



UNITED STATES MARINE BAND

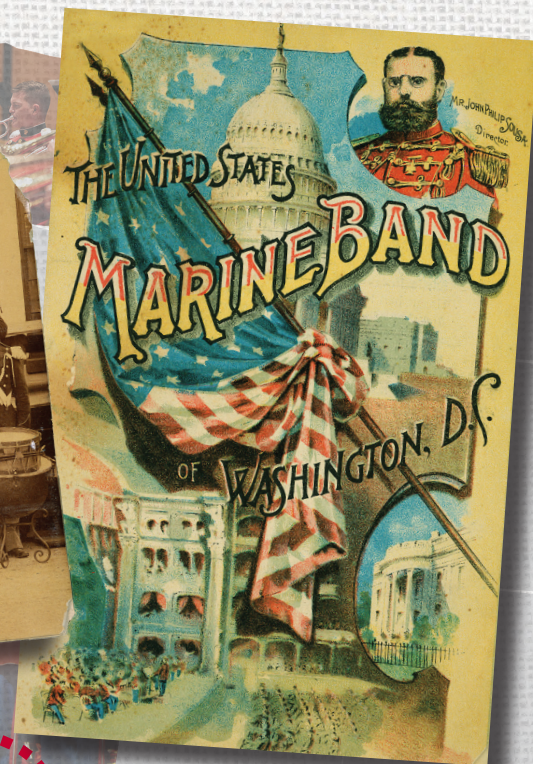
# SPONSOR'S GUIDE



NATIONAL CONCERT  
TOUR







## Dear Sponsor,

Since 17th Director John Philip Sousa was first granted permission to tour the country by President Benjamin Harrison in 1891, "The President's Own" United States Marine Band has delivered a White House experience from Washington, D.C., to the far-reaching corners of our nation. These special concerts have been shared by generations of Americans, and we appreciate your decision to help continue this tradition by sponsoring a Marine Band performance. Together, our efforts will provide an unforgettable musical and patriotic experience for your community.

## Thank you.

Colonel Jason K. Fettig  
Director, United States Marine Band



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"The President's Own" United States Marine Band  
can be found online at:

[www.marineband.marines.mil](http://www.marineband.marines.mil)



# INTRODUCTION

As a sponsor for a Marine Band performance, there are three main categories under which your responsibilities fall: Venue Requirements, Publicity, and Ticketing. This guide explains your role in each and outlines techniques which will ensure a successful, well-attended concert.



**Venue**



**Promotion**



**Ticketing**

Approximately six months before your Marine Band concert, a tour advance team will meet with you to further discuss the process, answer your questions, provide helpful tips, and scout out the performance venue. In the meantime, should additional questions arise, please contact the Tour Director.

**Headquarters Marine Corps  
Communication Directorate  
Marine Band Tour Director**

Mr. William Perry  
william.a.perry@usmc.mil  
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# VENUE REQUIREMENTS

From premiere performance halls in major cities, to high school gymnasiums in rural communities, “The President’s Own” has performed in venues of all shapes and sizes. This section outlines the minimum requirements for a concert venue. If you have questions about whether or not your proposed space is adequate, please contact the Tour Director.

## **Seating Capacity:**

Optimum concert site capacity is between 1,200 and 2,000 seats.

## **Stage/Performance Area:**

The Marine Band provides its own stage risers, chairs, music stands, and conductor podium. To streamline setup and accommodate the Marine Band’s performance configuration, the stage/performing area will need to meet a few requirements:

- The minimum performance space needed for a stage is 45 feet wide by 35 feet deep. (This excludes space for the wings, an acoustic shell, curtains, backdrops, and downstage area in front of the band).
- Performance area and wings must be clear and clean prior to Marine Band stage crew arrival.
- Acoustic shells, which the band prefers to use if available, must be set up prior to arrival.
- Portable stages should not exceed 18 inches in elevation.
- A minimum of 2,500 square feet of accessible backstage space is recommended for the band’s equipment. This space must be in a secure, convenient location during the performance. Equipment cannot be stored outside the facility.
- The stage/performance area should not have any signs or banners. The Marine Band will provide both a United States and U.S. Marine Corps flag.





