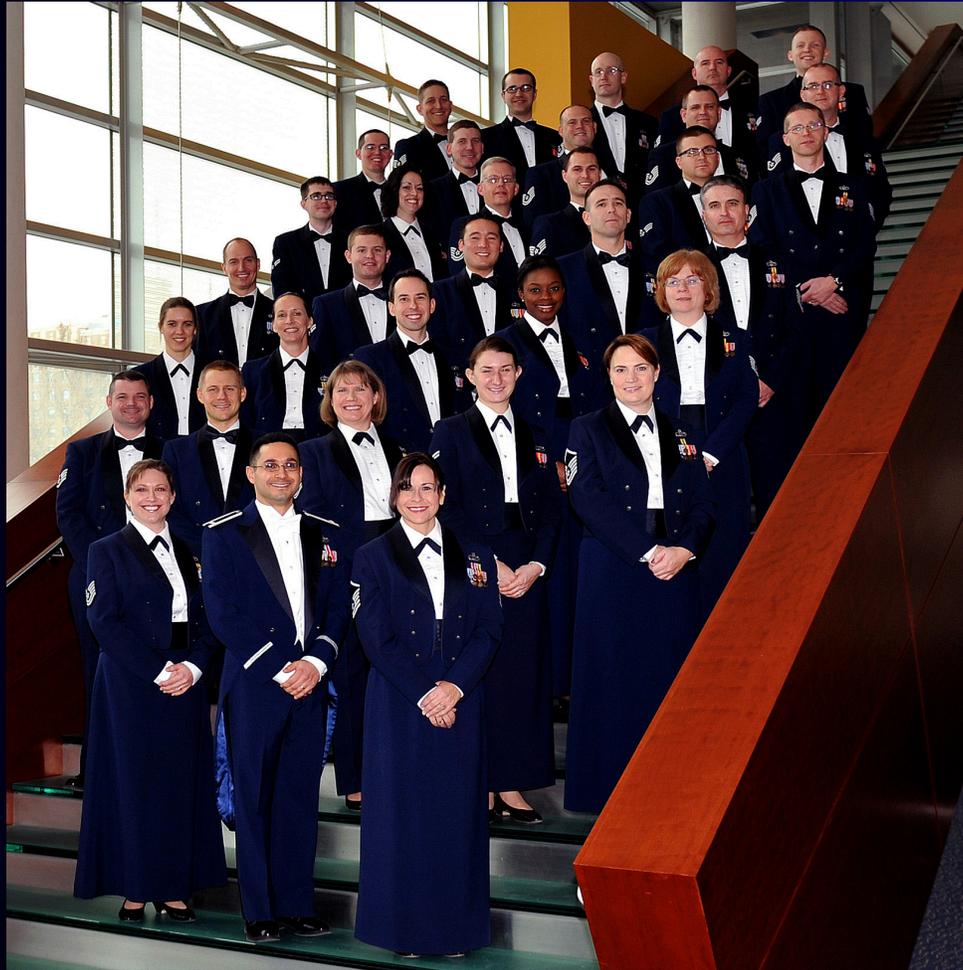


United States Air Force  
*Heartland of America Band*



*Concert Band*

# CONTENTS

<b>CONCERT BAND BIO</b> .....	4
<b>COMMANDER’S BIO</b> .....	5
<b>REQUIREMENTS FOR AF BAND PERFORMANCES</b> .....	6
Overview.....	6
Expenses.....	7
<b>TECHNICAL STAGING REQUIREMENTS</b> .....	8
Stage Area.....	8
The Stage.....	8
Load-In.....	9
Dressing Rooms.....	9
Parking.....	9
<b>TICKETING AND PUBLICIZING THE CONCERT</b> .....	10
Tickets.....	11
Publicity to Maximize Ticket Distribution.....	12
Publicity Materials.....	13
Advertising.....	14
Programs.....	15
Ticket and Publicity Schedule.....	16
<b>MISCELLANEOUS</b> .....	17
Band Quick Facts Sheet.....	18

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## A NOTE TO OUR PARTNERS

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Delighting audiences since 1943, the Heartland of America Band represents more than 325,000 dedicated Air Force professionals who diligently watch over the skies of our country and our national interests, and who stand shoulder-to-shoulder with our allies protecting and defending all those who cherish freedom.

