



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, DC, to the far-reaching corners of our country. This beloved event has 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.**

Lieutenant Colonel Ryan Nowlin
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

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INTRODUCTION

Sponsors of Marine Band tour concerts agree to provide a venue for the event, promote the concert, arrange for security, and, in some cases, ticket the event. This guide lays out the band's needs on tour and explains the sponsor's role in each of these areas.



Venue



Security



Ticketing



Approximately six months before the tour, an advance team will meet with sponsors to identify and review the areas of the facility that the band will be using, discuss a plan for promoting and ticketing the event, and cover additional items and timelines related to the performance.

To discuss future sponsorship of a Marine Band concert, please contact the Tour Directors or fill out our [interest form](#):

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

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

Marine Band Assistant Tour Director
Master Gunnery Sgt. Michelle Urzynecok
michelle.urzynecok.mil@usmc.mil
703-405-9689



VENUE REQUIREMENTS



From professional performance halls to school gymnasiums, “The President’s Own” performs in a multitude of different venues. This section outlines the **minimum** specifications needed for a Marine Band tour concert. If you have questions about whether or not your space will meet the band’s needs, please contact the Tour Director.

Seating Capacity: 1,000 (venues with a seating capacity of less than 1,000 will be considered on a case-by-case basis)

Stage Size: 45 feet wide by 35 feet deep (This excludes space for the wings, an acoustic shell, curtains, backdrops, or downstage area in front of the band). Portable stages should not exceed 18 inches in elevation.

Floor Size: 50 feet by 50 feet. (Gymnasium set up, for example).

Storage Area: 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.

Stage Equipment: The Marine Band provides its own stage risers, chairs, music stands, and conductor’s podium. If available on-site, the band prefers to perform with an acoustic shell.

Dressing Rooms: The Marine Band requests two main dressing rooms for approximately 40 men with 12 wardrobe trunks, and 20 women with 4 trunks. Four additional smaller dressing rooms are requested for the directors and soloists.

Dressing rooms must be located in the same facility as the concert venue and have access to restrooms separate from the audience. If dressing rooms cannot fit wardrobe trunks, a nearby secure space must also be available to store these. Trunks cannot be stored outside the concert facility.

For schools, classrooms are okay to use as dressing rooms, as long as they can be secured the entire time the band is onsite. Windows must be covered for privacy.



VENUE REQUIREMENTS

Lighting: Overhead lighting should be white (no gels), bright enough to read newsprint without difficulty and should not hinder musicians' ability to see the director. Downstage lighting must be adequate, as should any lighting for stage extensions. Please do not use spotlights. The site should provide a technician to operate the house lighting panel.

Decorative background lighting is permissible, but not required. If available, red and blue lights are typically best suited for Marine Band performances.

Audio Equipment: The Marine Band provides its own audio equipment, including microphones, cables, mixer, and processing and graphic EQ, and can also provide a speaker system suitable for small and medium venues. However, when available, using the venue's installed speaker system is preferred.

Additional specifications are outlined below for venues with dedicated audio systems:

- 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.
- The mix position should be in-house, reachable with a 150 ft snake, and not located under a balcony/overhang. The mix position cannot be behind a window (removable or not).

Video Equipment: Video equipment is not required, however if the sponsor is interested in livestreaming the concert, please refer to the section titled "Livestreaming."

Parking: The sponsor must provide parking as close as possible to the loading dock/area for a 53-foot-long tractor-trailer, two charter buses, and three SUVs.

Personnel: A team of ushers will be needed to check tickets, hand out programs, assist with seating, and handle non-ticketed patrons waiting standby. House staff, adult volunteers or students are all acceptable.

Misc.: The stage should not have any signs or banners. The Marine Band will provide both a United States and U.S. Marine Corps flag.



SECURITY

Questions regarding security can be directed to Marine Band Tour Security Program Coordinator Master Sgt. James McClarty at jamesmcclarty.usmb@gmail.com.

First, large bags or backpacks are not permitted inside the concert venue at any time. Promotional materials and tickets must read "Large bags not permitted."

Next, to ensure a safe concert environment, it is the sponsor's responsibility to comply with mandatory security procedures and cover costs associated with security personnel, should they occur.

