stage Manager's Guide should be consulted for additional requirements concerning electrical outlets, lighting, seating, etc.

PARKING FACILITIES

Adequate space should be available for band vehicles at the auditorium site. There are two government-owned vehicles provided by the band: one Greyhound sized coach and one 32' tractor-trailer (13' 3" clearance.)

IMPORTANCE OF SPONSOR

Your importance as a sponsor cannot be overemphasized. In addition to making arrangements for the concert site, programs, and tickets you have an even greater responsibility in promoting the concert. Contact newspapers, television stations, and other media for their support, and follow up on all contacts to ensure effective publicity. It is difficult for one person to accomplish all of this;

therefore, we suggest you form a committee to assist you in planning an effective promotion campaign.

FORMING A COMMITTEE

When forming your committee, consider including local newspaper editors, publishers, and owners; executives of local radio and television stations; civic, social, and educational leaders; and your local Air Force Recruiter. They will be valuable not only because of their professional functions, but also because they can most effectively inform the public within their respective areas of influence.

PROMOTIONAL MATERIALS

In order to save you time, we will provide the following promotional materials:

PUBLICITY KITS: The fact sheets and other materials in the kits are general in nature, allowing you to adapt them to your local area. The newspaper representative on your committee can help you do this. Use these kits to inform news media, civic organizations, educational institutions, and individuals who can help promote the concert by word of mouth.

RECORDINGS: You should have received several copies of the band's latest recording along with our promotional materials. Your local radio and television stations will find these useful in preparing promotional spots. Radio stations will find the recordings to be quality material for program time

BIOGRAPHICAL SKETCHES: Approximately six weeks prior to the start of a tour, the tour director will provide you with biographical sketches and photographs of band members who have some connection with your area, for example: hometown, school, or former employment. (NOTE: Band members with local backgrounds are not necessarily featured soloists. Soloists' biographies and pictures will be sent at a later time, along with the concert repertoire and current personnel list.)

PROMOTING THE CONCERT

Your area media resources are **extremely** important to the success of the concert. The United States Air Force Band of Flight has never had an unsuccessful concert when all the local media assisted in the promotion.

A most effective way of informing the public of the concert is through a full-page ad in one or more of your local newspapers, with a clip-out, mail-in coupon for ticket requests (ticket coupon). As a rule, newspaper sponsors have traditionally provided this service. At other times, sponsors have been successful in securing local merchants or service clubs to sponsor these ads. Ads paid for by local merchants may state that the ad was provided as a community service; however, they **must not** give the impression that the Air Force endorses a specific business. We strongly recommend at least one full-page ad be used to begin your newspaper campaign. When a newspaper is not the primary sponsor or a full-page ad is too costly, consider a half-page or quarter-page ad. **The objective is to inform as many people as possible of the concert.**

Request that the newspaper(s) compose concert advertisements and run them daily on the

entertainment page for a week prior to the performance, including the last three days before the concert; the critical period of your promotional campaign. A pictorial story just before the concert works very well as an "attention-getter," especially when run in a Sunday supplement. Color slides for color overlay use will be made available to you upon request. (As with the television slides, we ask that they be returned following the performance.) Sponsors are also requested to forward ten copies of each ad to the tour director.

Phone interviews with the musical director and/or band members with local backgrounds make very effective human-interest stories and give newspapers still more material to work with. The band's tour director can help arrange interviews based on the band's schedule. At least three days' notice is requested.

You may want to adapt the following sample promotional timetable to your campaign. This is an ideal promotion schedule, which has proven highly successful for previous appearances by The United States Air Force Band of Flight. Please remember that publicity is the most important aspect of a successful concert.

3 WEEKS PRIOR TO THE CONCERT

Run a full page ad with pictures and a ticket coupon stating that there will be a concert by The United States Air Force Band of Flight Night Flight Jazz Ensemble in your community. The Coupon should state the time, location, the fact that admission is free, how tickets may be obtained, etc.

2 WEEKS PRIOR TO THE CONCERT

Include two general announcements stating that there will be a concert by The United States Air Force Band of Flight Night Flight Jazz Ensemble. Use information from the full page ad, a ticket coupon, and pictures if possible.

7 DAYS PRIOR TO THE CONCERT

Run a story on the history of the band. Include biographies and pictures of the soloists or vocalists (when applicable). Run an ad on the entertainment page including a ticket coupon.

6 DAYS PRIOR TO THE CONCERT

Run an ad on the entertainment page including a ticket coupon.

5 DAYS PRIOR TO THE CONCERT

Run a feature story on the band plus an ad on the entertainment page including a ticket coupon. State that this is the last day for write-in ticket requests.

4 DAYS PRIOR TO THE CONCERT

Run a feature story with pictures plus an ad on the entertainment page. State that it is too late for write-in ticket requests. Indicate name, address, and phone number of ticket control center where tickets may be picked up.

3 DAYS PRIOR TO THE CONCERT

Run a story on band members who are from the local area. Use pictures, if available, and run an ad on the entertainment page with information for picking up tickets in person.

2 DAYS PRIOR TO THE CONCERT

Run a feature story with picture of the Commander/Conductor.

1 DAY PRIOR TO THE CONCERT

List the program. Stress again that this is a FREE concert presented as a public service to your area by The United States Air Force through the local sponsor. Give all details again. Run a picture of the band with a large ad on the entertainment page. Indicate how tickets may be obtained.

THE DAY OF THE CONCERT

Run a general news story stressing that the concert is free. Include a picture of the band and one final ad on the entertainment page. If any tickets remain, state when and where they may be picked up. If all tickets have been distributed, run an ad containing the following:

“THERE'S STILL A CHANCE TO HEAR THE BAND”

“Although no tickets are left for this evening's concert by The United States Air Force Band of Flight, music fans who did not get tickets may still have a chance to hear the band. If there are any vacant seats (10 minutes prior to concert time), people will be admitted without tickets.”