## VENUE REQUIREMENTS

### Lighting:

Proper lighting not only helps with the appearance of the band, but also allows musicians to read their music and navigate the performance area. Here are guidelines for a well-lit stage area:

- The site should provide a technician to operate the house lighting panel.
- Overhead white lighting should be bright enough to read newsprint without difficulty.
- Lighting should not hinder musicians' ability to see the director.
- Do not use color, gels, or spotlights.
- Sufficient downstage lighting must be provided. If stage extensions are used, such areas must be properly lit. Follow-spots will not compensate for inadequate downstage lighting.

### Audio:

The Marine Band will bring its own audio equipment, including microphones, cables, a stage box, mixer, and processor/EQ. However, the band will require a sound system to amplify the moderator and soloist. When available, high-quality, installed loudspeaker systems are preferred. If unavailable or inadequate, the Marine Band can supply/supplement a speaker system suitable for small and medium venues. The following points describe further requirements for audio setup:

- When the installed house system is used, the Marine Band recording engineer will provide a mono, line-level signal to the house mixer that should be routed through the house system at nominal level without EQ or compression.
- Sends for left, center, right, and fills can be provided as needed. These sends can come from the mix position or back stage right.
- A stage box, which includes preamps and wireless microphones, will be placed back stage right. This stage box requires a single, dedicated 20 amp outlet with isolated ground (sound power).
- The stage box will be connected to the mixer via a cat5 snake that must be run from the stage box to the mixer at the mix position.
- Preferred mix positions are in the house and not under balconies/overhangs. The mix position cannot be behind a window (removable or not).
- The mix position must be reachable with a 150 ft snake.





## VENUE REQUIREMENTS

### Dressing Rooms:

Dressing rooms must be located in the same facility as the concert venue and provide restrooms, coat racks, and chairs or benches. If dressing rooms cannot fit wardrobe trunks, a secure space must be available convenient to the dressing rooms to open and store trunks throughout the day of the concert. Trunks cannot be stored outside the concert facility. For schools, classrooms are a viable alternative if they can be secured during the entire time the band is on site. Windows must be covered for privacy.

#### Dressing Room Space Requirements:

- The men's dressing room requires enough space for 40 people and 12 wardrobe trunks.
- The women's dressing room requires enough space for 20 people and four wardrobe trunks.
- Two private dressing rooms for the directors should be at least 80 square feet and able to fit one (3 ft. x 3 ft.) wardrobe trunk.

### Arrival, Set-up and Parking:

A few days prior to the concert, the Marine Band stage manager will coordinate arrival with the sponsor/facility staff. The on-site manager, electrician, and audio technician should be available at load-in to meet with the Marine Band stage manager. Set-up normally begins four hours prior to the concert. All staging requirements should be in place and operating before arrival and the loading dock/area must be available upon arrival.

The sponsor must provide parking as close as possible to the loading dock/area for the following vehicles: one 53-foot-long tractor-trailer, two charter buses, and two large passenger vans.





## VENUE REQUIREMENTS

### Personnel and Security:

To ensure a well-run and safe concert environment, it is necessary to have a team of ushers and security personnel. The sponsor is responsible for supplying house ushers or adult volunteers for the concert. It is also the sponsor's responsibility to comply with mandatory security procedures and cover costs associated with security. Information about these procedures and costs are outlined below:



The Marine Band Tour Security Program Coordinator will enlist security support from the jurisdictional law enforcement agency or campus police, venue staff, and sponsoring organization volunteers. Every effort will be made to reduce or eliminate any costs to the sponsor. In most cases security costs are reduced to zero, but if costs are accrued, they are the responsibility of the sponsor.

Six to eight weeks before the concert, an assigned Marine Band Anti-Terrorism Officer (ATO) will coordinate a site security assessment meeting with the tour sponsor to determine how to best restrict access to the stage areas, equipment storage areas, and backstage area the band will be using. This walk-through with the sponsor, venue manager, and a member of local law enforcement will occur three to four weeks prior to the

performance, and will last approximately 45 minutes. The ATO and venue manager will also establish a guide path for a USMC K-9 handler who will be present the day of the concert to conduct a sweep of the areas to be utilized by the Marine Band, the performance hall, and patron areas.

Large bags or backpacks are not permitted inside the concert venue at any time. Marine Band concert promotion needs to include a notice that states "Large bags are not permitted."

