The United States
Army Field Band

Volunteers

The Musical Ambassadors of the Army
Washington, DC

Sponsor Guide

Spring 2007

Our Mission

"I want you to organize a band that will carry into the grassroots of our country the story of our magnificant Army, its glorious traditions and achievements; and of the great symbol of American manhood—the ground Soldier."

—General Jacob L. Devers
Commanding General
Army Ground Forces, 1946

Quick Reference Guide

Please direct all written correspondence to:

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THE U.S. ARMY FIELD BAND
4214 FIELD BAND DRIVE
FORT MEADE MD 20755-5330

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www.armyfieldband.com

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FOREWORD

From Boston to Bombay, Tokyo to Toronto, The United States Army Field Band has been thrilling audiences of all ages for more than half a century. As the premier touring musical representatives for the United States Army, we travel thousands of miles each year presenting a variety of music to enthusiastic audiences throughout the nation and abroad.

The organization's four performing components, the Concert Band, the Soldiers' Chorus, the Jazz Ambassadors, and the Volunteers, each tour more than 100 days annually. Through their performances, these "Musical Ambassadors of the Army" keep the will of the American people behind the members of the armed forces and support diplomatic efforts around the world.

Without the assistance of our dedicated sponsors, much of this mission could not be accomplished. Each concert by the "Musical Ambassadors of the Army" is sponsored by local media, or service organizations and businesses with media support. Sponsors provide suitable concert sites and conduct publicity campaigns designed to fill these venues.

Thank you for your interest in providing this valuable public service to your community by sponsoring the Volunteers. As a result of your commitment, you will be promoting civic pride, supporting our armed forces, instilling a renewed patriotism, and providing world-class entertainment for your citizens.

This Sponsor Guide is designed to assist you in preparing for our appearance in your area. We have provided information that has proven effective in drawing capacity audiences throughout the United States, from small town to major metropolis. To ensure a successful concert, we encourage you and other key members of your sponsoring organization to take time to read through this guide. Our time-tested methods combine an effective blend of media publicity, ticket distribution, and total community involvement.

"...this group not only put on a great show...they were also very good ambassadors for the Army."

—Keith L. Brobst
Bernville, PA

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Concert Sponsorship

General Requirements

An official sponsor of an appearance by The U.S. Army Field Band is responsible for expenses associated with hosting and publicizing the performance, including the following:

Providing a Concert Site

Performances by the Musical Ambassadors of the Army attract a diverse audience from the local community. To ensure adequate seating and sufficient stage size, a municipal auditorium, civic center, theatre, or concert hall is frequently the best choice for an appropriate venue. However, in many circumstances, it is necessary to stage concerts in gymnasiums, fieldhouses, or outdoor venues to accommodate larger audiences. *(See Concert Site Specifications on page 2 for further information.)*

All costs associated with the concert site, including rental fees, utilities, maintenance costs, union labor, liability insurance, staging, etc., are normally defrayed by the sponsor.

Publicizing the Concert

The sponsor is responsible for conducting a publicity campaign designed to attract a capacity audience. Although the sponsor covers the cost of paid advertising, the Field Band will provide publicity materials and guidelines to assist the sponsor in effectively promoting the concert. *(See page 7 for additional information.)*

Printing and Distributing Tickets

Controlled ticket distribution is a key element in assessing the effectiveness of advertising and guaranteeing a capacity audience. The use and distribution of tickets is discussed in detail beginning on page 5.

Printing a Program

It is recommended that the sponsor print programs and arrange to distribute them to the audience. The Musical Ambassadors of the Army will provide the sponsor with a copy-ready program listing the personnel and repertoire for the performance. *(See page 12 for additional information and a sample program.)*

Special Considerations

Performances by components of the Field Band must be free and open to the general public. Although no charge can be specifically levied to enable a person to attend a Field Band performance, organizations may collect a general admission fee where appearances are incidental to the event for which admission is charged (i.e., fairs, festivals, expositions, conferences, etc.) Admission, seating, and all other accommodations and facilities connected with all events must be available to all without regard to race, color, creed, or national origin.