In all of your publicity efforts-especially in working with newspapers-much of your success is dependent upon careful advance planning. Newspapers often require that items be submitted six to eight weeks in advance for Sunday supplements, big feature stories, etc. Therefore, you should begin your planning **at least six to eight weeks in advance of the concert.**

As you can see, there should be a heavy saturation of publicity for the concert. We have found that if this schedule is followed a full house is virtually guaranteed.

There are many additional ways to "get the word out" to all of the people in your community. Some very good ideas, which have been used in the past, are:

- ◆ An advertising firm providing their billboards to use in promoting the concert.
- ◆ Hotels and motels where the band is staying advertising the band's appearance on their marquees.

In the past, some sponsors have been concerned about having to turn people away at the door when all the tickets were gone several days before the concert and have relaxed their promotional efforts. This has invariably resulted in several hundred seats being unoccupied at concert time. Interest must be generated **up to and including** the day of the concert to ensure every seat is taken.

While a formal report is not required, we would appreciate being kept informed of your promotional efforts. Please save extra copies of all ads, stories, programs and tickets and forward them to us following the concert.

WORKING WITH RADIO AND TELEVISION STATIONS

Approach the station owner, manager and/or program director for assistance. When giving recordings and a publicity kit to the station, stress that all time devoted to advertising The United States Air Force Band of Flight Night Flight Jazz Ensemble, including use of slides and recordings, can be logged as public service time. Live interviews can be arranged for the day of the concert

(subject to the travel and performance schedule.) Telephone interviews may be scheduled to take place from preceding cities on the tour itinerary. Requests for all interviews must be approved by the Performance Coordinator at least three days prior to the interview.

WORKING WITH EDUCATIONAL INSTITUTIONS

You may wish to personally contact the heads of school music education departments, and the city and/or county music education supervisor to inform them about the performance.

MAYOR'S PROCLAMATION

It is always beneficial to have the city and community officially behind your promotional efforts. You may want to personally request the mayor and city council to put their official influence behind this cultural gift to the people of their city. One very effective way is to have the mayor declare the concert date "Air Force Band of Flight Day" in the city and publish an official proclamation in the newspaper. In some cases, the mayor or city council may wish to make a presentation to the band. This, of course, is appreciated and the presentation can be scheduled during the concert.

PRINTED PROGRAMS

Obtaining a quality-printed program is the responsibility of the sponsor. Our concert repertoire, a current personnel list, and pertinent biographies and pictures will be sent to you well before the concert. Please include these in your program.

Advertising, per se, is not permitted in the program. Business firms and individuals that contribute toward the cost of printing can, however, be listed as donors. The Program Guide should be consulted for further details and information. Please provide the tour director at least twenty copies of the concert program.

TICKETS

Tickets of admission should be printed for each concert. Printed tickets will provide crowd control and will enable the sponsor to have a more accurate idea of how the promotion campaign is progressing. **These tickets should NOT be numbered.** Print and distribute 33 1/3 percent more tickets than the auditorium has seats. Even when free tickets are carefully distributed, only about 75 percent of the ticket holders actually attend the concert; by "overbooking" we can be assured of a full house.

The best way to distribute and monitor tickets is to use a request-by-mail system, limiting each request to four or six tickets. People who take the time to send in for tickets will be more likely to attend the concert than will people who are given tickets without first expressing an interest. Likewise, when tickets are free people tend to ask for them in larger numbers than they need.

If you do give a block of tickets to a large organization for internal distribution, keep careful track of their progress. As concert time draws near, ask whether there might be some tickets that will not be used and could be returned, so that others may use them.

Answer all requests either with tickets or a letter of regret stating that the supply has run out and informing them that they may still hear the concert if seats are available at concert time. The tour director has a sample format you may wish to follow.

Tickets should be honored up to fifteen minutes before the concert is scheduled to begin. Then, space permitting, seating should be open to non-ticket holders ten minutes prior to the start of the concert. The following should be printed on your tickets in small print:

“Ticket holders are requested to be seated fifteen minutes prior to the start of the concert. Doors will be opened to the general public ten minutes prior to the start of the concert.”

Sample tickets from previous tours have been provided for your guidance.

USHERS

While seating will be on a non-reserved basis, you should provide people to take tickets and distribute programs. Local Boy Scout troops, ROTC groups, Veterans groups, and college or high school band students might be considered for volunteers.

RESERVED SEATING

You may wish to have a special reserved section for certain dignitaries and we encourage you to do so. However, the larger the section, the more difficult it is to control.

INTRODUCTION OF THE BAND

The band has a special opening number that eliminates the requirement for an introduction by a local personality or sponsor representative. If a local official wishes to publicly thank the band for appearing, let us know before the concert begins and we will arrange it.

Since a concert by The United States Air Force Band of Flight is a musical/cultural event, we discourage full speeches of any kind from the stage prior to, during, or immediately following the concert.

DIRECTIONS TO AUDITORIUM

We request you mark and mail a city map to the tour director following confirmation of auditorium site(s) and hotel. Please use a light, non-opaque liquid marker that will not obscure map detail. Circle the exact location of the concert site and hotel and indicate the best route from the hotel to the concert site. Because of the size of vehicles, DO NOT mark any route that has underpasses of less than 13' 7" in height or any bad construction spots. DO, however, indicate the location of these hazards on the map.

Diagrams and written directions are always appreciated as map supplements. They may be used as substitutes when no maps are available.

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THANK YOU!

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

OUR SUCCESS IS YOUR SUCCESS!