

**SPONSOR
INFORMATION
GUIDE**

“Kittyhawk Clarinet Quartet”

SPONSOR INFORMATION GUIDE

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FOREWORD

In the near future, The Air Force Band of Flight's "*Kittyhawk Clarinet Quartet*" 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 significant responsibilities will be to obtain the best possible concert site, inform the citizens in your area of the group's performance, encourage them to attend, maintain control of the free admission tickets and assume all related incidental costs.

Although we urge you to follow this guide closely, we also recognize the importance of your experience and knowledge. It is not our intention 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. This allows flexibility in bringing your ideas and ours together to ensure a successful appearance by *The Kittyhawk Clarinet Quartet*.

Questions not answered by this guide should be directed to:

Kittyhawk Clarinet Quartet Performance Coordinator

AF BAND OF FLIGHT

BUILDING 1420

3920 LEAR STREET

WRIGHT-PATTERSON AFB OH 45433-5721

PH (937) 656-3308 FAX (937) 257-3048

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

ALAN SIERICHS, Lieutenant Colonel, USAF
Commander/Conductor

PUBLIC SERVICE CONCERTS

Concerts by ensembles of The 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. They must not be used to raise funds for any purpose or appear to endorse any fundraising efforts. As such, **the appearance of any implied charge, such as a donation or free-will offering is prohibited.**

AIR FORCE POLICY ON EXPENSES

Under the policy now in effect, the United States Air Force defrays all travel expenses incurred while the quartet is on tour. These include transportation, housing and meals. There is no fee, as such, for the group. Any other costs, such as auditorium rental, lighting, heating, ticket and program printing, janitorial fees, union labor, etc., are the responsibility of the local authorities or sponsor(s). The U.S. Government cannot pay for these.

The concerts are events of community interest in which civic-minded individuals and organizations donate their time, effort, and money. In some instances, stagehands have contributed their services. In other situations the local union has paid the members as its contribution to the community. It is common practice for various city organizations, businesses and Chamber of Commerce members to give financial support.

PERFORMANCE COORDINATOR

The quartet's performance coordinator is **Staff Sergeant Wendy Harvey**. She will work with you on all details relative to the quartet's appearance, including personally meeting with you and your committee a few weeks prior to the concert date in order to finalize promotion strategy and visit the performance site. All questions should be directed to her at **(937) 656-3308**.

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. In many cases, rental fees for these auditoriums will be waived when the owners or managers understand the nature of these concerts.

Ideally, the concert site should be an auditorium seating 250 to 600, with a permanent stage providing a performance area of 20 feet wide by 15 feet deep. Past experience has shown college performance halls and large churches to be ideal performance sites.

PARKING FACILITIES

Adequate space should be available for the quartet's government provided passenger van at the auditorium site. However, individual *Kittyhawk Clarinet Quartet* 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 and radio 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 an effort to save time and minimize complications, we will provide the following promotional materials:

PUBLICITY KITS: The fact sheets and other materials in this kit 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.

BIOGRAPHICAL SKETCHES: Approximately five weeks prior to a performance, the performance coordinator will provide you with biographical sketches and photographs of 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. No ensemble of The Air Force Band of Flight has had an unsuccessful concert when all the local media assisted in the promotion.

NEWSPAPERS

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. 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 or quarter-page ad. **The objective is to inform as many people as possible.**

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. (We ask that the slides be returned following the performance.) Sponsors are also requested to forward ten copies of each ad to the performance coordinator.

Phone interviews with the musical director and/or quartet members with local backgrounds make very effective human-interest stories and give newspapers still more material to work with. The quartet's performance coordinator can help arrange interviews based on the group'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 ensembles from The Air Force Band of Flight. Please remember that publicity is the most important aspect of a successful concert.

4 weeks prior to the concert

Run a full-page ad with pictures and a cutout ticket coupon stating that there will be a concert by **The United States Air Force Band of Flight's Kittyhawk Clarinet Quartet** in your community. The coupon and ad should state the time, location, the fact that **admission is free**, how tickets may be obtained, etc.