The Marine Band Tour Security Program Coordinator will be in contact with the local law enforcement agency, campus police, venue staff, and/or sponsoring organization volunteers to discuss the security need for the event. They will also work with local law enforcement/venue security teams to reduce or defray security costs when and if possible.

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.



PROMOTION

Tour sponsors agree to be the primary source of promotion for the Marine Band concert in their local communities. The Marine Band Office of Communication will assist by providing a digital kit of promotional materials for the sponsor to use and by handling any media inquiries about the concert.

Promotional materials to be provided by the Marine Band include:

- Promotional Video
- Press Release
- Photos
- B-roll
- Poster Designs
- Suggested Social Media Posts
- Audio Clips
- Logos

While some sponsors may already have experienced personnel and robust methods for promotion, others may find the information below especially useful when considering ways to promote the concert to a broad audience. Many of these are available at no cost.

Media Co-Sponsorship: Reach out to a local media outlet (TV, Radio, Newspaper) in advance to see if they would be interested in co-sponsoring the concert. They may be willing to promote the concert for free in turn for recognition as a sponsor of the event and exclusive opportunities for news coverage. As an official co-sponsor, their name and logo can be added to the promotional materials provided by the Marine Band. This is an effective way to reach a large number of people quickly.



PROMOTION

Media Coverage: Media are often still interested in sharing the concert as a news item, even if sponsorship is not possible. TV stations may be willing to run the promotional video a week or two before the event. Radio may want to interview the Marine Band's director on air. A newspaper may post the press release and a photo on their website and social media. Contacting media is often as simple as emailing the news tip line or editor with the provided press release as the body of the email. Any requests for interviews should be directed to the Marine Band Office of Communication.

Social Media: Use your organization's social media accounts to promote the concert to your audience. The Marine Band will provide photos, video and suggested text that can be posted leading up to ticket release and the concert. Additionally, follow the Marine Band social media accounts to share its posts about the concert tour and to be listed as a co-host for the event on Facebook.

While it is not required, another option to promote the concert is through paid social media advertisements. These can often be an effective, low-cost option for you to reach people in your specific area.

Other Ways to Promote:

- Direct Email
- Newsletters
- Distributing Posters
- Billboards/Marquees
- School Announcements
- Add to City Event Calendar

Organizations to Consider Contacting Directly:

- School Music Programs
- ROTC Programs
- Veterans Organizations (Marine Corps League, VFW, American Legion, etc.)
- Retirement Communities
- Houses of Worship
- Boy Scouts/Girl Scouts



TICKETING

General Ticket Info: Tickets must be free and general admission and cannot be offered as part of a subscription series. Sponsor/venue must cover box office fees, if any. Tickets must be printed with the 15-minute rule (see policies below) and the bag policy: "Large bags not permitted."

Timeline: Tickets will be released one month before the concert date. (Tickets available on Sept. 5 for an Oct. 5 concert).

Box Office: The Marine Band prefers to distribute tickets through Ticketleap, an online ticketing system managed by "The President's Own" at no cost to sponsors. However, sponsors with box offices are may use their own systems to issue tickets for the concert, if desired.

Ticket Holds: The Marine Band may need a pre-determined number of tickets held for VIPs which will be communicated by the Marine Band Office of Communication.



TICKETING

Policies: The Marine Band asks that sponsors adhere to four ticketing policies, which have historically yielded near-capacity audiences:

1. Single Monitored Distribution Point: Tickets must only be distributed from one source. This can either be the sponsor's box office, or the Marine Band's online ticketing system. At no point should tickets be available through multiple or unmonitored locations.

Sponsors who use their own box office will send the Marine Band weekly updates on ticket distribution numbers. If the Marine Band manages ticket distribution, weekly updates will be sent to the sponsor. Based on the rate of ticket distribution, promotion can be adjusted accordingly.

2. Four Ticket Limit: Tickets must be limited to four per request. Since tickets are free, this lessens the probability that patrons will claim many more tickets than they actually need. If school groups are interested in attending, direct them to the Marine Band Office of Communication for further assistance.

3. 30 Percent Overprint: The number of tickets distributed must be 30 percent greater than the venue seating capacity.