The Musical Ambassadors of the Army are prohibited from participating in any event that directly or indirectly benefits or appears to benefit or favor any private individual, commercial venture, sect, or political or fraternal group. The organization cannot be associated with solicitation of funds or solicitation of votes in an election.

Expenses

Sponsor Obligations

As previously stated, the sponsor is responsible for providing the concert site. Any costs incurred for the use of the site, as well as for advertising, publicity, and printing of tickets and programs, are normally paid by the sponsor.

The sponsor must also obtain all necessary permits, pay any licensing fees, and comply with all municipal, state, or federal laws, rules, ordinances, and regulations relating to the performance.

"Sponsors get tremendous mileage out of these appearances, and for very little out-of-pocket expense. A newspaper publisher would be nuts to turn down an opportunity like this."

—Douglas J. Anstaett, editor and publisher
The Newton Kansan

Department of the Army Support

The Department of the Army pays for all U.S. Army Field Band lodging, meals, and transportation for travel within designated tour areas. Events outside normal tour areas are considered on a case-by-case basis.

Community Partnerships

Sponsors may develop partnerships with other organizations to help defray expenses. When primary sponsors are not able to support both advertising costs and concert logistics, newspapers, radio, and television often partner with school districts, universities, recreation departments, and other arts organizations to provide performance venues. City councils, mayors' offices, tourism boards, and chambers of commerce may contribute administrative support and funding. Veterans associations, such as the American Legion and Veterans of Foreign Wars, can help promote concerts and military awareness, as well as providing color guards and ushers.

Concert Site Specifications

Venues

The Volunteers normally perform in established concert halls with a seating capacity of 1,000 or more. The hall should have a loading dock and/or overhead door with level access to both stage and house areas to facilitate the safe, efficient movement of large equipment.

Gymnasiums and arenas are also suitable venues for Field Band performances. If staging is not available in this type of setting, the band may be set up on the floor.

Outdoor venues should be established concert facilities, such as bandshells or amphitheatres, with adequate lighting, and electrical facilities capable of supporting sound amplification equipment.

Stage Dimensions

Performances by the 6-piece showband require an optimum stage size of 24´ wide and 24´ deep. This area should be unobstructed, and should not include wings or space occupied by acoustical shells, curtains, or other backdrops.

Electrical Circuits

The Musical Ambassadors provide their own sound system, which requires four (4) separate circuits (110-volt, 20-amp, 3-prong outlets) in the stage area.

Optionally, a power distribution unit with bare end pigtails can be provided by the Field Band. This requires a minimum of a 100-amp, 2-phase connection close to the stage.

"This show was spit and polish from beginning to end."

—Janelle Gelfand, music critic
The Cincinnati Enquirer

House Mix Area

Audio mixing equipment will encompass an area of approximately 6´ x 14´. If there is no designated house mix area, this usually results in the loss of approximately 24 patron seats.

The mix position should be centered left to right in the house, and approximately 2/3 the distance from the stage to the back of the house. This location may be modified to avoid overhanging balconies.

Lighting

Use of onsite lighting will be coordinated by the Field Band stage manager. Venues should comply with the following guidelines:

- Overhead white stage lighting is essential and should be bright enough to read newsprint without difficulty.
- Footlights are not desirable.
- Houselights should be dimmed or turned off during the performance.
- A lighting technician to operate the house lighting console should be available upon setup crew arrival and throughout the concert.
- A follow-spot may be utilized, depending upon lighting conditions and the availability of an operator.

Optional Equipment

The following equipment, if available onsite, may be used onstage by the Field Band:

- Two (2) risers, 4´ wide x 8´ long x 8˝ high
- An acoustical shell, provided it does not infringe on the minimum stage requirements previously listed

Additional Rooms

At least one large room should be provided as an area for warmup and instrument case storage. This room should be in close proximity to the stage and contain eight (8) chairs.