Please direct related questions to the security coordinator.

### Marine Band Tour Security Program Coordinator

Master Gunnery Sergeant Frederick Vare

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240-882-2022





# PROMOTION & TICKETING



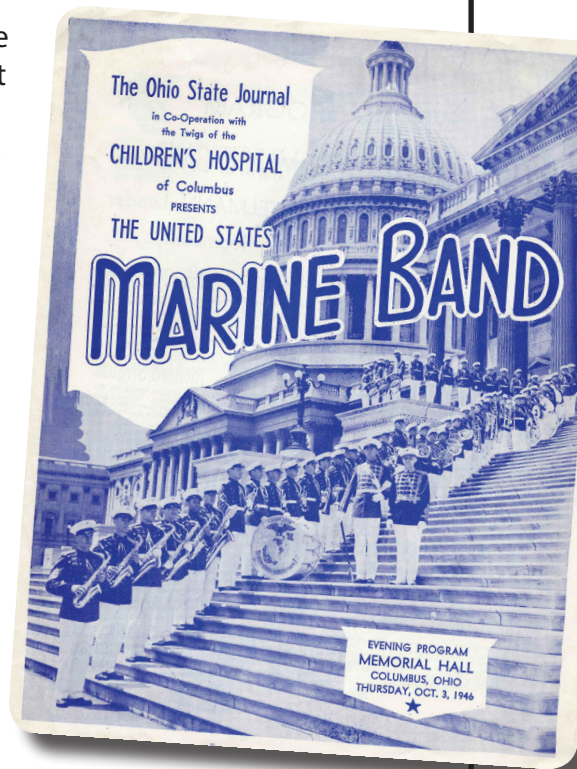
In addition to arranging a venue for the performance, the sponsor is also responsible for providing an audience. The Marine Band Office of Communication will work closely with sponsors to implement an effective promotion and ticketing strategy that will maximize the number of people who attend the concert. The following section discusses both in detail and then combines them into a recommended schedule for planning.

## Promotion:

People can't attend a concert they don't know about — that is why strong promotion is essential to a successful concert! When promoting a Marine Band performance, there are a few things to keep note of:

- Since the tour is funded with federal tax dollars, anyone should be able to enjoy the performance. Promotion must be aimed at the general public.
- All promotions should include concert date, time, location, ticket information, the standby rule (see Ticketing), and that large bags are not permitted (see Security).
- Sponsors are highly encouraged to bring on a media co-sponsor (e.g. local newspaper, television, or radio) to help spread news of the concert.
- Resources are available through the Marine Band Office of Communication. These include high-resolution photos, digital posters, video and audio public service announcements (PSAs), video footage, and information about the organization and its members.

There are a number of ways to get the word out about the concert, many of which come at low or no cost to the sponsor. The following information will first explain these different channels and then how to schedule them effectively.





## PROMOTION

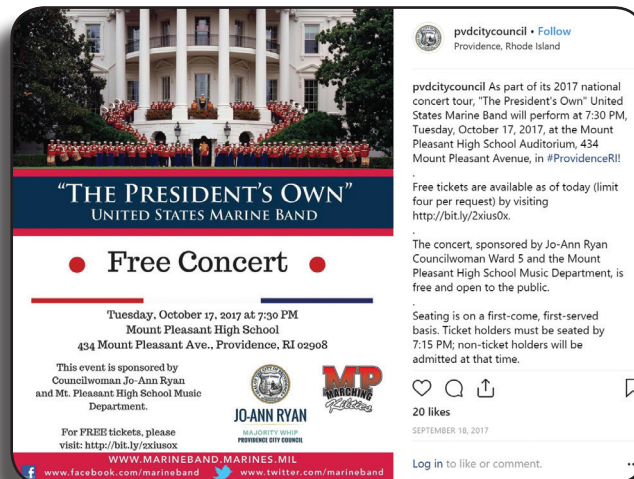
### Social Media:

Social media is a powerful tool for sharing news and events. When promoting your Marine Band concert, use this to your advantage! Assuming your organization is connected on social media, be sure to follow “The President’s Own” United States Marine Band on Facebook, Twitter, and Instagram. The Marine Band Office of Communication will provide customized content for use on your social media accounts, making it easy to share with your community.