This 45-member unit is an Air Force squadron of professional musicians whose backgrounds include advanced degrees in music performance and whose broad mastery of musical styles range from classic to contemporary, jazz to country, and pop to rock.

Various component ensembles of the band perform more than 450 concerts annually, touring extensively throughout a 680,000 square-mile eight-state area of responsibility. Known throughout the United States for its outstanding performances and recordings, the Heartland of America Band reaches more than one million people annually through live, radio and television appearances, and has been joined in concert by guest artists such as Frank Mantooth, Kevin Mahogany, Frederick Fennell, Chip Davis, John Denver, Crystal Gayle, Joseph Alessi and Wycliffe Gordon.

In the near future, the United States Air Force Heartland of America Band will perform in your community. We hope this partnership guide will assist you in your preparations for this community event, enabling us to reach as many people as possible. This guide is designed to bring your ideas and ours together to ensure a successful appearance by The United States Air Force Heartland of America Band. 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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**Concert Band Tour Director**  
**109 Washington Square, Ste. 111**  
**Offutt AFB, NE 68113**

*phone* 402-294-6046/8192

*weblink* <http://www.outreachrequests.hq.af.mil/PublicSite>



# Concert Band



The Concert Band of the United States Air Force Heartland of America Band is known throughout the United States for its outstanding performances and recordings. A dynamic blend of musicians from The Noteables jazz ensemble, Brass in Blue brass ensemble, and the Winds of Freedom woodwind ensemble, the band presents exciting, uplifting music inspiring audiences to increased patriotism. Whether presenting multimedia extravaganzas or traditional concerts, the Concert Band is sure to delight audiences of all ages.

The band's broad spectrum of music ranges from classical to contemporary, and from jazz to rock and country. The group tours extensively, performing community relations concerts throughout a 680,000 square-mile eight-state area of the Midwest. It has performed as part of the 4th of July celebration at Mt. Rushmore, was honored to perform a major multimedia tribute celebrating the 150th Anniversary of Omaha, Nebraska in 2004, helped celebrate the 60th Anniversary of the Air Force by presenting the Inaugural 55th Wing Tattoo, "The Call of Freedom," and helped celebrate Air Force Week in the Heartland in 2008.

The Concert Band 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.



109 WASHINGTON SQUARE, SUITE 111  
OFFUTT AIR FORCE BASE, NEBRASKA 68113-2126 \* (402) 294-6046

## First Lieutenant Rafael F. Toro-Quiñones Commander and Conductor



First Lieutenant Rafael Toro-Quiñones is a native of San Juan Puerto Rico. He began his Air Force career as a bassist with the Band of Mid-America, Scott Air Force Base, IL in 1997. He was also assigned to the United States Air Forces Band in Europe, Sembach AB, Germany and the Air Force Band of Liberty, Hanscom AFB, MA. After winning a competitive conducting audition and completing Officer Training School, Lt Toro-Quiñones joined the Heritage of America Band as Deputy Commander in June 2009.

Lt Toro-Quiñones attended high school at the Interlochen Arts Academy. He graduated cum laude from DePauw University with a Bachelor of Music in Performance and Philosophy in 1996. He received an Associate's degree in Applied Science with a concentration in Music from the Community College of the Air Force in 2004. Lt Toro-Quiñones received a Master of Music degree in Wind Ensemble Conducting with academic honors from the New England Conservatory of Music in 2009. His conducting teachers include Charles Peltz and William Drury. Lt Toro-Quiñones has worked as a freelance musician in Puerto Rico, the United States, and Europe. He has performed with the San Juan Pops and recorded with the famous Puerto Rican music group Haciendo Punto en Otro Son.

Lt Toro-Quiñones's military decorations include the Air Force Commendation Medal with two oak leaf clusters. In his spare time he enjoys reading, flying, and spending time with his family.



# REQUIREMENTS FOR PERFORMANCES

## OVERVIEW

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Our partners will:

- Provide a concert venue that seats a minimum of 500 people with a stage area 50 feet wide by 40 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 one-page program.
- Ensure ushers are present at the concert. House ushers or local volunteers work well.

## 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.



### EXPENSES

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There is no fee for the Heartland of America Band. The United States Air Force pays all expenses incurred for travel including transportation, housing and meals.

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, **are the responsibility of the local authorities or partner**. Often, companies will donate these services in support of a free community event.

