



UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST

470 Airman Drive Travis Air Force Base, CA 94535-2867 (707)424-3197 (DSN)837-3197 FAX(707)424-1153/4478

www.travis.af.mil/pages/band

IMPORTANT INFORMATION

Dear Sponsor,

Due to frequent changes in personnel and scheduling, we need your help in **insuring that only accurate and current publicity materials are used for advertising.**

- Please call Airman First Class Anne Epperly, Media Relations Representative (707) 424-3962/3197, to confirm your receipt of this package.
- **USE ONLY the materials in this package, unless we have talked with you directly and have informed you otherwise.**
- **Promotional information** (press release, featured soloist pictures/bios, logos, posters, etc) will be sent to you 3-4 weeks prior to the concert date.
- A **complete printer package**, including all printed program materials, will be sent to you approximately 2-3 weeks prior to the concert date. Should a delay occur, we will notify you by phone as to the expected arrival date. **Please insure that we have your street address in case we need to Fed Ex materials to you.**
- An interview with Major Douglas C. Monroe, commander and conductor, can be arranged by calling the Band Media Relations section at (707) 424-3962/3197. Please call at least two weeks prior to the scheduled performance date. If you require other information for an editorial please contact A1C Epperly.
- We encourage you to have an arts reviewer from your local newspaper in attendance.
- Please send at least six (6) copies of advertisements, tickets, programs or other publicized information directly to our Media Relations section at the above address.

Thank you,
Anne M. Epperly, A1C, USAF
Media Relations Representative



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SPONSOR INFORMATION GUIDE

The United States Air Force Band of the Golden West Delta Winds is preparing perform in your community. As our sponsor, you will obtain the best possible concert site, inform the citizens in your area of the quintet's appearance through active publicizing of the event, print tickets and a quality program, and maintain control of the free admission tickets.

This guide is designed to combine our efforts in accomplishing this goal.

Questions not answered by this guide should be directed to:

**SSgt Charles Little, Operations Representative
United States Air Force Band of the Golden West
470 Airman Drive
Travis AFB, CA 94535
(707) 424-8778**

PUBLIC SERVICE CONCERTS

These concerts are presented as a public service to the community. They must be free of charge and open to the general public, regardless of race, color 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 is no performance fee for the Delta Winds. Any other costs, such as auditorium rental, lighting, heating, 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). These cannot be paid for by the United States Government.

CONCERT SITES

The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered. Ideally, the concert site should be an auditorium which seats at least 250. Smaller concert sites will be considered.

Since auditoriums are often scheduled a year in advance, it is important that the auditorium be secured as soon as possible. The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered.

Further information on concert sites can be obtained from the Stage Manager's Guide.

IMPORTANCE OF THE SPONSOR

Your importance as a sponsor cannot be overemphasized. In addition to making arrangements for the theater, programs and tickets, the sponsor has a great responsibility in promoting the concert. Newspapers, television stations, etc., should be contacted for their support and a follow-up made to gauge that support.

PROMOTIONAL MATERIALS

The promotional materials you receive from the Band are general in nature. We believe the best system is to supply you with the facts and let you adapt them to your local area. More materials are available from the Band upon request.

PROMOTION

Your local media can be a valuable tool in building a successful concert.

An effective way of informing the public of the concert is through a full-page ad in one or more of the local newspapers. Newspaper sponsors have provided this service in the past. Local merchants and service clubs have also been a source of advertising sponsorship. An ad paid for by the local merchants may state that the ad was paid for as a community service. It must not give the impression that the Air Force endorses their business. It is strongly recommended that at least one full-page ad be used to begin the newspaper campaign.

Additional media can be integrated through the use of a news release. Sunday supplements are widely read and a picture story just before the concert will provide an excellent opportunity for many to learn of the concert.

A television promotion campaign is every bit as effective as a newspaper if similar guidelines are used. Spots should be timed to occur during prime viewing hours and often enough that there will be an impact.

All radio and television spots used for our concerts are considered to be public service announcements.

The following is a sample outline which you can adapt to your promotional campaign.

***ALL ADS SHOULD CONTAIN "UNITED STATES AIR FORCE"
AND THE "UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST"***

TIMELINE

- 3 weeks prior to concert** Full-page ad with pictures and a ticket coupon. The ad should state that there will be a concert by the "Delta Winds from the United States Air Force Band of the Golden West" in your community, giving time, location, the fact that admission is free, how tickets may be obtained, etc.
- 2 weeks prior to concert** Two general announcements stating there will be a concert by the Delta Winds from the
- 7 days prior to concert** Story on the history of the quintet and the Band of the Golden West.
- 4 days prior to concert** Feature story on the Delta Winds plus an ad on the entertainment page including a coupon
- 3-1 days prior to concert** List selections from the program. Stress again that this is a free admission cultural event tickets may be picked up.

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.**

Here are additional things which you can do to bring your message to all of the people in your community:

1. Many hotels and motels in which the Band has stayed have advertised the Band's appearance on their marquees.
2. TV stations have sent cameramen to shoot film of the Band's arrival to use on the evening news.

While a formal report is not required, we would appreciate being apprised of your promotional efforts. Please save copies of the ads, programs, and tickets for us.