Based on many years of holding free events across the country, and already common practice at professional halls, the Marine Band has found that a 30 percent overprint on tickets is necessary to achieve a near-capacity audience with low risk of over attendance.

To safe-guard the sponsor/venue against the low risk of over attendance due to the overprint, all tickets must be printed with the "15-Minute Rule." Read more about it below.

4. 15-Minute Rule: The 15-minute rule states "Tickets void 15 minutes before the concert. Open seating thereafter."

Patrons with tickets should be seated at least 15 minutes prior to the performance to guarantee their spot. Once tickets expire, individuals waiting standby will be admitted on a first-come, first-served basis.

Historically, even with an overprint, patrons waiting standby are able to be seated for the concert. The Marine Band encourages patrons to wait standby once tickets are sold out, and recommends the sponsor do the same.



TIMELINE LEADING UP TO EVENT

Time Until Concert	Description
6 Months	Marine Band tour advance team holds in-person meeting with sponsor and relevant venue personnel. The meeting has two parts: 1. Identify and review the areas of the facility that the band will be using. 2. Discuss a plan for promoting and ticketing the event, as well as other miscellaneous items.
3 Months	Marine Band announces tour schedule online and on social media. Sponsor receives digital promotional materials and are welcome to share and announce the concert.
6-8 Weeks	Marine Band Anti-Terrorism Officer to hold in-person site security assessment with sponsor/venue. Contact local organizations who may be interested to let them know when tickets are available.
6 Weeks	Sponsor begins promoting event and ticket release date. If possible, media co-sponsor has been identified by this date.
1 Month	Tickets available for distribution. Promotion and outreach for the event increases.
3 Weeks	Promotion continues. Sponsor/Marine Band provides ticket update.
2-3 Weeks	Sponsor receives shipment of program covers.
2 Weeks	Sponsor/Marine Band provides ticket update. Contact local media (TV, radio & newspaper with press release) about concert using provided materials.
1 Week	Sponsor/Marine Band provides ticket update. Continue promotion and follow up with media if needed.
5 Days	Sponsor/Marine Band sends reminder email to ticketholders about the concert.
2-3 Days	Last push for promotion/reminder. Direct patrons to standby line, if sold out.
1-2 Days	Sponsor prints programs and inserts them into program covers.



TIMELINE DAY OF EVENT

Time Until Concert	Description
Day of Concert (Time TBD)	Semi-truck arrives. All staging requirements are in place/operating and the loading dock must be available upon arrival.
4 Hours	Set-up begins. The on-site manager, electrician and audio technician should be available at load-in to meet with the Marine Band stage manager.
2 Hours	Sponsor sets up table in lobby to be used by Marine Corps recruiter (as needed).
1 Hour	Musicians arrive at venue.
45 Minutes	Venue doors open and seating begins.
15 Minutes	All tickets are void. Standby line can fill empty seats on a first-come, first-served basis.

ADDITIONAL POLICIES

Costs: The sponsor agrees to cover costs, if any, regarding

- Use of the concert venue (including—but not limited to—hall rental, liability insurance, union fees, etc.)
- Ticketing/box office fees
- Security
- Printing a one-page, double-sided program
- Promotion

Official Sponsor Recognition: 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.

Advertising in Program: 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 acknowledgement of assisting organizations may appear in the program.

Fundraising: There are strict Department of War 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.

LIVESTREAMING

Depending on licensing for music on the band's program, it may be possible for sponsors to livestream the performance. If livestreaming is possible, the sponsor would need to provide the video equipment and personnel to operate it. Marine Band audio recording engineers are on site and will provide an audio feed for the livestream. Livestream requests are handled on a case-by-case basis, and must be settled more than one week in advance. The Marine Band may help promote the livestream to its online audience. Please contact the Tour Director with questions.

MARINE CORPS RECRUITING

Marine Band tour concerts are 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, Marine Corps recruiters may set up a booth or table display at the concert as an opportunity to share information about the U.S. Marine Corps. The Marine Band Office of Communication will confirm with the sponsor that a recruiter will be present and ask for a table to be set up in the lobby, if needed.

A member of the Marine Band's Office of Communication may also be present at the concert to document the performance and interact with patrons. If a representative is in attendance, the Office of Communication will inform the sponsor and ask that an additional table be provided.