3 weeks prior to the concert

Same as 4 weeks

2 weeks prior to the concert

Include two general announcements stating that there will be a free concert by *The Kittyhawk Clarinet Quartet*. 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 quartet. 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 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 quartet 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 quartet 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 quartet. Run one final ad on how many tickets are 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 KITTYHAWK CLARINET QUARTET!"

"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."

Day after the concert

One of the most important writers to contact on a newspaper is its music critic or entertainment editor. Post-concert articles are extremely important to the mission of the band. They can tell those who did not attend what they missed, and those who did attend will have a reference when they tell their friends about the performance.

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.

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.**

RADIO AND TELEVISION STATIONS

Approach the station owner, manager and/or program director for assistance. When presenting the station with material about the event, stress that all time devoted to advertising

can be logged as public service time. A sample public service announcement follows on the next page.

FOR IMMEDIATE RELEASE:

The **United States Air Force Band of Flight's Kittyhawk Clarinet Quartet** from Dayton, Ohio, under the direction of Technical Sergeant Carolyn Sargent, will perform on date, at time, at the location. Although admission is FREE, tickets are required and are available at location. For information, call _____.

ADDITIONAL SOURCES

There are many additional ways to "get the word out" to all of the people in your community. Clubs, civic organizations, and businesses will often volunteer time, money, and manpower. A few are listed below, along with some very good ideas that have been used in the past.

- | | |
|-----------------------------------|--------------------------------------|
| Air Force Association | Lions Club |
| Air Force ROTC | Moose |
| American Legion | Music Clubs |
| Boy/Girl Scouts | Optimists |
| Boys/Girls Club | Order of Odd Fellows |
| Churches & Synagogues | Press Club |
| Civil Air Patrol | Rotary Club |
| College & University Alumni Clubs | Service Academy Parents' Clubs |
| Country Clubs | University Fraternities & Sororities |
| Elks Clubs | VFW and other veterans organizations |
| High School & College Bands | Jaycees |
| Kiwanis | Women's Clubs |

- An advertising firm providing their billboards to use in promoting the concert.
- Corporations will often provide their large electronic signs which are visible to thousands daily. In addition, some may publish in-house newspapers or have other information outlets for their employees.
- Clubs and Civic Organizations should always be notified of the concert as they may even volunteer in promoting the concert, or even providing manpower for ushers. Please severely limit or do not distribute block tickets to these groups, however. Our past experience has shown that many of these tickets go unused.
- 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 many 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. In addition to appreciating the information on the concert, they oftentimes wish to arrange a short performance or master-class at their school.

PRINTED PROGRAM

Obtaining a quality, printed program is the responsibility of the sponsor. All of the information and materials needed to print the program have been included with this guide, as well as sample programs from past concerts. Be sure to use the information from the packet and **not the sample programs**. The music selections will be different from the samples, and there may have been rank and/or personnel changes.

Advertising, per se, is not permitted in the program. Businesses and individuals that contribute toward the cost of printing can be listed as donors, and their valuable assistance can be acknowledged from the stage. Business firms and individuals that contribute toward the cost of printing can, however, be listed as donors. Please use the following guidelines when assembling the program:

- 1) The paper may be of any quality, although medium to high quality makes for a more impressive program. Any color and number of inks may be used. **Please do not use mimeograph.**
- 2) The original paper size should be standard 8.5 x 11 or any size which can be folded into a standard size program (5.5 x 8.5).
- 3) The cover should contain the following information:
 - THE UNITED STATES AIR FORCE BAND OF FLIGHT'S *KITTYHAWK CLARINET QUARTET*
 - Date (day, date, month and year)
 - Time, location
 - Sponsor identification

The layout and design of the cover page are up to the sponsor. Examples of past programs have been provided, but you need not feel limited to these formats. Creativity is encouraged and appreciated!

