THE PRESIDENT'S OWN

UNITED STATES MARINE BAND

SPONSOR'S GUIDE

CONTENTS

4 REQUIREMENTS FOR MARINE BAND PERFORMANCES
- SPONSORSHIP OVERVIEW
- EXPENSES

6 TECHNICAL AND STAGING REQUIREMENTS
- LOAD-IN/PARKING
- THE STAGE
- LIGHTING/AUDIO
- DRESSING ROOMS
- SECURITY

10 TICKETING

14 PUBLICITY

18 LOCAL MARINE CORPS INVOLVEMENT

19 THE DAY OF THE PERFORMANCE

A NOTE *to* OUR SPONSORS

Thank you for your decision to sponsor a performance by "The President's Own." You are providing a valuable public service and we are committed to working with you to make the Marine Band's performance an unforgettable musical and patriotic experience for your community. This guide will assist you in understanding your responsibilities as a Marine Band concert sponsor.

The success of our National Tour depends on good communication and cooperation between the Marine Band and our sponsors. In the spring, the Marine Band will send an Advance Team to consult with you about how to effectively publicize, ticket, and present the concert. When you meet with the team, they will review the requirements outlined in this guide and answer any questions you may have. You are always welcome to call the Office of the Tour Director at (703) 614-1405. We look forward to working with you.

Established in 1798 by an Act of Congress signed by President John Adams, the United States Marine Band is America's oldest continuously active professional musical organization. The band made its White House debut on New Year's Day, 1801, and has performed at the inauguration of every President since Thomas Jefferson, who is credited with giving the band the title, "The President's Own."

From the earliest days of our nation, the Marine Band's primary mission has been to provide music for the President of the United States and the Commandant of the Marine Corps. Performing for State arrival ceremonies, dinners, receptions, and accompanying famous entertainers, Marine Band musicians appear at the White House more than 300 times each year. Additionally, the Marine Band participates in more than 500 public and official performances annually, including concerts and ceremonies throughout the Washington, D.C., metropolitan area and across the country during the fall concert tour.

In 1891, the band's legendary 17th Director, John Philip Sousa, led the Marine Band on its first concert tour. As a result, for more than one hundred years, the Marine Band has toured throughout the country performing in communities both large and small. Marine Band concerts offer a unique blend of traditional concert band and contemporary wind ensemble music suitable for people of all ages and musical tastes.

OFFICE OF THE TOUR DIRECTOR, UNITED STATES MARINE BAND

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REQUIREMENTS *for* MARINE BAND PERFORMANCES

SPONSORSHIP OVERVIEW

The official sponsor of a Marine Band tour appearance is the organization(s) whose representative has signed a Marine Band Tour Appearance Agreement. Sponsors may seek assistance from other organizations in sponsoring the band's appearance, but the sponsor must adhere to the following:

- ★ The Tour Director must be informed of all assisting organizations. In some cases certain restrictions may apply.
- ★ Only those sponsors (and co-sponsors) who have signed a Tour Appearance Agreement may be recognized in the promotional materials, on the concert program, from the stage, or on the tickets as the Official Sponsor(s). Assisting organizations may not be referred to as sponsor or co-sponsor but can be mentioned in small type on the tickets and ads and listed on a separate program insert.

The sponsor will:

- ★ Provide a concert site that seats a minimum of 1,200 and a maximum of 3,000 people and has a minimum performing area of 45 feet wide and 35 feet deep on a fixed stage or a 50-feet square area for a gymnasium or arena type venue. A symphony hall is most appropriate for a Marine Band concert. However, a municipal auditorium, civic center, college auditorium, or a good gymnasium can be used. (*See Stage Requirements on page 6*)
- ★ Supply ushers for the concert site. House ushers or adult volunteers are appropriate.
- ★ Execute a publicity campaign to provide a capacity audience for the concert. The Marine Band Public Affairs Office will provide publicity materials and specific recommendations for the campaign.
- ★ Print and distribute free admission tickets to the general public, including a 30 percent overprint of the concert site capacity.
- ★ Reproduce a one-page program to insert into program covers supplied by the Marine Band.
- ★ Meet with a Marine Band Advance Team in the late Spring to discuss the concert venue, ticketing and publicity.
- ★ Meet with a Marine Band security specialist two to three weeks prior to the performance.
- ★ Provide 72 bottles of water for the Marine Band at the concert.