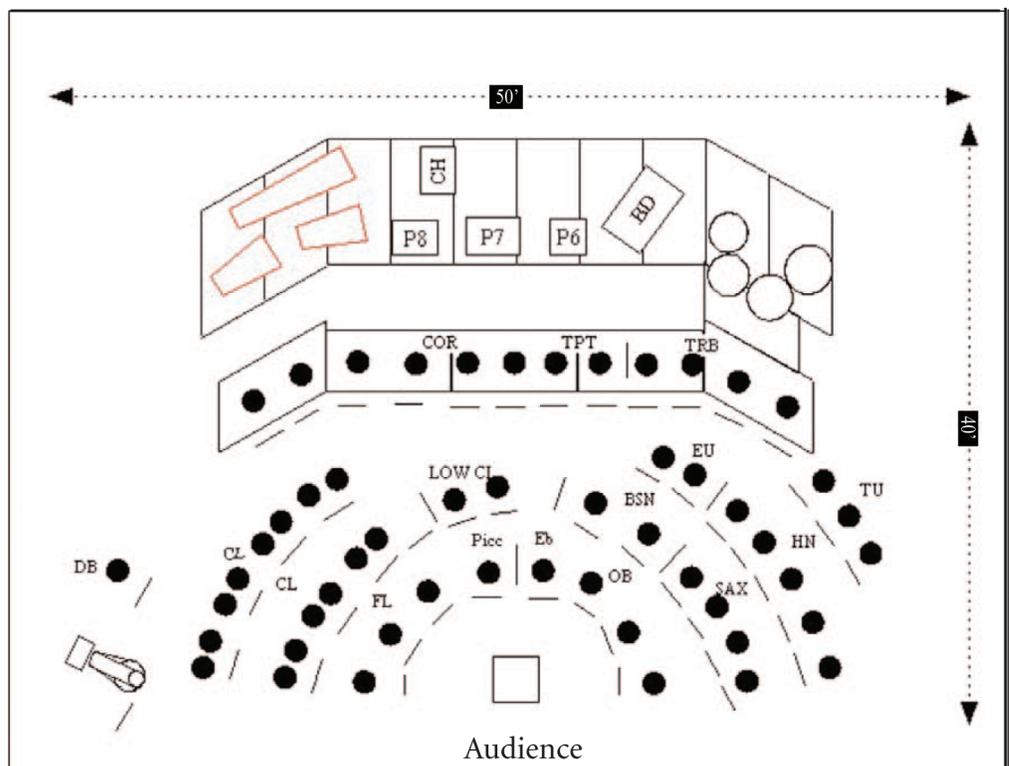
# TECHNICAL STAGING REQUIREMENTS

## STAGE AREA

- Performing area should be 50 feet wide by 40 feet deep.
- Stage must be well lit.
- A stage manager who can run additional lighting during the concert aids in a more impactful and impressive product.
- A storage area near the stage should be set aside for equipment cases.
- For audio, four dedicated 20-amp circuits on stage (contact the operations representative for more information) are necessary.

## THE STAGE

- *The minimum performing area on a fixed stage is 50 feet wide by 40 feet deep.*



## LOAD-IN

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- The stage will be cleaned, cleared and ready for load-in.
- The band will arrive approximately 3 hours before the concert to load-in.
- A person with keys and access to all required areas must be present for the load-in. A stage manager who can also run the lights is often the best choice.

## DRESSING ROOMS

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- Three dressing rooms: one for our Commander/Conductor, one large room for 30 men and one medium room for 15 women. All with coat racks and mirrors, if available.
- Dressing rooms should be attached to rest rooms, if possible, and must be secure while the band performs.

## PARKING

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- Parking spaces are required for band vehicles at the performance site. The band presently uses two buses, one 15-passenger van and two 5-ton trucks. Parking area and path to performance site must be clear of any snow/ice prior to our arrival for the safety of the musicians.



# TICKETING AND PUBLICIZING THE CONCERT

## TICKETS

- 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.

### Five-Point Strategy for AF Band Ticketing

- 30% Overprint
- Four Tickets Per Request
- One Central Distribution Point
- 10-Minute Rule
- Controlled Access to Site



figure 1

**TIP: In addition to printing the concert time and location on the ticket, be sure to include the “10-Minute Rule” and that tickets are free and seating is general admission.**



- 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. A limit of 4 tickets per request, regardless of distribution method, should be enforced. 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 the local media has 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.