- 4) Additional pages should contain the following information:
 - Program selections
 - Members' individual biographies
 - Information from the Kittyhawk Clarinet Quartet and The Air Force Band of Flight fact sheets.
 - **The following should be centered at the bottom of the last page:**

*Please address comments regarding this program to:
General Gregory S. Martin, Commander
Headquarters AFMC/CC
4375 Chidlaw Road Suite 1
Wright-Patterson AFB OH 45433-5001*

*Comments may also be left on the Band's web-page at:
<http://bandofflight.wpafb.af.mil/>*

5) Optional, but desirable if space permits, is a picture of the Kittyhawk Clarinet Quartet.

Standard arrangement of the information is the cover sheet, the musical selections, members' biographies, Kittyhawk Clarinet Quartet fact sheet, Air Force Band of Flight fact sheet, and the program notes as an insert. Although we ask you to keep it neat and professional, again, creativity is encouraged and appreciated. If you have any questions concerning the layout, please direct them to your performance coordinator.

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. Tickets need to be ready for distribution by the date the first ad appears in the newspaper. **NOTE:** Please mail or fax a sample of your tickets to your performance coordinator before beginning a mass printing.

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. Distribute tickets only through news releases and radio and TV spot announcements, stressing that people request tickets in writing from a central location. Have an address to which people can send their ticket requests along with a self-addressed, stamped envelope.

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 won't 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. Your performance coordinator can provide you with 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 by 7:45 p.m. Doors will be opened to the general public at 7:50 p.m." (Adjust these times to meet your selected performance 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.

DIGNITARIES & RESERVED SEATING

It is always beneficial to have the state, city, and community officially behind your promotion efforts. The governor, mayor, city council or similar individuals should be personally requested to put their official influence behind this cultural gift to the people of their state and city.

One very effective way is to invite the governor and mayor to the concert. Having a reserved seating section for these dignitaries is something we certainly encourage. However, keep in mind the larger the section, the more difficult it is to control.

INTRODUCTION OF THE KITTYHAWK CLARINET QUARTET

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 Kittyhawk Clarinet Quartet* 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 performance coordinator 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. If you prefer, you may fax directions to (937) 257-3048.

THANK YOU!

It is impossible to measure the good will that can be created by a successful appearance of The Air Force Band of Flight's *Kittyhawk Clarinet Quartet* in your town or city. From the standpoint of local community relations, this performance is a "musical gift" presented by your organization(s) to the people of your community. As our sponsor, your job is most important, and we trust the ideas listed in this guide will prove helpful in coordinating the

details necessary for complete success.

Putting together a concert is a tough job and we greatly appreciate your efforts. Thank you in advance for all your hard work. We are sure that you and all other co-sponsors will be thoroughly delighted with the *Kittyhawk Clarinet Quartet* and the positive reaction you will receive from the public following the concert.

OUR SUCCESS IS YOUR SUCCESS!

QUICK REFERENCE GUIDE

DATE: _____ TIME: _____ LOCATION: _____

PERFORMANCE SITE INFORMATION:

POC: _____ PH: _____ FAX: _____

HALL NAME: _____ CAPACITY: _____ RAIN-SITE: _____

ADDRESS (Street): _____

ADDRESS (City, State, Zip): _____

MEDIA:

SPONSOR: _____ CONTACT: _____ PH: _____

_____ (date): Ticket designed & printed (Fax sample to (937) 257-3048)

_____ (date): Enlist Radio/TV/Business/Industry/Clubs & Organizations

_____ (date): First Newspaper Ad (Send 10 – 20 samples to USAF Band of Flight)

_____ (date): Program designed & printed (Fax sample to (937) 257-3048)

_____ (date): Send map & directions

_____ (date): Ushers Arranged

MISCELLANEOUS:

Additional newspaper/radio/TV Ad dates: _____, _____, _____, _____,
_____, _____, _____, _____, _____.

Ongoing Publicity & Notes: _____

Date/Time Quartet Arrives _____ (Sponsor to meet group)

VIP/Dignitaries: _____

Time doors open to general public: _____ Media photographer arrives: _____ (time)

Day after Concert: Please send reviews, newspapers articles, etc. to USAF Band of Flight