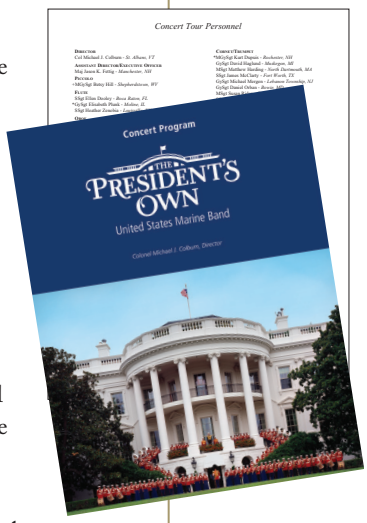
EXPENSES

The Marine Corps pays for all costs associated with the band's transportation, food, and lodging. **The sponsor is expected to pay for the concert site, printing of the tickets and programs, and (if necessary) publicity. Sponsors are encouraged to partner with co-sponsors and assisting organizations to offset expenses and ensure complete ticket distribution.**

CONCERT SITE COSTS: The sponsor provides the concert site and pays for costs related to the use of the site (including, but not limited to, liability insurance, union fees, hall rental, etc.).

PRINTING COSTS: The sponsor will incur two minor printing expenses: tickets and programs (one-page inserts).

The Marine Band Public Affairs Office will provide a digital copy of a one-page concert program and band roster for sponsors to print and insert inside the program cover, also provided by the Public Affairs Office. The top of the program will be blank for sponsors to customize. Only the name and logo of the official sponsoring organization(s) (those who sign the Tour Appearance Agreement) may appear on the program insert and on the tickets.



Sample Marine Band program insert and cover

PUBLICITY: The sponsor may incur some publicity expenses, such as paid advertising. Paid advertising can be offset by partnering with a newspaper or other media outlet. While paid advertising is not required, sponsorship does require concert promotion and complete distribution of tickets. (*See Publicity on pages 14–17*)

THIRD PARTY ADVERTISING

Advertising in the program is prohibited. The concert cannot appear to benefit any commercial venture. Only the name of the official sponsor(s) and a courtesy acknowledgment of assisting organizations may appear with the program.

FUNDRAISING

There are strict Department of Defense regulations regarding the participation of U.S. Armed Forces assets in fundraising or charitable activities. The Marine Band cannot 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 Marine Band tour appearances are prohibited. Since donations could be construed as forms of admission, their acceptance in association with Marine Band tour performances is prohibited.

TECHNICAL *and* STAGING REQUIREMENTS

LOAD-IN/PARKING

- ★ A few days prior to the concert, the Marine Band Stage Manager will contact the sponsor/facility house staff to coordinate the arrival time for the stage crew and equipment. Normal load-in is a minimum of four hours prior to concert time.
- ★ The on-site manager, electrician, and audio technician should be available at load-in time to meet with the Marine Band Stage Manager. All staging requirements should be in place and operating prior to his arrival.
- ★ The band travels on two chartered buses and two vans and should park and disembark at or as close as possible to the stage door. The sponsor is responsible for providing parking for these vehicles.
- ★ The loading dock must be available at a previously scheduled time, and parking must be available for the equipment truck (48 feet long tractor-trailer) and one 16-passenger crew van.