Provided customized social media materials include:

- Images and text for Facebook, Twitter, and Instagram
- Facebook event
- Promotional 60-second YouTube video

While it is not required, another option to promote the concert is through paid social media advertisements. These can often be a low-cost option for reaching people in your specific area. Remember, the general public should know about the concert, so narrowing the advertisement’s audience to just your city and surrounding areas is sufficient.





# PROMOTION

## Local Media:

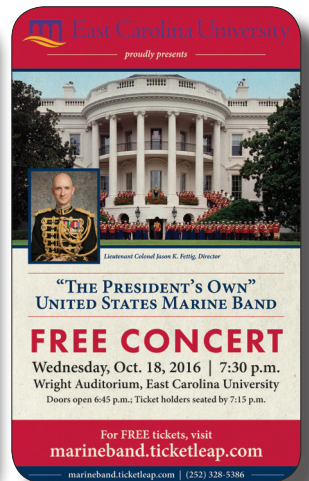
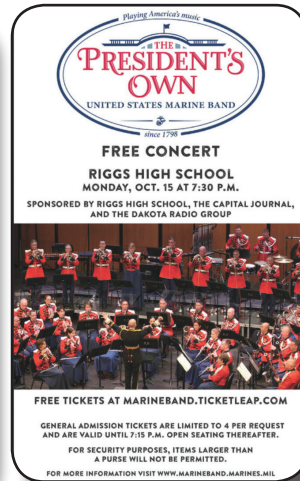
Local media outlets are a great resource for promoting the Marine Band's performance to people in your area, especially if they are involved with sponsorship of the event. Here are important things to know about working with local newspaper, radio, and television outlets:

- Sponsors can purchase advertisements through local media if they wish, but these outlets may agree to run ads for free as a public service announcement.
- The media might be interested in publishing/broadcasting a story about the band coming to town before (and even after) the concert. If so, the Marine Band Office of Communication can provide photos, audio, video, and interviews with the directors or musicians.
- If local media requests to film or photograph the performance, or if they would like to conduct an interview, please contact the Marine Band Office of Communication. Permission must be granted from the Marine Band prior to the concert.

## Email/Direct Mail/Newsletters:

Sponsors can use email/mailling lists available through their own organization to pass on information about the concert. Other mailing list resources include local school districts, chambers of commerce, homeowner associations, veterans groups, religious establishments, and city government, to name a few. The poster included in the provided promotional materials is an excellent item to pass along to these groups either via email or hard copy.

nd - 24 Sep 2018  
You can reserve up to 4 tickets. It's going  
Get your FREE tickets here:





## TICKETING

In addition to effective promotion, having a ticketing strategy is the crucial second step to making sure the audience is full for your Marine Band performance. The following guidelines have repeatedly produced well-attended concerts:

### Single Monitored Distribution Point:

By using a single monitored distribution point for tickets, it is possible to track ticket availability and limit number of tickets per request. Tracking availability is vital because if tickets are moving slowly, it signals that additional promotion should be done to notify people about the concert. Limiting the number of tickets per request is also important because it prevents people from taking extra tickets that might not get used, mitigating empty seats during the concert.

Sponsors with a box office or another well-established method of distribution should discuss with the Marine Band Office of Communication how such systems will be implemented. For others, using Ticketleap.com is the recommended, free solution for ticket distribution. Using Ticketleap, the Marine Band Office of Communication can customize, manage, and monitor tickets for your concert while offering patrons a convenient way to obtain them.

**NOTE:** Tickets are not to be given out through multiple distribution points (e.g. at a bank counter, store checkout, public library, etc.) where dissemination is unmonitored. Doing so has proven to be detrimental to concert attendance.

### Four Ticket Limit:

As with most free items, people take more than they need. For Marine Band concerts, this means claimed tickets often go unused. To minimize this issue, tickets should be limited to four per request. Organizations and groups will likely ask for a large number of tickets, but group ticket distribution should not be permitted.

### 30 Percent Overprint:

In addition to the four ticket limit, a 30 percent ticket overprint is necessary to secure a full house for a free event. This means that sponsors should distribute 30 percent more tickets than the seating capacity of the concert site. Many years of experience have proven that this method maximizes concert attendance, and is already a common practice for many venues.