Two small dressing rooms, if available, should be provided for the male and female performers.

"I had so many people come up to me during the intermission to tell me what a great job the band was doing and to thank the newspaper for bringing them to town."

—David Bell, publisher
Leader Union
Vandalia, Illinois

Vehicle Parking

The Volunteers setup crew travels with a 45´ tractor/trailer and two vans. If possible, the tractor/trailer and vans should be allowed to remain at the loading dock until after the concert to facilitate the reloading of all equipment. For the safety of patrons, trucks must be in loading position prior to the end of the concert, as teardown begins immediately after the conclusion of the program. Reserved parking for all other vehicles should be provided near the offloading area.

Setup Time

Entry, lighting, and access to power must be made available to the Volunteers setup crew two and a half (2.5) hours prior to concert time. Setup for outdoor venues normally begins three (3) hours prior to the concert.

If the Tour Coordinator foresees a logistical problem with the venue or load-in, the setup time may be extended.

Publicizing the Concert

Use and Distribution of Tickets

Reasons for Ticketing

For more than five decades, the Musical Ambassadors of the Army have traveled throughout the United States, performing in diverse venues in communities of all sizes. Attendance at Field Band concerts averages more than 95% of the total number of available seats.

Our experience has shown that the key to building a capacity audience is a well-managed mail-in ticket campaign. Although concerts must be free and open to the public, the use and distribution of tickets benefits the sponsor by—

- Helping advertise the performance
- Stimulating and maintaining community interest
- Gauging the success of publicity
- Maximizing advertising value
- Providing a friendly reminder to patrons
- Assisting with crowd control

"Not only was the band's concert superb in every respect, but their dignified, professional demeanor and presentation served as a fine representation of the U.S. Armed Forces."

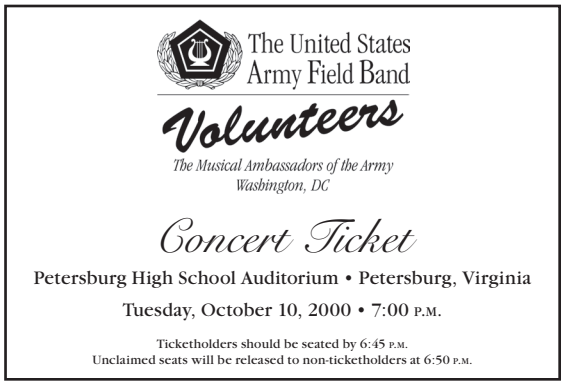
—Terry Blackley, Dean, Fine Arts Division
Fullerton College
Fullerton, California

Mandatory Overprint

To guarantee a full house, print and distribute 1/3 more tickets than the seating capacity of the venue. Statistics show that even when ticket distribution is properly controlled, only 75% of ticketholders will attend the performance. Overprinting by 1/3 compensates for this difference and ensures a capacity audience.

Printing of Tickets

Tickets should be printed a minimum of six (6) weeks prior to the event. All tickets are for general admission and should look identical; do not number or color-code tickets.



Print the following announcement on all tickets and include in all advertising (*see example on previous page*):

Ticketholders should be seated by 0:00 PM*

Unclaimed seats will be released to non-ticketholders at 0:00 PM**

** 15 minutes before the concert ** 10 minutes prior to concert*

Distribution

Controlled distribution of tickets is crucial to monitoring the progress of the publicity campaign. Sponsors should designate a single mail-in distribution point, rather than freely distributing tickets through libraries, banks, stores, etc. Uncontrolled distribution encourages people to take more tickets than they intend to use. This results in an inaccurate audience projection and will prevent proper implementation of the overprint policy.

A mail-in coupon for tickets should be included with all advertising. *(See sample on this page.)* Patrons must be required to forward these coupons to the sponsor to obtain tickets.

