



# 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](http://www.travis.af.mil/pages/band)

## **IMPORTANT INFORMATION**

Dear Sponsor,

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

- Please call Airman First Class Michael Ladd, Media Relations Representative (707) 424-5228 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 23 weeks prior to the concert date. **Should a delay occur, we will notify you by phone as to the expected arrival date. Please ensure that we have your correct mailing address in the event we need to send materials to you.**
- An interview with Technical Sergeant Tony Seres, director of the Commanders jazz ensemble, can be arranged by calling the Band Media Relations section at (707) 424-1159. Please call at least two weeks prior to the scheduled performance date. If you require other information for an editorial please contact A1C Michael Ladd.
- We encourage you to have an arts reviewer from your local newspaper in attendance.
- Please send at least six copies of advertisements, tickets, programs or other publicized information directly to our Media Relations Department at the above address.

Thank you,

Michael Ladd, A1C, USAF  
Media Relations Representative



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### **SPONSOR INFORMATION GUIDE**

The Commanders jazz ensemble from the United States Air Force Band of the Golden West is preparing to perform in your community. We know you would like as many people as possible to enjoy this cultural event.

As a sponsor, your responsibility will be to obtain the best possible concert site, to inform the citizens in your area of the Band's appearance through active publicizing of the event, to print tickets and a quality program, and to maintain control of the free admission tickets.

There are many ways to accomplish this, and undoubtedly you have already thought of some of them. This guide is designed to combine our efforts with yours in accomplishing this goal.

Questions not answered by this guide should be directed to:

**United States Air Force Band of the Golden West  
Director of Operations  
470 Airman Drive  
Travis AFB, CA 94535  
(707) 424-3327**

## **PUBLIC SERVICE CONCERTS**

These concerts are presented as a public service to the community and 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 fee, as such, for the United States Air Force Band of the Golden West. **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**

To ensure that concerts will achieve maximum success, it is necessary to secure the best possible concert site. 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.

Ideally, the concert site should be an auditorium seating at least 1000 with a stage providing a performing area **40 feet wide by 30 feet deep**. Smaller concert sites 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.** Telling everyone in your community that the Commanders jazz ensemble from the United States Air Force Band of the Golden West will perform is not an easy task. Newspapers, television stations, etc., must 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 designed to save you time and trouble.** They 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.** The Commanders jazz ensemble from the United States Air Force Band of the Golden West has never had an unsuccessful concert when all the local media assisted in the promotion.

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 most 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. At other times, concert sponsors have been successful in getting local merchants or service clubs to sponsor these ads. Ads 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.

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.

***NOTE: A successful promotional campaign should not be based solely on one media source. Additional media can be integrated through the use of a news release.***

**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. This is our idea of a perfect promotional program. We realize that your budget will determine the extent to which you follow our suggestions.

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

**TIMELINE**

<b><u>3 weeks prior to concert</u></b>	Full-page ad with pictures and a ticket coupon. The ad should state that there will be a concert by the Commanders jazz ensemble from the "United States Air Force Band of the Golden
<b><u>2 weeks prior to concert</u></b>	Two general announcements stating there will be a concert by the Commanders jazz for ticket requests and, if possible, pictures.
<b><u>7 days prior to concert</u></b>	Story on the history of the Band. Story on the soloist listed on the program, including pictures from the publicity kit. Run an ad on the entertainment page including a coupon for ticket requests.
<b><u>6 days prior to concert</u></b>	Run an ad on the entertainment page including a coupon for ticket requests.
<b><u>5 days prior to concert</u></b>	A feature story on the Band plus an ad on the entertainment page including a coupon for ticket requests. (Last day for write-in requests)
<b><u>4 days prior to concert</u></b>	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.
<b><u>3 days prior to concert</u></b>	Story on local area person who is a member of the Band. Use pictures and run an ad on the entertainment page with information for picking up tickets in person.
<b><u>2 days prior to concert</u></b>	Picture and feature story on the Band's Commander/Conductor. Run an ad on the entertainment page indicating where tickets may be picked up.
<b><u>1 day prior to concert</u></b>	List the program. Stress again that this is a free admission cultural event presented to your area by the United States Air Force through the local sponsor. Give all the details again. Run a picture of the Band with an large ad on the entertainment page. Indicate where tickets may be picked up.
<b><u>Day of concert</u></b>	General news story stressing that the concert is free. Run a picture of the Band. One final ad on the entertainment page. <b>If all tickets have been distributed</b> , run an ad containing the following:

***"THERE'S STILL A CHANCE TO HEAR THE BAND"***

***"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 concert site 10 minutes prior to concert time. If there are any vacant seats at that time, people will be admitted without tickets."***

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 things which you can do to bring your message to all of the people in your community. Some very good ideas which have been used in the past are:

1. Advertising firms have provided billboards for use in the promoting of the concert.
2. Many hotels and motels in which the Band has stayed have advertised the Band's appearance on their marquees.
3. TV stations have sent cameramen to shoot film of the Band's arrival to use on the evening news. In the past, some concert sponsors have been concerned with having to turn people away because all the tickets are gone several days



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### **STAGE MANAGER'S GUIDE**

The Commanders jazz ensemble from the "United States Air Force Band of the Golden West" 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 will give you our requirements for staging a concert by the Commanders jazz ensemble. If you have any further questions please feel free to contact the sponsor or call us at:

**A1C Jonathan Latta, Operations Representative  
United States Air Force Band of the Golden West  
470 Airman Drive  
Travis AFB, CA 94535-2867  
(707) 424-3327**

## **STAGE REQUIREMENTS**

1. **Stage Dimensions:** A stage with a performing area of 40 feet wide by 30 feet deep.

2. **Electrical Power Outlets/Requirements:** The stage must be supplied with a minimum of four (4) 115 VAC/15 Amp, individually circuit breaker protected circuits. (Standard three prong grounded wall outlets) These outlets must be located within 25 feet of the stage (if possible.) It would be helpful to have a building custodian or someone familiar with the electrical service present to assist during setup. Our audio technician must have access to the Electrical Service (Circuit Breaker Panel) at all times during the setup, performance and tear down.

3. **Stage Cleaning:** The stage should be cleaned, cleared and swept prior to the arrival of the Band's set-up crew to avoid conflicts with equipment set-up.

4. **Seating for the Band:** The band will need 15 chairs without arms. Band personnel will arrive to arrange them.

5. **Acoustical Shell:** Will be used if available and determined necessary by band personnel.

## **LIGHTING REQUIREMENTS**

1. A lighting engineer should be provided by the sponsor and should meet with the Band Operations Representative approximately 1 1/2 hours prior to the concert to discuss lighting requirements. (Arrangements may be made to discuss this at an earlier time.)

2. 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.

3. Spotlights may be used if available. They should be white light only. Follow spots and their use will be discussed with the lighting engineer when the Band arrives for set-up.

4. Houselights should be dimmed during the performance.

## **AUDIO SYSTEM REQUIREMENTS**

The Band carries its own mobile sound system and will not need any support in this area. However, if your hall has a professional quality house system our Audio Technician may contact your audio personnel to discuss its possible use.

## **DRESSING, WARM-UP, STORAGE AND RESTROOMS**

1. The Director of the Band should be provided with a private dressing room that includes a mirror and clothes rack.

2. Separate changing facilities should be available for men and women. These should have clothing racks from which to hang uniforms, a few chairs to sit in and a full length mirror if possible.

3. A separate large room should be provided (out of hearing range of the stage and auditorium) for the musicians to warm-up their instruments and for use as a storage room for empty instrument cases, etc. This room should either be locked or protected by a security guard when not occupied by Band members.