THE STAGE

- ★ The minimum performing area on a fixed stage is 45 feet wide by 35 feet deep.
- ★ On a gym/arena floor and on portable stages, the minimum performing area is 50 square feet. Flexible stages should not exceed 18 inches in elevation.
- ★ The minimum performing area is the unobstructed space needed to place the band in its normal configuration. It does not include wing space or space occupied by acoustic shells, curtains, or other backdrops or downstage room in front of the band.
- ★ The entire performing area and wings should be clear and clean prior to the arrival of the Marine Band stage crew to allow for set up without delay.
- ★ The Marine Band prefers to use an acoustic shell if available. The shell must be set up before the stage crew arrives. The performance area within the shell should conform to the minimum performance area specifications stated above.
- ★ The concert site also must have sufficient accessible backstage space to accommodate the band's equipment cases and wardrobe trunks. The Marine Band recommends a minimum of 2,500 square feet. Equipment or trunks cannot be stored outside the facility, must be easily accessible to the musicians, and secured during the performance.

CONTACT THE MARINE BAND STAGE MANAGER AT (202) 433-5715

- The Marine Band will provide the following: stage risers, chairs, conductor's podium, and music stands.

LIGHTING/AUDIO

- Overhead white stage lighting is essential and should be bright enough to read newsprint without difficulty. A good general wash of the downstage area is necessary for band appearance. However, this lighting should not hinder the musicians' ability to see the Director. Please do not use color or gels or spot lights.
- Sufficient downstage lighting is essential. In rare cases where stage extensions are used, such areas must be properly lit. Follow-spots will not compensate for inadequate lighting.
- The site should provide a technician to operate the house lighting panel.
- The Marine Band will use a sound system to amplify the concert moderator and soloists. The Marine Band's audio equipment (microphones, cable, mixer, processing and graphic EQ) will be used in all cases. The Marine Band Audio Technician prefers to use a high quality installed loudspeaker system (EAW, Meyer, Crown, QSC or comparable) when one is available.

  If necessary, the installed system will be supplemented by Marine Band loudspeakers. When an installed house system is used, the Audio Technician will provide a mono line-level signal to the house mixer. After initial level settings, no changes should be made to the house sound system for the duration of the concert. Marine Band personnel using Marine Band equipment will do all mixing and control microphone and system levels.
- If an installed sound system is not available, the Marine Band will supply a sound system: six Meyer UPA-1 loudspeakers that are suitable for small to medium venues. The band will require a single, dedicated 20-amp outlet accessible either from the stage or the house mix position. The house mix position must be at least 6 feet x 3 feet and within 100 feet of the stage. The mix position must be in the house and not behind a window (removable or not). Positions not under balconies or overhangs are preferred.
- The Marine Band Audio Technician will record the concert. The Audio Technician prefers to suspend four microphones above the downstage edge of the band. Any microphones already hanging should be removed if possible.

- If available, tie lines from the stage to mix position will be used. Depending on the venue, eight to 12 lines will be required.
- All final audio/lighting decisions will be made by the Marine Band Stage Manager upon site arrival the day of the concert.

Please check all equipment for good working condition prior to concert day. If any problems occur, please notify the Marine Band Stage Manager at (202) 433-5715.

DRESSING ROOMS

- Dressing rooms must be located in the same facility as the concert venue.
- The Directors' private dressing rooms should be at least 80 square feet and accommodate one (3 feet x 3 feet) wardrobe trunk. The Marine Band travels with two Directors.
- The women's dressing room should be large enough to accommodate approximately 20 people and four wardrobe trunks (400 square feet total).
- The men's dressing room should be large enough to accommodate approximately 40 people and 12 wardrobe trunks (1,500 square feet total).

If dressing rooms are not large enough to accommodate wardrobe trunks, space must be available convenient to the dressing rooms to open and store trunks before, during, and after the concert. No trunks can be stored outside the concert facility. Dressing rooms should provide toilet facilities, coat racks, and chairs or benches. Classrooms should not be used unless they can be secured during the entire stay of the band at the site. Windows must be covered to ensure privacy. If the above requirements for dressing rooms cannot be met, this issue will be resolved during the Marine Band Advance Team visit.

SECURITY

Security, more critical than ever, remains a top concern for the United States Marine Band during its National Concert Tours.

"The President's Own" U.S. Marine Band is recognized as one of the nation's most beloved national treasures. The band routinely performs for audiences that include the President of the United States,

members of Congress, and foreign heads of state. It is standard for law enforcement agencies to be present during these special performances for the safety and well-being of the band and the community.