Requestors should submit a self-addressed, stamped envelope with their mail-in coupon. This will reduce the cost and manpower required to fulfill requests.

Limit the number of tickets for each request to 4–6; this ensures that most people who request tickets will be able to attend.A person or group who needs more tickets should send in additional coupons or contact the sponsor directly.

Sell-outs

After the initial advertising and first appearance of the ticket coupon, sponsors are frequently flooded with requests and run out of tickets very quickly. Once all tickets have been distributed, rerun the original ticket coupon with the words "SOLD OUT" in bold print. Remind patrons that 10 minutes prior to the performance, unclaimed seats may be filled by non-ticketholders.

Ticket Collection

The sponsor should arrange to have people available at the concert to collect the tickets and to distribute programs. Most concertgoers will have taken the time to obtain tickets for the performance. Collecting the tickets assures them that they have priority seating over non-ticketholders. Conversely, if tickets are not collected at the door, it gives the impression that this process was not necessary.

Publicity Methods

A comprehensive publicity campaign is essential to make the community aware of an upcoming concert by the Musical Ambassadors of the Army. The sponsor's investment of time and resources in a well-run promotional campaign will stimulate community interest, generate ticket requests, serve as timely reminders, and produce a capacity audience.

The Field Band's time-tested methods of promotion include a variety of print and broadcast media. An effective sponsor will implement a diverse blend of the following methods to publicize the concert.

"Never, in our twenty-nine years of presenting our nation's finest military bands, have we witnessed anywhere the excitement your band generated—the whole town is still talking about your performance."

—Paul Estefan, president
The Ridgefield Kiwanis Club
Ridgefield, Connecticut

Newspaper Advertising

A local newspaper is frequently the most cost-effective and easiest way to reach the general public. The publicity campaign is usually initiated about four weeks prior to the performance, with a full or half-page newspaper advertisement announcing details of the concert date, time, and location. Photographs to attract visual interest and the mail-in coupon for tickets are essential parts of this first release.

Additional advertisements should be run as necessary to ensure complete distribution of tickets. (*See Promotion Schedule on pages 12–13 for recommended follow-up.*) Feature stories, background information, photographs of the component, and biographies of conductors and soloists will continue to generate interest, inform readers, and remind ticket-holders of the upcoming event.

Radio and Television Advertising

Purchasing advertising time on radio and television can be very expensive. However, as military band concerts are provided free of charge as a community service to local residents, many stations will be willing to air press releases in the form of public service announcements (PSAs).

Prepared PSAs for radio and television broadcast can be obtained directly from the Musical Ambassadors of the Army. (*See page 9 for information on Promotional Materials.*) These PSAs should be customized to include the date, time, and location of the concert, and specific information about obtaining tickets.

Additional airtime can be generated through local news programs and talk show interviews. Special features about Field Band "hometowners," sponsoring organizations, commemorative events, or area military residents can result in substantial amounts of unpaid publicity. Live interviews with conductors and other key members of the organization can be conducted by telephone or arranged the day of the performance. Please refer all requests for interviews to the Tour Coordinator.

Internet Advertising

Volunteers

Unlike print media, radio and television promotion do not allow as much time for the listener or viewer to note the address or phone number for concert details or tickets. However, the advent of websites for broadcast media now permit residents to access station homepages for further information on local concerts and special events.

The Field Band provides a variety of digital materials which broadcasters, sponsoring organizations, and ticket distribution points can use to promote the concert. (*See Promotional Materials on page 9.*) Links to the Field Band's homepage can also be established to allow internet users to locate more information about the performing group and its members.

"I start planning with your Operations personnel very early. The sponsor guide lays out the details of booking a show. It has photographs and biographies to use in our advertising. It is a great tool that a sponsor can take advantage of."