EDUCATIONAL OUTREACH

Clinics: On tour, Marine Band musicians volunteer to hold educational clinics with school music programs in the local area. In general, these sessions take place the morning after the concert, before the band travels to its next concert site. Clinics typically last between 45 and 60 minutes and can include individual Marine Band musicians or small ensembles.

Please note the following regarding clinics:

- Clinics must be within a 30-minute drive of where the band is located.
- Transportation must be provided for Marine Band musicians to and from the clinic site.
- Clinics must be free and open to the public.
- Musicians cannot accept any payment or honorarium.
- Clinics are not available Sunday mornings.

Q&As: An alternative opportunity is a brief Q&A session with a musician immediately after the conclusion of the concert. If confirmed, these will take place inside the concert venue near the stage. Marine Band musicians will answer students' questions and speak on their experience with the band.



TOUR MAP



AREA 1: A: 2034/B: 2029

(A): CO, ID, IL*, IN*, KS, KY, MD*,
MO, OR, UT, WA, WV*

(B): AZ, CA, NV, OR, WA



AREA 2: 2030/2035

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



AREA 3: 2026/2031

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



AREA 4: 2027/2032

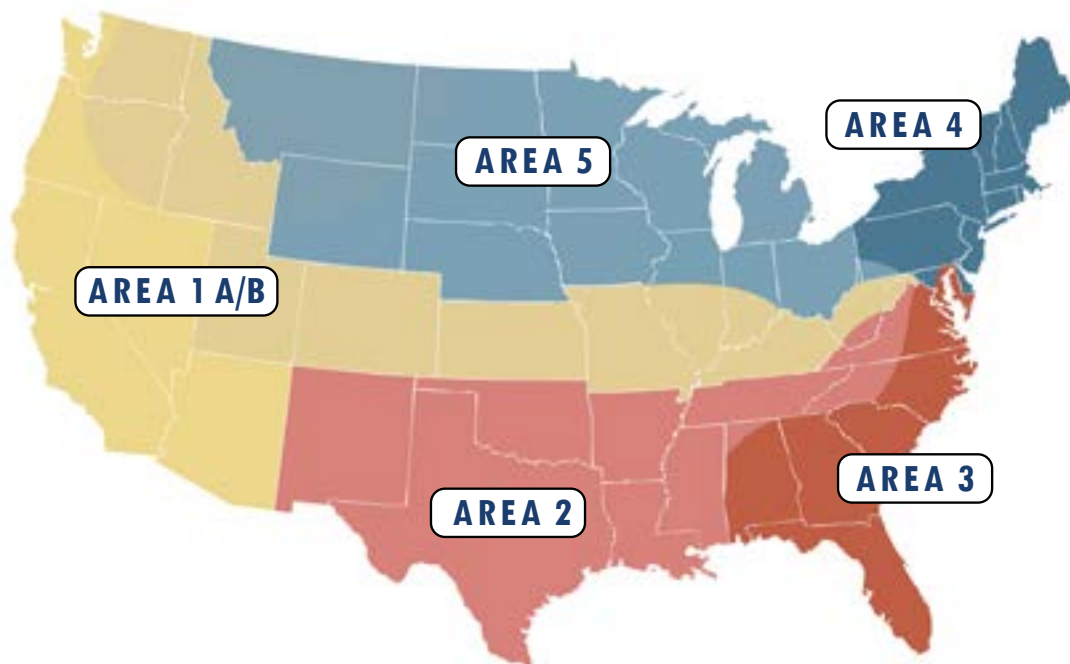
CT, DE, MA, MD*, ME, NH, NJ, NY,
PA*, RI, VT



AREA 5: 2028/2033

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

*State is divided among multiple areas



CONTACT INFO

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

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

Marine Band Assistant Tour Director
Master Gunnery Sgt. Michelle Urzynecok
michelle.urzynecok.mil@usmc.mil
703-405-9689

Marine Band Office of Communication
marineband.communication@usmc.mil
202-433-5809

Marine Band Tour Security Program Coordinator
Master Sgt. James McClarty
jamesmcclarty.usmb@gmail.com



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