



# 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,

We are attempting to keep all our publicity as current as possible. Since our publications do change, we would appreciate your help in **insuring that only accurate and current publicity materials are used for advertising.**

- please call Senior Airman Wendy A. Hermes, Media Relations Representative (707) 424-8780/3197, 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, 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 set up by calling Media Representative, SrA Wendy Hermes at (707) 424-8780/3197. Please call at least two weeks prior to the scheduled performance date. If you require other information for an editorial please contact A1C Hermes.
- We encourage you to have an arts reviewer from your local newspaper in attendance.
- Please send at least six (6) copies of advertisements, programs or other publicized information directly to our Media Relations section at the above address.

Thank you,

WENDY A. HERMES, SrA, USAF  
Media Relations Representative



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### **SPONSOR INFORMATION GUIDE**

The Pacific Coast Winds is preparing to perform in your community. We know you would like as many people as possible to enjoy this cultural event.

As sponsor, you will obtain the best possible concert site and inform the citizens in your area of the Band's appearance through active publicizing of the event and to print a quality program.

The following guide is designed to combine our efforts in accomplishing these goals.

Questions not answered by this guide should be directed to:

**SSgt Lindsey Bartlett**  
**United States Air Force Band of the Golden West**  
**470 Airman Drive**  
**Travis AFB, CA 94535**  
**(707) 424-8773**

## **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 Pacific Coast Winds. **Any other costs, such as auditorium rental, lighting, heating, printing of programs, 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 300 with a stage providing a performing area **30 feet wide by 20 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, and programs, the sponsor has **a great responsibility in promoting the concert.** Telling everyone in your community that the United States Air Force Band of the Golden West's Pacific Coast Winds 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 area media is exceedingly important to the success of the concert.** The Pacific Coast Winds 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. **Please remember, however, that publicity is the most important aspect of making the concert a success and a standing room only audience is a sure sign that we are beginning a successful evening.**

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

<u>DATE</u>	<u>TIMELINE</u>
<u>3 weeks prior to concert</u>	Full-page ad with pictures. The ad should state that there will be a concert by the Pacific Coast Winds in your community, giving time, location, and the fact that admission is free.
<u>2 weeks prior to concert</u>	Two general announcements stating there will be a concert by the United States Air Force Band of the Golden West Pacific Coast Winds, include information used in the full-page
<u>7 days prior to concert</u>	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.
<u>5 days prior to concert</u>	A feature story on the organization with pictures plus an ad on the entertainment page.
<u>3 days prior to concert</u>	A human interest story on a member of the Pacific Coast Winds. Use pictures and
<u>2 days prior to concert</u>	Picture and feature story on the group's conductor. Run an ad on the entertainment page.
<u>1 day prior to concert</u>	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 group with a large ad on the entertainment page.
<u>Day of concert</u>	General news story stressing that the concert is free. Run a picture of the group. One final ad on the entertainment page.

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 group has stayed have advertised the Band's appearance on their marquees.
3. TV stations have sent cameramen to shoot film of the group's arrival to use on the evening news.

**Interest must be maintained through the day of the concert to ensure that every seat is filled.**

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

#### **MAYOR'S PROCLAMATIONS**

It is always beneficial to have the city and community officially behind your promotional efforts. The mayor and city council may be personally requested to put their official influence behind this cultural gift to the citizens of their city. One very effective way is to have the mayor declare the concert date the *"UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST DAY"* and publish an official proclamation in the newspapers. In some cases the mayor and city council may wish to present the Band with the key to the city. 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. 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.

#### **USHERS**

While seating will be on a non-reserved basis, the sponsor should provide people to distribute programs. Local Boy Scout troops and ROTC units have given their support in the past.

#### **V.I.P. RESERVED SECTION**

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**

Since the Band has a special opening production, there will be no requirement for an introduction. If a local official wishes to publicly thank the Band for appearing, let us know before the concert begins and we can arrange it.

#### **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**

In the near future, the Pacific Coast Winds will 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 Pacific Coast Winds. If you have any further questions please feel free to contact the sponsor or call us at:

**United States Air Force Band of the Golden West  
Director of Operations  
470 Airman Drive  
Travis AFB, CA 94535  
(707) 424-8773**

## **STAGE REQUIREMENTS**

1. **Stage Dimensions:** A stage with a performing area of 30 feet wide by 20 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 group:** The band will need 15-25 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 Pacific Coast Winds will not require support in this area.

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

1. The conductor 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 15 men and 10 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 performers.

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

## **ARRIVAL AND SET UP**

The group's loading and set-up crews will arrive approximately 1-1 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 Pacific Coast Winds will perform in your area. As sponsors, you have the responsibility of providing a quality program. **PLEASE DO NOT MIMEOGRAPH PROGRAMS.** Sample programs from past concerts are enclosed in this sponsor kit. **PLEASE DO NOT PRINT 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.

*\*\*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.**

### **SUGGESTED MINIMUM PRINTING INSTRUCTIONS FOR PROGRAMS**

1. The paper must be of good quality and may be any 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 United States Air Force Band of the Golden West Pacific Coast Winds
  - 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
4. The second, third, fourth, fifth, and sixth pages should contain some or all of the following:
  - a. The program
  - b. The personnel list
  - c. The conductor's biography
  - d. The conductor's picture
  - e. Audition information
  - f. Thank you's

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



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## RADIO SPOTS

### 10 SECOND SPOT

The Pacific Coast Winds 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 Pacific Coast Winds present a free concert in the \_\_\_\_\_ (city) area. For details call \_\_\_\_\_.

### 20 SECOND SPOT

The Pacific Coast Winds will present a free concert in \_\_\_\_\_ (city) on \_\_\_\_\_ (Day and Date) at \_\_\_\_\_ (Auditorium). Major Douglas Monroe, conductor of the Pacific Coast Winds, has selected a program that will please all musical tastes. For more information write or call \_\_\_\_\_.

### 30 SECOND SPOT

The Pacific Coast Winds will present a free concert in \_\_\_\_\_ (city) on \_\_\_\_\_ (day and date). The Pacific Coast Winds, under the direction of Major Douglas Monroe, will provide a varied and enjoyable program for all ages. The refreshing sounds of the fifteen piece ensemble can be heard at \_\_\_\_\_ (time) in \_\_\_\_\_ (auditorium). For more information write to: \_\_\_\_\_ or call \_\_\_\_\_.