**NOTE:** Once promotion begins, it is common to receive a high volume of ticket requests and sell out quickly. Regardless, the overprint must still be distributed to compensate for claimed tickets that will inevitably go unused.





## TICKETING

### 15 Minute Rule:

The 15 minute rule states that tickets become void 15 minutes before the concert and unclaimed seats are opened to non-ticketed individuals. This means that people with tickets should be seated at least 15 minutes prior to the performance to guarantee their spot. Once tickets expire, open seats are filled on a first-come, first-served basis.

Very rarely are individuals waiting standby turned away, so even after tickets are sold out, continue to encourage people to join the standby line.

**NOTE:** It is important to include the following verbiage on tickets and in promotions: "Tickets void 15 minutes prior to performance."

### More About Ticketing:

- Seating must be general admission
- A minimal number of seats may be reserved only for VIP guests (i.e. college president, mayor, governor, etc.)
- The Marine Band concert cannot be included in a subscription series. Subscription holders are welcome to request tickets through the same system as other patrons.

**U.S. Marine Band National Tour: Mahtomedi, MN**  
Oct 21, 2018 4:00PM - Oct 21, 2018 6:00PM

Purchased 09/21/2018  
RU-9722-7458-9B0

Duplicate tickets or barcodes may be refused on entry.

**ADMISSION TYPE**  
**General Admission**

**LOCATION**  
St. Andrew's Lutheran Church  
905 Stillwater Road  
Mahtomedi, MN 55115

**ORGANIZATION**  
"The President's Own" U.S. Marine Band  
<http://www.marineband.marines.mil/>

**EVENT RESTRICTIONS**  
Tickets valid until 3:45 p.m.; open seating thereafter. Doors open at 3:15 p.m. No flash photography or video recording allowed. For security purposes, items larger than a purse will not be permitted.

**WILDWOOD ARTIST SERIES**  
St. Andrew's Lutheran Church

**TICKETLEAP**  
Disclaimer: This ticket is subject to the purchasing agreement on the TicketLeap website at [ticketleap.com/legal/purchasing-agreement](http://ticketleap.com/legal/purchasing-agreement).

Duplicate tickets or barcodes may be refused on entry.





## PROMOTION & TICKETING TIMELINE

### Suggested Promotion and Ticketing Timeline:

The timeline below gives a general idea of how promotion and ticketing are to be scheduled.

Time Until Concert	Checklist
6 weeks	Promotion schedule is finalized. Arrangements have been made with local media outlets for PSAs, ads, or other coverage. Dates are planned for initial and reminder social media posts or ads. Lists for email, direct mail, or newsletters have been obtained and use has been approved.
4 weeks	Tickets available for distribution. Promotion officially starts.
3 weeks	Promotion continues.
2 weeks	Tickets completely distributed. If not, additional promotion is needed.
1 week	Follow up with media to see if they are interested in covering the event. Continue promotion as needed.
2-3 days	Feature coverage from local media. Last push for promotion. Last reminder of concert.
Day After	Review coverage of event from local media.

## OTHER RESPONSIBILITIES



The following are miscellaneous items the sponsor is also responsible for:

- Photocopying a one-page double-sided program and inserting into program covers (supplied by the Marine Band Office of Communication).
- Providing 3 cases (72 bottles) of water for the Marine Band at the concert.







## COST

There are a number of costs associated with being a sponsor, but most can be kept to a minimum through co-sponsorship and/or strategic planning.

### **Venue:**

The sponsor is responsible for costs related to use of the concert venue, including—but not limited to—hall rental, security, liability insurance, union fees, etc.

### **Printing:**

Depending on the sponsor's method of ticketing, the sponsor might be responsible for the cost of printing tickets. Using Ticketleap for ticket distribution eliminates this cost.

Sponsors will also cover the cost of printing one-page double-sided programs to be inserted into program covers (provided by the Marine Band Office of Communication).

### **Promotion:**

Some promotion expenses may occur when using paid advertising, but this cost can be offset by partnering/co-sponsorship with local media. While paid advertising is not required, any cost associated with promotion is the sponsor's responsibility. Sponsorship requires concert promotion and complete distribution of tickets.