TIP: To achieve a “full house,” publicity should begin early enough to complete ticket distribution approximately one week before the concert date. Effective ads include complete performance information and a ticket coupon with instructions. Advertising should begin 3 to 4 weeks prior to the performance date.

★ UNITED STATES AIR FORCE ★

# HEARTLAND of AMERICA BAND

PRESENTS A **FREE CONCERT**  
 FEATURING **THE CONCERT BAND**

Sunday Mar. 8, 2009  
3:00 P.M.

Morningside College,  
Eppley Auditorium





*The United States Air Force Heartland of America Band  
 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.*

GET YOUR FREE TICKETS TODAY!

Admission is free by sending in the coupon to request your complimentary tickets

This concert is presented as a public service by:



and **Morningside College**

(CLIP COUPON & SEND!)

ADMISSION IS FREE WITH TICKET!

Admission to the concert is FREE but you must have a ticket. To obtain your tickets (limit 4), mail this form with a self-addressed, stamped envelope by February 23 to:

USAF Heartland of America Band  
 ATTN: Publicity  
 109 Washington Sq., Ste. 111  
 Offutt AFB, NE 68113-2126

Please send me  tickets (limit 4) to see the Concert Band

Name   
 Address   
 City   
 State  Zip   
 Phone (  )

After March 1, 2009, remaining tickets will be available for pick-up at all Sioux City area Hy-Vee Customer Service Centers

General Admission - No Reserved Seating

FOR MORE INFORMATION, VISIT US AT [WWW.HEARTLANDOFAMERICABAND.AF.MIL](http://WWW.HEARTLANDOFAMERICABAND.AF.MIL)

★ UNITED STATES AIR FORCE ★  
**HEARTLAND of AMERICA BAND**



PRESENTS A **FREE CONCERT**  
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*The United States Air Force Heartland of America Band's Concert Band 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.*

FOR MORE INFORMATION VISIT US AT  
[WWW.HEARTLANDOFAMERICABAND.AF.MIL](http://WWW.HEARTLANDOFAMERICABAND.AF.MIL)



Two to three weeks prior to the concert, the tour director will email a camera-ready (.pdf file format) program to you to print. There is space available on the cover for local information, including the name and/or logos of our community partners and the concert date, time and location. Advertising in the program is strictly prohibited.

# 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.

**USHERS:** 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.

**RESERVED SECTION FOR SPECIAL GUESTS:** We encourage you to designate a special section of reserved seating for certain dignitaries (i.e. Mayor, Senator, military members). Remember, 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 by a local personality.

**PRESENTATION:** The band would like to recognize our community partners during the performance. Please let us know the names and titles of the people to be recognized so that we may publicly thank them during the concert.

**PHOTOGRAPHS:** We encourage you to take photographs of the band during performances. We would appreciate copies (preferably in digital format) of any pictures that are taken.





# Concert Band

## Quick Fact Sheet

- The Concert Band is part of the USAF Heartland of America Band based at Offutt Air Force Base, Nebraska.
- The group's mission is to cultivate positive relationships between communities across the Midwest, Air Combat Command and the U.S. Air Force.
- The group provides musical support for official military functions and community relations programs.
- Musicians are full-time Active Duty members of the Air Force and have attended Basic Military Training at Lackland Air Force Base, Texas.
- The Concert Band can break out into five diverse smaller ensembles: Brass in Blue brass ensemble, Offutt Brass quintet, Heartland Brass quintet and the New Horizons clarinet quartet, and Raptor popular music ensembles.
- 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 USAF Heartland of America Band.
- Most musicians received undergraduate and/or graduate degrees in music prior to entering the Air Force.
- The USAF Heartland of America Band is completely capable of deployment overseas.



## IN CLOSING

Thank you for your decision to be a community partner of the Heartland of America Band. You are providing a valuable public service for the citizens of your community.

The success of our performance depends on good communication and cooperation between you and the Tour Director for the Concert Band. Please feel free to contact us with any questions or concerns you have. We hope that this guide will help you make the concert and your partnership experience a rousing success!



United States Air Force  
**Heartland of America Band**

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(402) 294-6046

[www.HeartlandofAmericaBand.af.mil](http://www.HeartlandofAmericaBand.af.mil)