—Bob Paddock, Sr., publisher
Paddock Publications
Chicago, Illinois

Poster Distribution

Large color posters can be obtained from The U.S. Army Field Band. These posters should be overprinted by the sponsor to indicate the concert date, time, location, and the source for obtaining tickets.

Posters are especially effective in libraries, schools, municipal buildings, commercial establishments, civic organizations, veterans' associations, and U.S. Army Recruiting offices. Sponsors can reduce manpower requirements for distribution of posters by involving other agencies or utilizing volunteers.

Special Invitations

Sponsors frequently seek the endorsement of state and local officials. This enhances community support and recognizes the concert as an official civic function. Special invitations are normally extended to a limited number of distinguished guests (i.e., governor, mayor, city council, federal and state senators and representatives, and high-ranking officers of the Armed Forces). Some may wish to make formal proclamations or presentations on the day of the performance. A list of dignitaries should be provided to the Tour Coordinator prior to the concert.

Promotional Materials

The U.S. Army Field Band will provide a variety of promotional materials to assist the sponsor in advertising the concert. These items are designed to substantially reduce the human resources and production costs required for sponsors to manage an effective publicity campaign.

Many of these resources are available online in digital formats for download by sponsoring organizations. These include photographs, logos, posters, audio files, features, and biographies. To download these materials—

1. Go to www.armyfieldband.com.
2. Click on CONCERT SPONSORSHIP at the top of the homepage.
3. Click on VOLUNTEERS at the top of the page.
4. Click on any item in the list of Media Materials on the left side of the page.

Sponsors are encouraged to use these promotional materials to customize local publicity. Articles and photographs are easily transferred into print media. Advertising layout formats can be modified as needed, and press releases can be printed on the sponsor's letterhead.

"The work of your advance crews, your set-up people, and the musicians made our job as sponsor easy"

—Daniel J. Warner, senior editor
The Eagle Tribune
Lawrence, Massachusetts

Print Media

The following media resources are available online as PDF, JPG, or EPS files for download as described above. Minimal alterations or over-prints may be necessary to customize these items for local concerts:

- Brief biography of the performing component(s)
- Publicity photographs of the organization
- Feature stories including historical information and background
- Official press releases
- Logo sheets and artwork
- Color posters

Hard copies of many of these materials are also included in the Media Kit provided by the Tour Coordinators. This kit also includes examples of sample programs, tickets, and advertisements.

Concert Programs

The sponsor is responsible for the printing and distribution of programs.A pre-formatted template, with a complete list of selections, a roster of performers, and a cover design which the sponsor can customize, will be made available for download in Portable Document Format (PDF). This format may be used as is, modified with the sponsor's name and logo, or used as a starting point for creating personalized programs.

To download concert programs from the Field Band's website:

1. Go to www.armyfieldband.com.
2. Click on CONCERT SPONSORSHIP at the top of the homepage.
3. Click on VOLUNTEERS at the top of the page.
4. Click on PROGRAMS on the left side of the page.
5. Follow instructions at the top of the PROGRAMS page.

The United States Army Field Band

Colonel Thomas H. Palmatier, Commander ..... Ballston Spa, NY
Lieutenant Colonel Beth T. M. Steele, Deputy Commander.....Ames, IA
Chief Warrant Officer Gordon K. Kippola, Volunteers Officer-in-Charge ..... Seabeck, WA
Command Sergeant Major David W. Keller, Command Sergeant Major ..... Bergen, NY

Volunteers Personnel

Sergeant Major Parris Spivey, director, guitar, vocals, and chief arranger, is a native of Buffalo, New York. Since joining the Army in 1976, he has played in the 25th Infantry Division Band at Schofield Barracks in Hawaii; the 392nd Army Band at Fort Lee, Virginia; and the 1st U.S. Army Band at Fort Meade, Maryland. He joined the Field Band in 1989.