After the terrorist attacks against the United States on Sept. 11, 2001, the Commandant of the Marine Corps directed that a security strategy be implemented for the band's National Concert Tour. This strategy brings together security specialists from the Department of Defense and emergency services support from local, state, and federal law enforcement. Through a collaborative effort, deliberate planning, and established procedures, the security measures at each tour performance are individually tailored from a variety of resources.

Security coordination and cooperation begins in Washington, D.C. National liaison is initiated with senior law enforcement officials, whose jurisdictions encompass the tour concert areas and "commitments of support" are obtained. "Commitments of support" are verbal, non-binding agreements between Headquarters Marine Corps and local law enforcement to provide security.

The Marine Band security requirement is designed so that the Marine Corps or the sponsor will not be burdened with additional expenses. Anti-terrorism/force protection officers from the Marine Band work hand-in-hand with the concert sponsors and local law enforcement agency personnel. Only on rare occasions will the sponsor be asked to cover security costs.

TICKETING

TICKETS

The Marine Band's goal for each concert is 100 percent capacity.

Ticketing is an essential tool for sponsorship because it allows a sponsor to monitor the effectiveness of a publicity campaign and is the only way to control access to the concert.

The Marine Band strongly recommends that sponsors utilize a five point strategy for Marine Band ticketing. Years of experience have proven that when this five point strategy is used in conjunction with a well-planned and thorough publicity campaign, sponsors are very successful in providing a near-capacity audience.

FIVE-POINT STRATEGY FOR MARINE BAND TICKETING

- ★ 30 Percent Overprint
- ★ Four Tickets Per Request
- ★ One Central Distribution Point
- ★ 15 Minute Rule
- ★ Controlled Access to Seating

30 PERCENT OVERPRINT

As with any free item, people may take more than they intend to use, resulting in low audience attendance on concert night. For this reason, sponsors should distribute 30 percent more tickets than the seating capacity of the concert site.

Although this may seem risky, 30 percent is a modest overprint; no more than 70 percent of the people who receive free tickets typically attend the concert.

It is very common to receive a flood of ticket requests after running the first advertisement. Sponsors usually sell out of tickets very quickly. Regardless, the entire overprint must be distributed to ensure a full house.

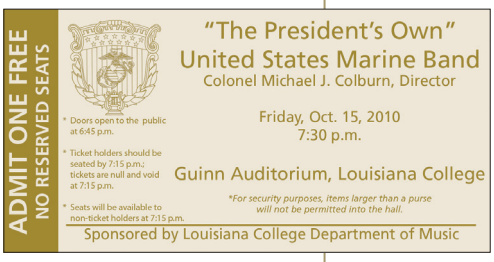
FOUR TICKETS PER REQUEST

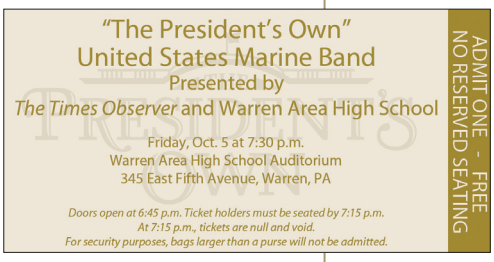
Tickets should be limited to four per request, should all look the same, and should not be numbered or correspond to individual seats. Organizations and other large groups such as school bands, churches, retirement communities, etc., will likely ask for large numbers of tickets. Be wary of groups because they often request large amounts of tickets before getting a count of how many members actually plan to attend the concert. Here are some guidelines to handle group requests effectively:

- ★ Speak to the point of contact for the group and stress the importance of getting a firm head-count of only those members who will actually attend the concert.
- ★ Obtain a sign-up sheet that contains the names of the attendees from the requesting group.
- ★ Group ticket distribution should not exceed 30 percent of house capacity

Except for a minimal number of seats which may be saved only for VIP guests (i.e., mayor, college president, governor, etc.), there can be no reserved seating for any individuals or groups.