PRINTED PROGRAMS

Obtaining a quality printed program is the responsibility of the sponsor. A program printer's guide has been provided. **Camera ready artwork copies of the pages for the printed program**, including our current personnel roster and concert repertoire will be sent to you before the concert date, if a printed program is required.

THANKS

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



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STAGE MANAGER'S GUIDE

The Deta Winds quintet is preparing to perform at your theater. As stage manager you can give invaluable assistance in presenting our concert. We will need your experience and expertise to make the performance an enjoyable event for your audience and to give our band members a professional atmosphere in which to perform.

The following guidelines are our requirements for staging a concert by the United States Air Force Band of the Golden West. If you have any further questions please feel free to contact the sponsor or call

**SSgt Charles Little, Operations Representative
United States Air Force Band of the Golden West
470 Airman Drive
Travis AFB, CA 94535
(707) 424-8778**

STAGE REQUIREMENTS

1. Stage Dimensions: A stage with a performing area a minimum of 15 feet wide by 10 feet deep.
2. Stage Cleaning: The stage should be cleared, cleaned and swept prior to the arrival of the quintet to avoid conflicts with set up.
3. Seating for the Quintet: The quintet will need 5 chairs without arms. They will be arranged by quintet personnel.
4. Acoustical Shell: Will be used if available (and determined necessary by NCOIC of Quintet.)

LIGHTING REQUIREMENTS

1. The stage lights should be white overhead lights and be bright enough to read newspaper print without difficulty. Lighting intensity should be the same on every point of the stage. This should be done prior to the set up. Footlights are not needed.
2. Houselights should be dimmed during the performance.

DRESSING, WARM-UP, STORAGE AND RESTROOMS

1. Separate changing rooms for men and women would be ideal. However, one room with restrooms available would be acceptable.
2. A separate large room should be available for the musicians to "warm-up" their instruments and for use as a storage room for instrument cases, etc. This room should be locked or well protected when not occupied by quintet members.
3. Restrooms must be available.

ARRIVAL AND SET UP

The quintet will arrive approximately 1 hour before the concert. Set up will begin at this time.



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PRINTER'S GUIDE

The Delta Winds from the United States Air Force Band of the Golden West is preparing to perform in your area. As sponsors, you have the responsibility of printing tickets and providing a quality program. **PLEASE DO NOT MIMEOGRAPH TICKETS OR PROGRAMS.** Sample programs from past concerts are enclosed in this sponsor kit. **PLEASE DO NOT PRINT TICKET OR PROGRAM SAMPLES.** Information and **camera ready artwork** needed to print the program will be sent **approximately 2-3 weeks prior to the concert date.** This timeframe may vary on factors such as: additional information that you would like included in the program or program changes. **If there is a delay in sending you the camera-ready program, we will contact you by phone to inform you when to expect it.** Air Force Policy prohibits advertising in the program. Business firms and individuals who contribute towards the cost of printing can be listed as donors, and their valuable assistance can be acknowledged from the stage.

PRINTING GUIDELINES FOR PROGRAMS

1. The paper may be of any quality and color. The sponsor may also choose the number and colors of ink.
2. The paper size should be approximately 8 1/2" x 11", which can be folded into booklet form providing at least four pages.
3. The first or cover page must contain the following information:
 - a. The name of the group, the Delta Winds from United States Air Force Band of the Golden West
 - b. The date: day, month, and year
 - c. The time and location of the event
 - d. The sponsor or sponsors may also be identified on the cover

***Camera-ready artwork for the program has been or will be provided. Sample programs have also been included to give you some guidelines. You are not limited to this example for color and paper. If you would like to create your own cover, please feel free to do so, however, if you change the cover we ask that you fax us a copy of the artwork for approval before printing.*

4. The second, third, and fourth, pages should contain some or all of the following:
 - a. Quintet biography
 - b. Personnel list (with biographies)
 - c. Program
 - d. Organizational biography



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RADIO SPOTS

10 SECOND SPOT

The Delta Winds from the United States Air Force Band of the Golden West will present a free concert on _____ (Day and Date) in _____ (City) at _____ (Auditorium) at _____ (time).

For details call _____.

15 SECOND SPOT

Music will fill the air of _____ (auditorium) on _____ (day and date) at _____ (time)

when Delta Winds from the United States Air Force Band of the Golden West presents a free concert in the _____ (city) area. For details call _____.

20 SECOND SPOT

The United States Air Force Band of the Golden West Delta Winds will present a free concert in _____ (city) on _____ (Day and Date) at _____ (Auditorium). Captain Douglas C. Monroe, commander

and conductor of the "United States Air Force Band of the Golden West," has selected a program that will please all musical tastes. For free tickets write or call _____.

30 SECOND SPOT

The United States Air Force Band of the Golden West Delta Winds will present a free concert in

(city) on _____ (day and date). The "USAF Band of the Golden West," under the direction of

Captain Douglas C. Monroe, will provide a varied and enjoyable program for all ages. The

refreshing sounds of the forty-piece concert band can be heard at _____ (time) in _____ (auditorium).

For free tickets, send a self-addressed, stamped envelope to: _____ or call _____.