# ADDITIONAL POLICIES



The following points address other important policies to keep in mind:

- Only official sponsors and co-sponsors who have entered into a Tour Appearance Agreement can be recognized in promotional materials, on the concert program, from the stage, and on tickets.
- The concert cannot appear to benefit any commercial venture. Advertising in the program is therefore prohibited. Only the name of the official sponsor(s) and a courtesy acknowledgment of assisting organizations may appear in the program.
- There are strict Department of Defense regulations regarding the participation of U.S. Armed Forces assets in charitable activities. Fundraising, collections, or donations in connection with the Marine Band tour performance are prohibited, and the event cannot appear to benefit or favor any individual, group, organization, or other entity.

# LOCAL RECRUITING



A Marine Band concert is an important opportunity for local recruiting, especially in areas where public exposure of the U.S. Marine Corps is limited or non-existent. For this reason, sponsors may receive requests from Marine Corps recruiters to set up a booth or table display at the concert as an opportunity to share information about the U.S. Marine Corps.

Local Marketing and Communication Marines (MACs) may request tickets for recruiting purposes. Such requests should be directed to the Marine Band Office of Communication.



# CONTACT INFO



**Headquarters Marine Corps  
Communication Directorate  
Marine Band Tour Director**

Mr. William Perry  
william.a.perry@usmc.mil  
703-614-1405

**Marine Band Office of Communication**  
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202-433-5809

**Marine Band Tour Security Program Coordinator**  
Master Gunnery Sergeant Frederick Vare  
frederick.vare@usmc.mil  
240-882-2022



# TOUR MAP



## AREA I: 2019/2024

AZ, CA, CO, ID, IL\*, IN\*, KS, KY, MD\*,  
MO, NV, OR, UT, WA, WV\*



## AREA II: 2020/2025

AL\*, AR, LA, MS, NC\*, NM, OK, TN,  
TX, VA\*, WV\*



## AREA III: 2021/2026

AL\*, FL, GA, MD\*, NC\*, SC, VA\*



## AREA IV: 2022/2027

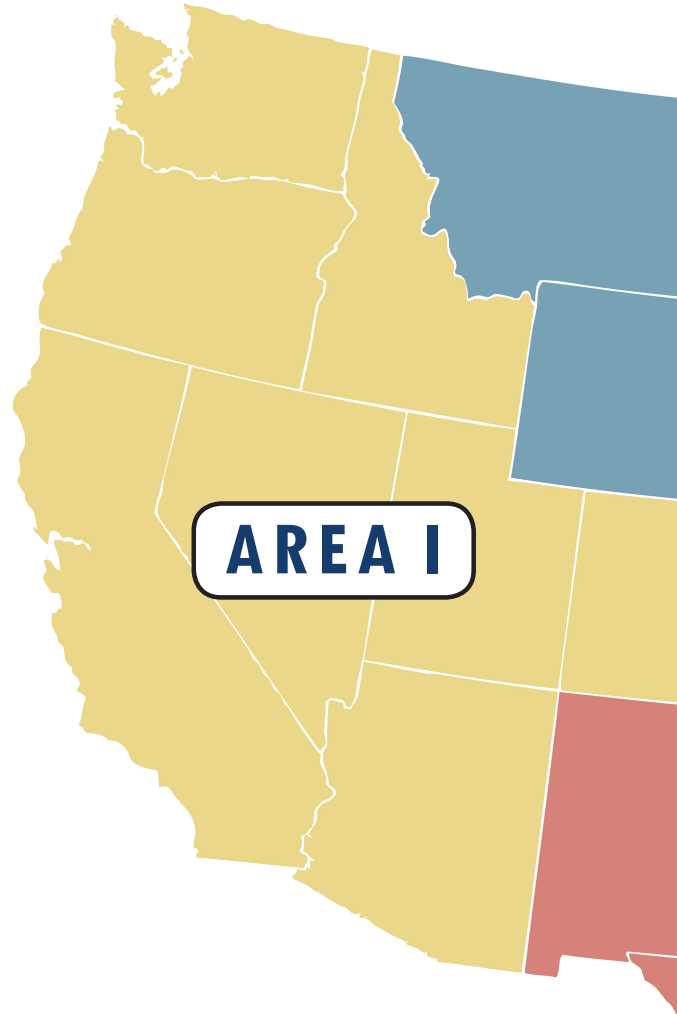
CT, DE, MA, MD\*, ME, NH, NJ, NY,  
PA\*, RI, VT