Master Sergeant Kirk Kadish, keyboard, hails from Melvindale, Michigan. He entered the Army in 1990, serving on the faculty of the Armed Forces School of Music in Norfolk, Virginia. He was assigned to the Field Band in 1994. A freelance composer and arranger, MSG Kadish earned his bachelor's degree from the University of Michigan and his master's degree from Towson University.

Sergeant First Class Howie Smith, audio, joined the Army in 1994. He has serv[illegible] member of the 101st Airborne Division and of the 5th Signal Command in Mannhe[illegible]hich t[illegible] him on a six-month tour of duty in Bosnia, an[illegible] as a g[illegible]r player a[illegible] au[illegible]chnici[illegible]h the USAEUR band, which provided troop suppo[illegible]roughout Europ[illegible]FC Sm[illegible]me to t[illegible]ld Band in 2003 as an audio technician. SFC S[illegible] releas[illegible] a sol[illegible]re[illegible]g and [illegible]nues to perform throughout the Baltimore area.

Staff Sergeant April Boucher, vocalist, served 11 [illegible] in [illegible] Navy with the Pacific Fleet Band in Pearl Harbor, HI, and the Navy Ba[illegible]outheas[illegible] Jacksonville, FL. She studied private voice for 6 years with Carol Marty. She also taugh[illegible] voice and served as an ear-training instructor for the Naval Sea Cadets. SSG Boucher has been a featured soloist at various high-profile events, including the film premiere of Pearl Harbor and Jacksonville Jaguars football games.

Staff Sergeant Peter Krasulski, bass, joined the Army in 1998. A native of Washington, DC, he has served with the 82nd Airborne's "All-American" Band, the 8th Army Band in Korea, and the 4th Infantry Division Band, with which he was deployed to Iraq. A graduate of St. Petersburg College, SSG Krasulski joined the Field Band in 2005.

Staff Sergeant Gerald Myles, drums, performed professionally at Walt Disney World and throughout the east coast before joining the Field Band in 2005. A native of Norwalk, Connecticut, he has studied jazz at the University of Massachusetts and the University of Hartford. SSG Myles has also taught drumming for high school marching bands and for inner- city students.

Staff Sergeant Randy Wight, vocals, is a native of North Syracuse, New York. He joined the Army in 2004 following an extensive career as a solo performer and studio musician. A skilled keyboardist and drummer, SSG Wight is a graduate of Cayuga Community College.

The United States Army Field Band

Volunteers

The Musical Ambassadors of the Army
Washington, DC

Sample

The United States Army Field Band

Volunteers

The Musical Ambassadors of the Army
Washington, DC

Sample

The Volunteers is the United States Army's premier touring show band. This talented and entertaining group of military musicians is a component of The United States Army Field Band from Washington, DC. Other components of the Field Band include the Concert Band, the Soldiers' Chorus, and the Jazz Ambassadors. Known as the Musical Ambassadors of the Army, the internationally acclaimed Field Band travels thousands of miles each year presenting a variety of music to enthusiastic audiences across the United States and abroad.

Since its inception in 1981, the Volunteers has entertained audiences in all fifty states, Canada, Mexico, Puerto Rico, Nicaragua, Belgium and Guantanamo Bay, Cuba. Performances have included Mardi Gras in New Orleans, the Indianapolis 500, Nashville Now, the Calgary Stampede, and many state fairs and festivals across the country.

These musicians are equally at home performing before an outdoor crowd of 100,000, in formal concert settings, or at a hospital bedside. They have entertained audiences of all ages in venues ranging from state fair main stages and school auditoriums to senior citizen centers and children's hospitals. For outstanding support of the Army's community relations program, the members of the Volunteers have received the Army Community Relations Award of Excellence.

Performances by the Volunteers have been described as "outstanding entertainment with energy and inspiration." The entire family will be entertained and inspired by their exciting blend of popular American music, including rock 'n' roll, standards, country, jazz, and patriotic.

Highlights

Rock'n Roll and Pop—The Volunteers share today's top hits in their exciting live show. The latest music from young artists such as Avril Lavigne and Outkast comes straight from the radio to the audience.