Because the Marine Band is funded by taxpayers, it is necessary that all citizens have an equal opportunity to attend a Marine Band concert. If the Marine Band concert were included in a subscription series, subscription holders would have an unfair advantage to hear the band. Subscription holders must request tickets to the Marine Band concert through the same system as other patrons.





ONE CENTRAL DISTRIBUTION POINT

Sponsors should determine how tickets will be distributed and maintain complete control of the process.

The best way to distribute tickets is to make them available by request only. The most effective ticketing method is the use of a ticket coupon (with a limit of 4 tickets per request) included in newspaper advertisements for the concert. Patrons who have taken the time to send in a coupon with a self-addressed, stamped envelope are much more likely to show up at the concert than those who grab a handful of tickets off a store counter. Sponsors with one central distribution point are more likely to obtain a capacity crowd.

In no instance should tickets be given out through multiple distribution points, nor should tickets be available at banks, stores, libraries, etc.

If a sponsor utilizes an email request system or box office, this should be discussed with the Advance Team to determine how this system will be implemented.

15 MINUTE RULE

The 15 minute rule requires that ticket holders be seated 15 minutes prior to the concert. At that time unclaimed seats will be available to non-ticket holders.

All advertisements and tickets should include the following: **All ticket holders must be seated 15 minutes before the performance.** At that time unclaimed seats will be given to patrons without tickets. On rare occasions, some patrons without tickets hoping to claim empty seats may be turned away. Marine Band representatives will be available to address these patrons in the event of an overcapacity crowd.

CONTROLLED ACCESS TO SITE

Entry to the concert should be controlled by the sponsor. There should only be one entrance to the concert and all other entrances should be secured or manned by ushers. The sponsor must control access to the concert site to maintain control of the ticketing and seating.

WHAT TO DO IF ALL TICKETS HAVE BEEN DISTRIBUTED

For requests that come in after tickets are distributed, send out a regret letter. People who have sent in a stamped, self-addressed envelope will expect a reply. This letter also serves as a reminder that any seats unclaimed 15 minutes before the concert will be given to patrons without tickets.

PUBLICITY

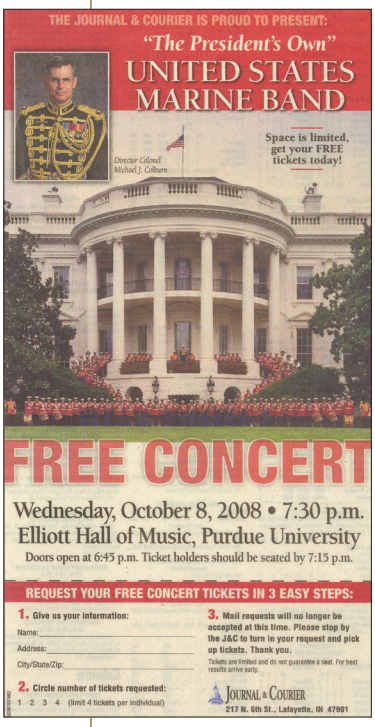
The sponsor must develop and execute a comprehensive publicity campaign sufficient to provide a capacity audience for the concert. Sponsors are highly encouraged to bring on media co-sponsors to ensure complete ticket distribution.

"The President's Own" Public Affairs Office will provide marketing materials and specific recommendations for publicizing the concert will be provided by the Marine Band Public Affairs Office.

Since the band tours at taxpayers' expense, everyone should have an equal opportunity to attend the concert, and publicity must be targeted to the general public. Publicity should begin four weeks prior to the performance—early enough to accomplish complete distribution of tickets prior to the concert date. This allows reaction time for sponsors to expand the publicity if ticket distribution progresses slowly.

In the spring, the Marine Band advance team will visit the concert site and meet with sponsors to discuss ticketing and publicity. The advance team will offer sponsor/sponsors a digital media kit containing information about the band's history and mission and biographies of the Director and soloists. The kit also contains hi-res photographs of the band, the Director, and soloists. These items are also available on the Marine Band's website www.marineband.usmc.mil under "National Tour."

