

☆ UNITED STATES AIR FORCE ☆
HEARTLAND of AMERICA BAND



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A NOTE TO OUR PARTNERS

In the near future, the **New Horizons** clarinet ensemble from the United States Air Force Heartland of America Band will perform in your community. We hope this partnership guide will assist you in preparing for this community event, enabling us to reach as many people as possible.

The success of our performance depends on good communication and cooperation between you and the New Horizons Operations Representative. Please contact the Operations Representative with any questions or concerns you may have.

We hope that you will consider bringing another USAF Heartland of America Band ensemble to your community in the future. A listing of our musical ensembles is posted in the back of this booklet for your convenience. You may request another group by contacting our Director of Operations by email at USAFHeartlandBandOperations@offutt.af.mil or by calling 402-294-8192.

Thank you for having us in your community and we look forward to working with you!



RAFAEL F. TORO-QUIÑONES, 1st Lt, USAF
Commander

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New Horizons



MSgt Shelley Steepe
Non-commissioned Officer-In-Charge



The United States Air Force Heartland of America Band's NEW HORIZONS clarinet ensemble is comprised of four of the squadron's finest clarinet players. Each member brings unique musical abilities to the stage which allows the group to present widely diverse and highly entertaining programs. The group's repertoire consists of selections from traditional clarinet ensemble literature, transcriptions of polkas and patriotic favorites, to movie medleys, Broadway show tunes and pop and jazz favorites.

At home in large auditoriums or in more intimate chamber concert settings, NEW HORIZONS encourages audience interaction throughout their performances. The group is perfectly suited for community outreach concerts, educational concerts and adding a touch of class to formal military events.

NEW HORIZONS honorably represents more than 325,000 Air Force professionals around the world who diligently watch over the skies protecting and defending all those who cherish freedom. We hope you afford us the opportunity to share the messages of bravery, sacrifice, courage and commitment of our brave men and women...the deployed Airmen of the United States Air Force.

New Horizons



Quick Fact Sheet



- New Horizons is part of the USAF Heartland of America Band based at Offutt Air Force Base, Nebraska.
- The group's mission is to inspire the hearts and minds of its audiences through music, creating a shared experience between the Airmen-Musicians on stage and the listeners in the audience.
- The group provides musical support for official military functions and community relations programs.
- All Musicians are Active Duty Airmen of the United States Air Force and have attended Basic Military Training at Lackland Air Force Base, TX.
- The group's touring area encompasses an eight-state region covering 680,000 square miles--the largest geographical area of any regional stateside Air Force Band. States included are Iowa, Kansas, Minnesota, Montana, Nebraska, North Dakota, South Dakota, and Wyoming.
- Each group member has an administrative duty that directly supports the operation of the Heartland of America Band.
- United States Air Force Airmen-Musicians are deployment capable.



PERFORMANCE REQUIREMENTS

Our partners will:

- Provide a stage area 40 feet wide by 30 feet deep. Auditoriums are the optimal concert venue. The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered. Concert sites with a smaller performing area will also be considered. Auditoriums are often scheduled a year in advance, so it is important that the site be reserved as soon as possible.
- Execute a publicity campaign sufficient to provide a capacity audience for the concert. Publicity materials and recommendations for publicizing the concert are included in this guide.
- Print and distribute free admission tickets, including a 30% overprint of the capacity of the concert venue.
- Reproduce a concert program.
- Ensure ushers are present at the concert. House ushers or local volunteers work well. While seating will be on a non-reserved basis, sponsors should provide people to collect tickets and distribute programs. Local Scout Troops and Jr. ROTC units can fulfill their community service requirements this way.

We encourage partners to:

- Reserve a special section for certain dignitaries (i.e. Mayor, Senator, military members).
- Take photographs of the band during performances. We would appreciate copies (preferably digital format) of any pictures taken.

EXPENSES

There is no fee for the New Horizons Clarinet Ensemble. The United States Air Force pays all expenses incurred for travel including transportation, housing and meals.

We request that any other costs, such as auditorium rental, lighting, heating, printing of programs and tickets, publicity, janitorial fees and the cost of hiring union labor when required, **be the responsibility of the local authorities or partner.** Often, companies will donate these services in support of a free community event.

All Heartland of America Band Concerts must be free and open to the public.