Rhythm and Blues—This segment includes music for the young and the young at heart. Featuring Motown hits from Luther Vandross, Stevie Wonder, and others, these R&B favorites will surely be enjoyed by all.

Patriotic—No military band concert would not be complete without patriotic music. Contemporary songs arranged by the Volunteers include the music of Lee Greenwood and Irving Berlin. The Volunteers also feature a musical salute to the past and present members of the armed forces.

☆ ☆ ☆

Our Mission

The Mission of The United States Army Field Band is to "carry into the grassroots of our country the story of our magnificent Army." In performances across America and throughout the world, the men and women of this organization take great pride in reflecting the excellence of all our nation's Soldiers.

Learn More

For further information about current vacancies, performance tours, concert sponsorship opportunities, and education outreach programs, visit our webpage at—www.armyfieldband.com

U.S.ARMY

Your comments

about our program are greatly appreciated and may be sent by e-mail to—
field.band@us.army.mil
or to the following address—
Office of the Chief of Public Affairs
RE: The U.S. Army Field Band
1500 Army Pentagon
Washington, DC 20310-1500

Promotion Schedule

Regardless of the publicity methods selected, the proper timing of press releases, advertisements, articles, and PSAs is crucial to an effective campaign. Advance planning and preparation will allow each of the promotional elements to "hit" the market at the proper time.

Keep in mind that promotion should not end when all tickets have been distributed. It is important to keep the event in the public eye until the day of the performance. This will maintain interest in the program, remind ticketholders to attend, guarantee a capacity audience, and acknowledge the sponsor's service to the community.

The Musical Ambassadors of the Army have been presenting concerts throughout the nation for more than fifty years. This experience has led to the development of the following Promotion Timetable, which should serve as a guideline for the sponsor's publicity campaign.

"We consider your concert the premier event of the season.

Here are just some of the quotes from those who attended:

'superb'

'wonderful'

'magnificent'

'great'

'splendid'

'breathtaking'

'The selections were marvelous.'

'It warmed my heart.'

'It brought tears to my eyes.'

'expressed so well my love for and pride in my country'

'The performers were so talented.'

'fine representatives of the best in our country.' "

—Jeanne Busse, Chairman
Warren Cultural Commission
Warren, Michigan

Promotion Timetable

Time Frame	Print Media	Broadcast Media
6 weeks out	• Send tickets to printer • Extend special invitations • Arrange for guest musicians	•
5 weeks out	• Customize ads	• Prepare press releases and PSAs
4 weeks out	• Run full page ad and photos announcing concert; include date, time, place, ticket information	• Air PSA for ticket info • Upload information to website and link to Field Band homepage
3 weeks out	• Run photo and brief component bios • Run second ad, if needed	• Rerun PSA for ticket info, if needed
2 weeks out	• Send programs to printer	•
	• Run "Sold Out" ad, and/or feature story with photo • Prepare 2nd release for Events Calendar	• Include listing on Events Calendar
1 week out	• Run photos and bios on conductors • Run "Sold Out" ad, but highlight information for non-ticketholders	• Run PSA reminder, highlighting information for non-ticketholders • Include info in events calendar
6 days out	• Run feature on Soldiers' Chorus • Run listing in entertainment section	• Air interview with Sponsor
4 days out	• Run feature on hometowners	• Run PSA reminder, include non-ticketholder information
1 day out	• Run large ad on entertainment page • Run feature on program selections	• Run PSA reminder, include non-ticketholder information
Day of concert	• Run reminder about concert • Include info for those without tickets	• Air live interview with conductor • Air coverage on late news
1 day after	• Run review of concert with photos	• Follow up on broadcast news

On Concert Day

Miscellaneous

"Thank you calls flooded the telephone switchboard at the newspaper the morning after the concert thanking us for sponsoring the performance."