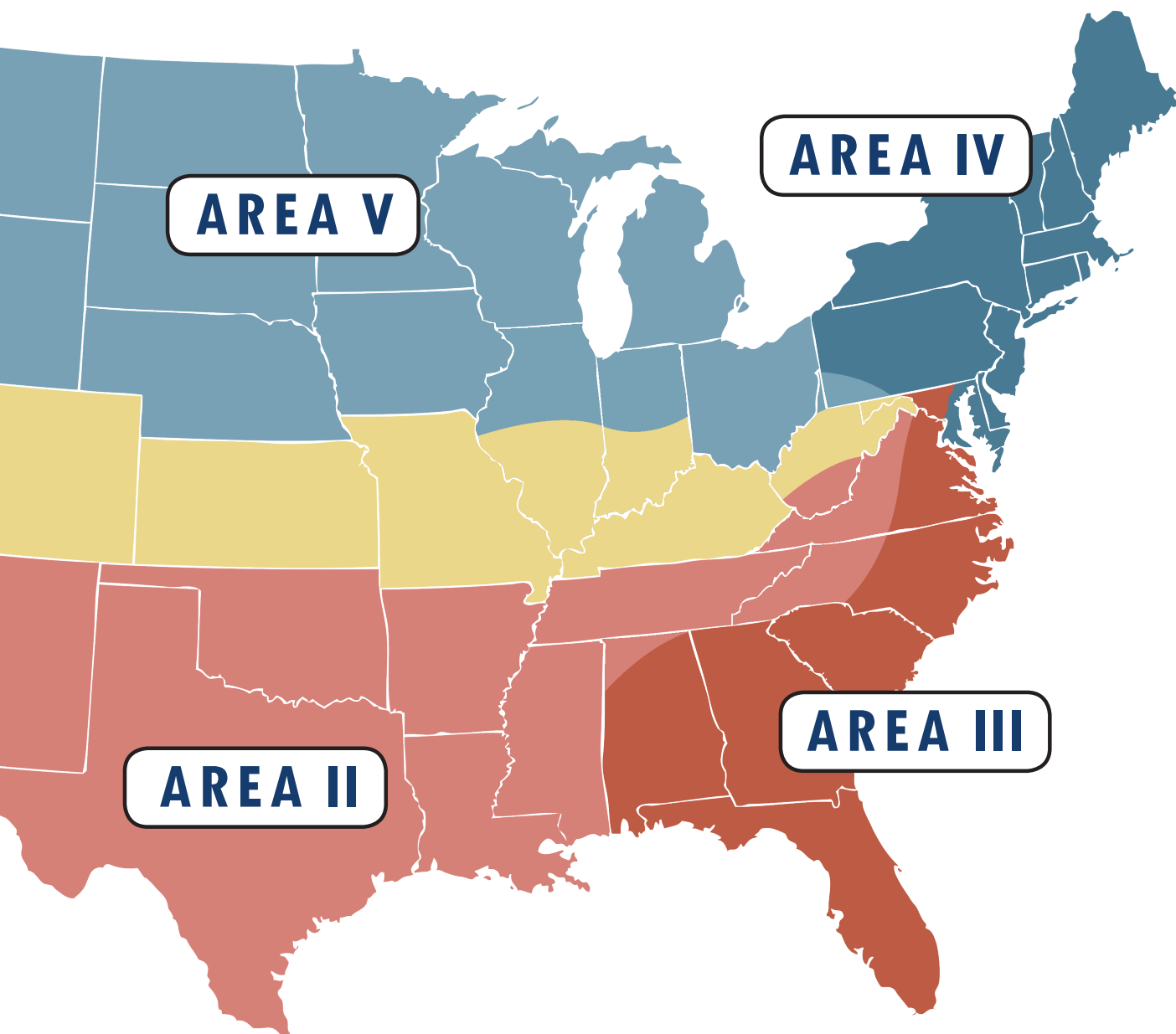
## AREA V: 2023/2028

IA, IL\*, IN\*, MI, MN, MT, ND, NE, OH,  
PA\*, SD, WI, WV\*, WY

\*State is divided among multiple areas











[www.marineband.marines.mil](http://www.marineband.marines.mil)