These concerts are presented as a public service to the community FREE OF CHARGE. Air Force bands may provide support for public events when they are of general interest and benefit to a local, state or national audience. These events are open to the general public regardless of race, creed, color, national origin, gender or religion. The Heartland of America Band will not participate in any event that directly or indirectly benefits or appears to benefit or favor any private individual, sect, political or fraternal group, or is associated with solicitation of funds or solicitation of votes in an election. Fundraising activities or other collections in connection with Heartland of America Band concerts is strictly prohibited.



TICKETING THE CONCERT

- Access to our concerts must be free, but tickets are required. Ticketing allows you to monitor the effectiveness of your publicity campaign and keep track of the expected attendance.
- Overprint and distribute at least 30 percent more tickets than the seating capacity of the venue. This may seem risky, but we have learned from past experience that an overprint guarantees a near capacity crowd as not everyone with a ticket attends the concert.
- Print “All ticket holders must be seated 10 minutes before the performance” on all tickets. For example: 6:50 for a 7:00 pm show or 2:50 for a 3:00 pm show. At 10 minutes prior to the concert, any remaining seats will be open to patrons without tickets.
- Do not number tickets. All tickets should be “General Admission” and not numbered or correspond to specific seats in the hall. All tickets should look the same (including the overprint tickets). Stress that all seating is general admission and there is no reserved seating (see Miscellaneous section for a possible exception)
- Avoid giving out large blocks of tickets to groups. If there are community groups (high school bands, retirement homes, etc.) who wish to request a large group of tickets, ask for an exact count so that unused tickets may be distributed.



SAMPLE TICKET



- **Use a central distribution point and maintain complete control of ticket distribution.** The most effective way to handle ticket distribution is to print a mail-in coupon in the advertisement for the concert (see figure 2 page 12). Patrons who have taken the time to clip and mail in a coupon with a self-addressed, stamped envelope are more likely to show up to a concert than those who grab a handful of tickets from a store counter. Another option is to have patrons visit your business and request tickets from a single distribution desk. Please do not place tickets at banks, stores, libraries, etc. for people to help themselves. As with any free item, people tend to take more than they need and the tickets will run out quickly, leaving a sparse audience at the concert.

- **“SOLD OUT” advertisement.** When you have run out of tickets, run a SOLD OUT advertisement that also states that seating will be open to non ticket holders 10 minutes prior to the concert. This will cut down on the ticket requests coming in and will help remind everyone of the performance.

- **Answer all ticket requests.** People who have taken the time to send in a self-addressed, stamped envelope will expect a reply. Either send tickets in response to requests, or once the tickets are gone send a regret letter stating that any remaining seats will be open to non ticket holders 10 minutes prior to the performance.

MARKETING STRATEGIES

Publicity materials and recommendations for publicizing the performance are included in this guide. These items are designed to save you time and trouble, but we also encourage you to create your own publicity materials that are tailored to your area. Since everyone should have an equal opportunity to attend the performance, publicity must be targeted to the general public. A suggested Publicity Schedule is also included as a timeline for a successful publicity campaign.

While publicity campaigns will vary based on the local needs, The United States Air Force Heartland of America Band concerts have always been successful when all the local media assisted in the promotion.

NEWSPAPER ADVERTISING

Highly recommended

Newspapers are an easy and cost effective way of informing the public of the concert. Newspaper partners have provided this service in the past and make excellent co-partners. At other times, local merchants or service clubs have provided these ads. Local merchants may state that the ad was paid as a community service; however, 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 your newspaper campaign approximately 4 weeks before the performance. This ad should contain photos, concert date, time, location and a ticket coupon (see figure 2 on page 12). The week prior to the concert, newspapers should run a notice and/or story to remind ticket holders of the performance. Sunday supplements are widely read and a picture story just before the concert will provide an excellent opportunity for many readers to learn more about the band and the upcoming performance.

BROADCAST MEDIA

Recommended when access to radio and TV stations is available

Advertisements should be timed to occur during prime viewing times and often enough that there will be a significant impact. Radio news releases can be integrated with television spots and are considered to be public service announcements.

DIRECT MAIL AND E-MAIL CAMPAIGNS

Recommended for organizations who have access to mailing lists of potential concert-goers

Create and mail a flyer with the concert information to selected mailing lists. Obtain e-mail lists from the venue or organizations such as the chamber of commerce or local school districts and send out an e-mail version of the flyer.

DISTRIBUTE POSTERS

Recommended for sponsors who have volunteer manpower

Produce posters with concert information and distribute to local office buildings, schools, churches and businesses.