—John H. Howe, executive editor
The Citizen
Laconia, New Hampshire

Reserved Seating

The sponsor may reserve a minimal number of seats for dignitaries, but should avoid reserving large blocks. It is essential that all ticket-holders have an equal opportunity to hear the concert and to select prime locations first-come, first-served.

Introductions

The components of the Field Band each have narrators that will introduce the organization to begin the program. Following the opening composition, sponsors are invited to welcome the group to the local community. Sponsors should provide the Road Manager with a list of all dignitaries and welcomers, so appropriate introductions can be made.

Color Guards

Local color guards often support Field Band concerts. The sponsor may invite military, veterans, or ROTC organizations to open the program and to remain in place for *The Star Spangled Banner*. Again, the sponsor should notify the Tour Coordinator in advance if a color guard will be used. On the day of the performance, a representative of the color guard should arrive backstage 40 minutes prior to the concert time to coordinate with Field Band personnel.

Proclamations and Presentations

Any of the dignitaries mentioned under *Special Invitations* on page 8 can be invited to the stage to make a formal proclamation or presentation. Prior to the concert, the sponsor should provide the Tour Coordinator with the names and titles of presenters.

Recruiters

Field Band performances increase military visibility in communities throughout the nation. Local U.S. Army Recruiters attend these concerts, where they are publicly introduced and acknowledged for their work. The Field Band will provide a tabletop display in the lobby for promotional materials, and to serve as a focal point for individuals interested in learning more about the U.S. Army.

Ushers

The sponsor is responsible for providing ushers to take tickets, pass out programs, and assist handicapped patrons. Frequently, local community groups will volunteer to serve as ushers; these include high school bands and choruses, ROTC units, college music clubs, veterans groups, and community service organizations. The sponsor should ensure that an adequate number of volunteers will be available prior to the time the concert site is opened to the public in order to relay instructions and assign personnel to specific locations. Two ushers are normally assigned per entrance.

Concert Recording

Individual recording of performances by the Musical Ambassadors is prohibited under the Copyright Law of the United States. Non-commercial recording by a radio station, cable TV company, or television news crew must be approved prior to the performance. Any radio or television station covering a concert assumes responsibility for obtaining mechanical licenses from the appropriate performing rights organizations.

Receptions

Occasionally, sponsors wish to host a post-concert reception for the members of the Field Band. Please discuss this option with the Tour Coordinator prior to making arrangements. In some instances, travel plans will not allow for extended time once equipment has been repacked and loaded on the trucks.

"We have hosted numerous musical military groups over the years, and none has done a better job. The group was professional in every way and the musical program was simply outstanding."

—James Close, concert coordinator
Statesman Journal
Salem, Oregon

Schedule for Performance Day

The Performance Day Timetable provided on page 16 should serve as a guide for the various activities that will take place on the day of the concert. The sponsor should ensure that all of the individuals and groups involved in the program are aware of their designated arrival times and meeting locations.

Performance Day Timetable

Time Frame	Activity
2.5 hours before indoor concerts	• Band arrives • House technical staff available onsite
1 hour before concert	• Ushers arrive onsite
45 minutes before concert	• House is opened for patrons holding tickets
40 minutes before concert	• Sponsor and Color Guard representative arrives to meet backstage with Road Manager and/or Narrator for instructions
30 minutes before concert	• Dignitaries should meet backstage with Road Manager
15 minutes before concert	• All ticketholders should be seated
10 minutes before concert	• House is opened to non-ticketholders
Concert Time	• Color Guard comes forward prior to playing of *The Star Spangled Banner*
Following *The Star Spangled Banner*	• Sponsor or representative is introduced to audience for opening remarks • Special guests are introduced • Proclamations and presentations awarded

"The professionalism and style of the band provided an enjoyable and memorable experience for all in attendance. We are proud to sponsor such an excellent concert!"

—Deborah Byrum, marketing director
Alameda Newspaper Group
Hayward, California