Listed below are suggested publicity methods most often used to publicize a Marine Band concert.



NEWSPAPER ADVERTISING

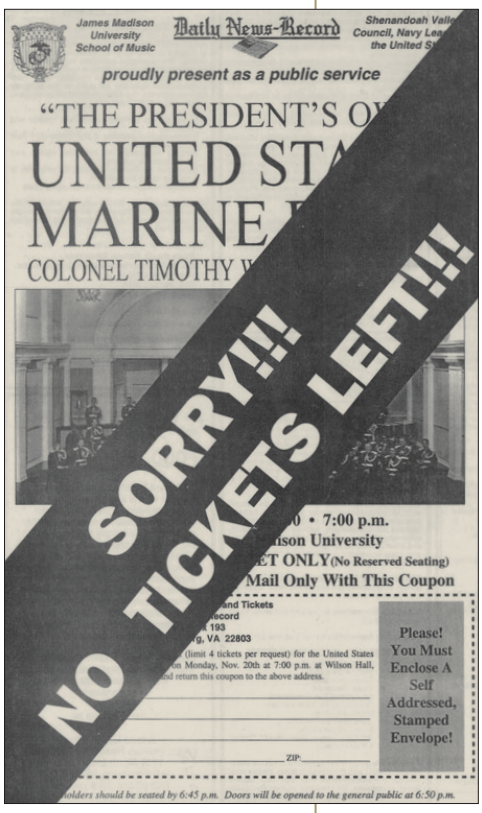
Newspaper advertising may be the easiest and most cost effective way to advertise the concert to the greatest number of people.

The first newspaper ad with ticket coupon should appear four weeks before the concert. This ad is usually a full page or half-page with photos, concert date, time, location, and ticket coupon. Ads must contain this language: **All tickets are null and void 15 minutes prior to the performance. At that time, seats will be available to those without tickets on a first-come, first-served basis. For security purposes, items larger than a purse will not be permitted.**

Upon request some newspapers will place feature articles about the band's history and traditions, which not only serves as a reminder of the concert but creates a better informed,

more enthusiastic audience. Photographs and interviews with the Marine Band directors and musicians are available and will be distributed or coordinated by the Marine Band Public Affairs office.

Once tickets have been completely distributed, sponsors should run the original ticket coupon advertisement again with "Sold Out" boldly written across it. This will remind ticket holders of the concert, greatly reduce ticket requests, and encourage non-ticketed patrons to obtain unclaimed seats at the concert.



BROADCAST MEDIA

The Marine Band Public Affairs Office can provide customized radio and television public service announcements (PSA) for sponsors to distribute to local television and radio stations. The customized video PSA is on DVD and includes b-roll footage. The customized audio PSA is available in mp3 format.

These PSAs are 30 seconds long and include the concert date, time, location, and ticket information. If sponsors choose to produce customized PSAs, scripts and audio are available at www.marineband.usmc.mil under "National Tour."

RECORDING THE CONCERT

Recording of the concert is strictly prohibited except for news purposes related to the performance. Department of Defense regulations prohibit the broadcast of the concert (or any part of the same) over radio or television. For news purposes, limited still photography of the Marine Band performance is permissible. However, the photographer or his representative must obtain the permission of the Marine Band Public Affairs Office at (202) 433-5809 and follow established guidelines regarding equipment, lighting, and positioning. On rare occasions, on-site permission can be obtained from the Marine Band Assistant Director or Stage Manager.

If the local media requests interviews or wish to film or photograph the performance for local news coverage, please contact the Marine Band Public Affairs Office at (202) 433-5809. The Public Affairs Office follows established guidelines regarding such matters.

POSTERS

Posters are provided by the Marine Band Public Affairs Office and can be customized by sponsors to distribute throughout the community.

DIRECT MAIL AND EMAIL CAMPAIGNS

Sponsors can obtain mailing lists from the venue or organizations such as the chamber of commerce or local school districts to disseminate concert information.