4. Two restrooms (one for men and one for women) should be available for use by Band members.

## **ARRIVAL AND SET UP**

The Band loading and set-up crews will arrive approximately 3 - 3 1/2 hours before the concert or mid-morning the day of the performance (this timeframe will be set up via conversations with the Operations Rep.) At this time, the Operations Representative will discuss spotlight use and any other pertinent subjects with the Stage Manager.



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## **PRINTER'S GUIDE**

In the near future, the Commander jazz ensemble from the "United States Air Force Band of the Golden West" will 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.** Advertising, per se, is not permitted 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.

### **TICKETS**

1. Tickets may be of any size and design the sponsor chooses. **We do encourage use of the Band logo.**
2. **The ticket should include the following information as a minimum:**
  - a. The name of the group, the **Commanders jazz ensemble from the United States Air Force Band of the Golden West from Travis AFB, California**
  - b. The **date of performance - please include year** (i.e. Tuesday, January 19, 1991)
  - c. **The time and location of the event**
  - d. **"Ticket holders are requested to be seated by (15 minutes prior to concert time.) Tickets will not be honored after that time. Doors will be opened to the general public at (ten minutes prior to concert time.)"**
  - e. The sponsor(s) may also be identified.
3. Sample tickets have been provided as examples. **PLEASE ENSURE THAT THE CORRECT NAME OF THE BAND IS LISTED ON THE TICKETS - The Commanders**

**\*\*DO NOT PRINT SAMPLE!\*\***

### **SUGGESTED MINIMUM PRINTING INSTRUCTIONS 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 cover page must contain the following information:
  - a. The name of the group, the **Commanders jazz ensemble from the United States Air Force Band of the Golden West**
  - b. The date to include day, month, date and year
  - c. The time and location of the event
  - d. The sponsor or sponsor's name or logo

*\*\*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. We also ask that you use some form of reference to the Golden Gate Bridge. The program camera ready artwork you are being sent is the way we want the program printed. If you would like to include information that you haven't sent to us ahead of time, please insert pages into the program. **Photographs to be used in the program will be sent with the camera-ready program.***

4. The second, third, fourth, fifth, and sixth pages should contain some or all of the following:

- a. Program
- b. Personnel list
- c. Technical Sergeant Seres biography
- d. Organizational Biography
- e. Soloist's biography (featured instrumentalist or vocalist)
- f. Technical Sergeant Seres picture
- g. Soloist's pictures
- h. Vocalist's Biography
- i. Jazz ensemble's picture
- j. Acknowledgements

**IF YOU ENCOUNTER ANY PROBLEMS OR QUESTIONS IN PRINTING THE TICKETS OR PROGRAMS - PLEASE CALL US BEFORE YOU PRINT THEM.**



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## RADIO SPOTS

### 10 SECOND SPOT

The Commanders jazz ensemble from Travis AFB, CA 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 the Commanders jazz ensemble from Travis AFB, CA presents a free concert in the \_\_\_\_\_ (city) area. For details call \_\_\_\_\_.

### 20 SECOND SPOT

The Commanders jazz ensemble from Travis AFB, CA will present a free concert in \_\_\_\_\_ (city) on \_\_\_\_\_ (Day and Date) at \_\_\_\_\_ (Auditorium). Technical Sergeant Tony Seres, musical director of the Commanders jazz ensemble, has selected a program that will please all musical tastes. For free tickets write or call \_\_\_\_\_.

### 30 SECOND SPOT

The Commanders jazz ensemble from Travis AFB, CA will present a free concert in \_\_\_\_\_ (city) on \_\_\_\_\_ (day and date). The Commanders jazz ensemble, under the direction of Technical Sergeant Tony Seres, will provide a varied and enjoyable program for all ages. The refreshing sounds of the fifteen-piece jazz band can be heard at \_\_\_\_\_ (time) in \_\_\_\_\_ (auditorium). For free tickets, send a self-addressed, stamped envelope to: \_\_\_\_\_ or call.