



## **SPONSOR INFORMATION GUIDE**

### ***WRIGHT BRASS***

In the near future, The United States Air Force Band of Flight's *Wright Brass* will perform in your community. This guide has been prepared to assist you in bringing this cultural event to as many people as possible.

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

We recognize the importance of your experience and knowledge. It is not our intention to dictate a specific promotional outline, but rather to suggest possibilities. This guide is designed to bring your ideas and ours together to ensure a successful appearance by The Wright Brass.

Questions not answered by this guide should be directed to:

***SSgt Hughey Hancock***

Wright Brass Operations Coordinator  
AF BAND OF FLIGHT  
3920 LEAR STREET  
BLDG 1420  
WRIGHT-PATTERSON AFB OH 45433-5721  
PH (937) 656-337 FAX (937) 257-3048

## ***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 United States 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).

## ***BAND TOUR DIRECTOR***

The group's Operation's Coordinator will communicate with you on all details relative to the band's appearance. He 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 Wright Brass Operation's Coordinator.**

## ***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. Of course since The Wright Brass is such a small group almost any performance area is appropriate. For more specific requirements of The Wright Brass, please contact The Wright Brass Tour Director.

## ***PARKING FACILITIES***

Adequate space should be available for band vehicles at the auditorium site. There is one government vehicle provided for the group; however, individual Wright Brass members will occasionally travel in their private vehicles.

## ***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 that can help promote the concert by word of mouth.

***TV SLIDES:*** Upon request, the tour director will provide color slides suitable for television use. Because of the cost of these materials, we ask that you please return them to the tour director at your earliest convenience following the performance.

***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.

## ***PROMOTING THE CONCERT***

Your area media resources are extremely important to the success of the concert. The 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 that has proven highly successful for previous appearances by The 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 Wright Brass 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 free concert by The Wright Brass. Use pertinent information in the full-page ad, a ticket coupon, and a picture if at all possible.

**7 days prior to the concert**

Run a story on the history of the band. Include biographies and pictures of the members listed on the program. Run an ad on the entertainment page including a ticket coupon.

**6 days prior to the concert**

Run an ad on the entertainment page and include 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 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 requests. Also indicate name, address, and phone number of the 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 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 a picture on the musical director.

**1 day prior to the concert**

List the program. Stress again that this is a free concert given as a public service by the U.S. 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.

**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 left, state where they are and when 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 WRIGHT BRASS!"**

"Although no tickets are left for the free concert tonight at (auditorium) sponsored by (sponsor), music fans who did not get tickets may still have a chance of being admitted by being at the auditorium at (10 minutes prior to concert time). If there are any vacant seats at that 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 group 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 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.

### ***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, which 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 (15) minutes prior to concert time.  
The door will be opened to the general public ten (10) minutes prior to concert time.

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 WRIGHT BRASS***

If a local official wishes to introduce or publicly thank the group 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.

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

## ***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!**