ONLINE/SOCIAL MEDIA

Sponsors can utilize social media by posting the Marine Band concert information on their website and social networking sites such as Facebook and Twitter. Organizations with a Facebook page should create a Marine Band concert event on Facebook. The Marine Band Public Affairs Office can provide guidance as well as text, images, and links to be utilized online.

TICKETING AND PUBLICITY SCHEDULE

The publicity campaign should be strategically planned and scheduled. A publicity campaign will likely be more involved than the schedule below, but experience has shown that an effective schedule will conform to the following sample timetable for a newspaper campaign.

SUGGESTED TICKETING AND PUBLICITY SCHEDULE UTILIZING NEWSPAPER ADVERTISING	
Six weeks prior to the concert	Print tickets
Four weeks prior to the concert	Newspaper ad/Begin distributing tickets
Three weeks prior to the concert	Second newspaper ad if needed
Two weeks prior to the concert	Tickets should be completely distributed
One week prior to the concert	"Sold Out" ad
Two-three days prior to the concert	Feature article in newspaper
Day after the concert	Review article in newspaper

Your Marine Band Public Affairs contact will help you design your publicity plan.

LOCAL MARINE CORPS INVOLVEMENT

The sponsor should set aside five percent of the house capacity for local Marine Corps recruiting purposes.

In early August, the Marine Band concert information will be relayed to a local Marketing and Public Affairs Marine (MPA). The MPA's involvement is very specific: to gain positive exposure for the United States Marine Corps in conjunction with the band's visit and to inform the military community about the concert.

The MPA can request tickets for recruiting and promotional purposes up to two weeks prior to the performance. Sponsors should make tickets available to the MPA upon request, up to a maximum of five percent of house capacity. ONLY THE MPA is authorized to request a group of tickets for this purpose. The sponsor and the designated Marine should confer to avoid redundant ticket distribution. Other ticket requests (both individual and group requests) from local Marines should be handled the same as those from the general public.

Marine Band tour appearances increase public exposure of the U.S. Marine Corps in areas where it may not otherwise have a physical presence. Sponsors may receive requests from Marine recruiters or other officials to set up an information booth or table display, or to distribute information about the U.S. Marine Corps at the concert. Marines may use this opportunity to talk with the community, distribute literature, and share information about the U.S. Marine Corps.

THE DAY *of the* PERFORMANCE

The Marine Band provides a United States flag and a U.S. Marine Corps flag to post onstage for the performance. The stage should be unadorned with any other signs or banners. The format of the performance does not accommodate color guards.

The concert is a full-length musical program. A few minutes prior to concert time, the band enters the stage, tunes, and starts a fanfare to bring out the concert moderator. The concert moderator introduces the Director, who conducts "The Star Spangled Banner" and proceeds with the concert. From the very first note of the opening fanfare to the last note of "The Marines' Hymn," the performance is designed to create a unified musical experience. For this reason, the concerts must remain unencumbered by presentations or speeches before, during, and after the performance.

Immediately following the concert intermission, the band's concert moderator will thank the sponsor, on behalf of the Director and the members of the Marine Band, for sponsoring the performance.

Refreshments may be sold at the concert site before and after the concert and during intermission for no longer than 15 minutes. Refreshments may not be sold during the performance.

The intense traveling and performing schedule during the tour does not allow time for musicians to attend receptions. Sponsors are welcome to provide light refreshments, but this is not required.

"The Marine Band is the national band… as great among bands as America is among nations."

—JOHN PHILIP SOUSA

"The U.S. Marine Band demonstrated once again that it is not only the best in the land but, very likely, the best in the world."

—THE WASHINGTON POST

"The U.S. Marine Band [is] a band now judged by experts to be the best the world has ever produced."

—TIME MAGAZINE

"The Marine Band is much more than a military band. It is an extremely artful and well-rehearsed organization. Sonorities are breathtaking and the musical texture is sometimes so sheer as to be transparent."

—CLEVELAND PLAIN DEALER