☆ UNITED STATES AIR FORCE ☆
HEARTLAND of AMERICA BAND

Presents



**FREE
 CONCERT!**

Uplifting spirits of audiences across the midwest, the United States Air Force Heartland of America Band's **NEW HORIZONS** clarinet ensemble presents the world's most beautiful and exciting music, ranging from classical to jazz and everything in between!

Day, Date
Time - Doors open at ___ p.m.
Location, Address

Order your FREE TICKETS today!

Limit 4 tickets per request while they last!

For more information visit us at www.HeartlandofAmericaBand.af.mil

**GET YOUR
 TICKETS TODAY!**

Admission is free with
 complimentary ticket

Presented as a public service by

Sponsor Name(s)
and/or
Logo(s)

**ADMISSION IS
 FREE WITH TICKET**

Admission to the concert is FREE but you must have a ticket, available only with this coupon. To obtain your tickets (limit 4), visit: **Ticket pick-up location & hours**

or mail in this form to:

**Address of Ticket
 Distribution Office
 & Contact Name**

Mail orders please use self-addressed stamped envelope

Please send me _____ tickets
 (limit 4) to see the USAF New
 Horizons Concert

Name _____

Address _____

City _____

State _____ Zip _____

General Admission • No Reserved Seating

TICKETING AND PUBLICITY SCHEDULE

Well planned marketing schedules will maximize concert attendance.

3 WEEKS PRIOR TO CONCERT

Full page ad with pictures and a ticket coupon stating that there will be a concert by the United States Air Force Heartland of America Band in your community, giving the time, location, the fact that admission is free, how many tickets may be obtained, etc.

2 WEEKS PRIOR TO CONCERT

Two general announcements stating that there will be a concert by the United States Air Force Heartland of America Band, including information used in the full page ad. Include a coupon for ticket requests, and, if possible, pictures.

1 WEEK PRIOR TO CONCERT

Newspaper feature story with updated ticket information and photo. Say it is too late for write-in ticket requests. Indicate address and phone number of ticket control center where tickets may be picked up if there are any.

5 DAYS PRIOR TO CONCERT

Feature story on band and ad on entertainment page. Photo.

3 DAYS PRIOR TO CONCERT

Feature story on the band and ad on entertainment page. Story on past appearances of the band (if applicable).

2 DAYS PRIOR TO CONCERT

Picture and feature story on Commander/Conductor, Group leader, plus an ad on entertainment page.

1 DAY PRIOR TO CONCERT

List any pertinent highlights. Stress that this is a free admission cultural event presented by the United States Air Force Heartland of America Band through local sponsors. Give all details again. Use pictures and run an ad on the entertainment page with information for picking up tickets in person.

DAY OF CONCERT

General news story stressing concert is free. If concert is “sold out” stress open admission for available seating ten minutes prior to concert.

* 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 (ten minutes prior to concert start time). If there are any vacant seats at that time, people will be admitted without tickets.

USAF HEARTLAND OF AMERICA BAND ENSEMBLES



The **Concert Band** is known throughout the United States for its outstanding performances and recordings. The group performs community outreach concerts while sharing messages of our expeditionary airmen throughout a 680,000 square-mile eight-state area of the Midwest, and is a traditional favorite at the annual holiday concerts.



The Noteables is a sleek, vibrant jazz ensemble which has appeared in concert and on national television with Bob Hope, Bobby Shew, Frank Mantooth, Doc Severinsen, Lee Greenwood and Wycliffe Gordon. With their extensive repertoire of specially tailored standards, energetic favorites and Big Band classics highlighted by instrumental and vocal soloists, The Noteables jazz ensemble is sure to please audiences of any age.



The **Winds of Freedom** woodwind ensemble breaks the mold of the “traditional” woodwind quintet. With the addition of percussion, keyboards, and vocals the group performs a wide range of music appealing to diverse audiences. Winds of Freedom is perfectly suited for community concerts, educational concerts and adding a touch of class to formal military events.



Brass in Blue brings the military tradition of brass and percussion to the concert stage. They have earned a reputation as the premier brass ensemble in the Midwest. The group has performed twice at the Grand Teton Music Festival in Jackson, WY and has been featured locally, at the Organ Vesper Series.



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Night Wing is the band’s country/rock showcase group. Their music stretches from the Top 40 pop & country hits of today to popular rock-n-roll classics. Night Wing has deployed to Southwest Asia in support of Operations Iraqi Freedom and Enduring Freedom.

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Heartland of America Band

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