



Tips for a Successful Event

Because you are a band director and not a concert promoter, here are a few ideas we have gathered from other band directors who have held very successful concerts in their gymnasiums and auditoriums.

The most important thing you can do is appoint a person or committee to work closely with you to help with the promotion of your concert. A Presidio Brass event is not a small undertaking — you will need help from dedicated parents or partners.

Here are some tips from a middle school band director who had standing room only in her gymnasium, (about 1400 people).

Tickets:

- Create an order form for ticket orders.
- Take cash and checks for tickets. Set up on-line purchases with PayPal.
- Send home tickets with students. 8 tickets/student
- Deliver tickets to the high school so the high school band director can help sell tickets.
- Mail tickets.
- Hold tickets for pick-up on the night of the concert
- Monitor ticket sales so you know how they are going.

Mailing:

- Send a letter out with ticket order forms to band students and parents. Let parents know that tickets cannot be guaranteed once general sale commences to the general public.

E-mail:

- School staff.
- District bandmasters association.
- Music teachers in CMS at least twice. (We have nearly 150 schools in our system).
- College directors at several nearby music departments/schools.
- All band parents
- CMS Public Information put info on mass e-mail to all staff and put the concert on the tip sheet to the media.

Web Site:

- Advertise on the Middle School and High School band web sites and the general school web sites.

Media:

- Get local media contact information and sent publicity to every public radio station, local TV station, and newspaper in the area.

Posters:

- Band Boosters hang posters in every community surrounding your venue.

Other:

- Take ticket order forms to district bandmasters meeting.
- Advertise on the phone voicemail system at the high school. High school director requires students to go to so many cultural events. She gave double credit to her students to come to our concert.
- Have a lot of former band parents/students who come back and still support the program.
- Encouraged elementary grade band students to attend with their parents.

A Word on Tickets:

The potential of covering the cost of your event with ticket revenue is excellent. Most schools generate the revenue they need to cover costs in this manner. With 300 kids performing, if each one were responsible for selling 3 tickets (@\$10), you would bring in \$9000.

So, the students get a clinic, they perform with Presidio Brass, and get a free ticket to the concert -- and in turn they need to sell 3 tickets (hopefully to mom and dad; grandparents; siblings). It really should be breeze!

The majority of schools who present the Presidio Brass, price their tickets at \$10.00 for adults and \$5.00 for children or \$15.00 for adults and \$10.00 for children.

Some also offer group discounts as a package:

Examples:

- \$20.00 for the first ticket, \$15.00 for the second ticket and \$10.00 for the third ticket.
- \$25.00 for the first ticket, \$12.50 for all others
- \$40.00 for the first two tickets and receive a third ticket free
- \$40.00 for a family pass of up to 5 members

Another idea is to sell concert tickets bundled with coupon books that included discounts from local merchants. The cost of the coupon book is \$25.00 — it includes 2 tickets to the Presidio Brass concert and \$50.00 in local merchant discounts.

Printable Tickets:

You can print your own tickets that you design to sell for the concert.

You can get the tickets (pre-punched card stock) from Office Depot and then design your ticket using the FREE template at <http://www.officedepot.com/specialLinks.do?file=/guides/papertemplates/tickets.jsp>.

Another way to do this is to contact a local printer and ask them to print tickets for you and donate the service.

Where to Sell Tickets:

Ticket sales should be monitored closely. In addition to having tickets available at school, it is advisable to find other outlets for tickets sales such as the box office at the theater where the performance will be held, or in the local music store where families of music students congregate. Even local churches can participate in handling ticket sales for you.

Incentives:

Your students are your best resource for ticket sales. They are the ones who will reap the benefits from a residency and performance. Having their families and friends at the event will build enthusiasm for your music program and will increase support for music education.

Find a local merchant who will donate a prize for the student who can sell the most tickets. See if the local Sprint store will donate a cell phone with three months of service for the highest ticket seller. Perhaps the local Wal-Mart will donate \$50 gift certificates for the top two ticket sellers. The winners can be announced at the concert.

A Word On Corporate Sponsorships and Fundraising:

Sell Program Ads:

Ask your local businesses to place an ad in the evening program for the Presidio Brass concert.

Corporate Sponsorship:

In the world of professional presenters, performances are sponsored by banks, large businesses, dentists, etc. Have a parent committee contact your local chamber of commerce for a recommendation of possible sponsors and then call them. Your local music store is a great place to start!

Presidio Brass CD Sales:

The Presidio Brass has made available one of their most popular CDs as a fundraising opportunity. Each CD sells for \$20 with 40% of the CD sales going to your band. This is not only an excellent way to raise funds for the Presidio Brass concert, by selling Presidio Brass CDs, you will generate excitement about the concert with music that will be performed on the concert. If you would like to consider this option, please contact the Presidio Brass for more info.

Your Parents and Boosters:

At each concert we hear a similar remark from the parents of the students. "I had no idea it would be this good. My child said I didn't have to come because she was only playing one piece. If I had known, I would have brought my neighbors."

It is hard to describe a Presidio Brass concert. It is full of surprises; it includes intricate playing, some serious pieces, some fun pieces; interaction with the audience, and a lot of laughs. It is about the joy of making music — and the audience and students are invited to share in the thrill of the experience. On the next page is a letter you can copy or modify to send home to your students' families.

**QUARTZ HILL HIGH SCHOOL BAND STUDENTS TO PERFORM
ON CONCERT WITH THE PRESIDIO BRASS**

Dear Parents:

On Monday, October 4, 2010 at 8:00 p.m., the Presidio Brass will perform a concert at the Lancaster Performing Arts Center.

Your child, along with other members of the Quartz Hill High School Band, will perform on stage with this amazing professional ensemble. Performing over hundreds of concerts, the members of Presidio Brass have dazzled audiences at concerts and festivals throughout the United States.

The Presidio Brass members are as committed to education as they are to performance. The Presidio Brass has made education and outreach their primary musical endeavor. They are committed to education through the communicative power of music; cultivating future audiences for the performing arts, and leaving a sustained musical legacy.

In preparation for the evening concert, the Presidio Brass will spend the afternoon with our students in a rehearsal and workshop.

The opportunity for students to interact and perform with an ensemble of this caliber is enormous and rare — perhaps a *once-in-a-lifetime* experience.

This is family entertainment at its best! You won't want to miss it.

Please support your child by attending the concert. Bring your family and friends! It will truly be *a night to remember*.

Sincerely,

John McQuilkin
Director of Bands

Ticket Info:

(put prices and where to order tickets here)

(See if your local music store will help sell tickets also.)

Learn more about the Presidio Brass at www.Presidiobrass.com

A Word on the Media:

Getting the word out about your event is important. Make a list of the media in your area. The Presidio Brass is happy to provide sample music and a telephone interview for radio stations, and if possible, appear on local television.

- Be sure to contact:
- Radio Stations
- Television and Cable
- Newspapers

Newspapers:

Create a press release. Here is a sample you can use.

Presidio Brass Press Release — January 9, 2010 — Ashland, Oregon

Hailing from "America's Finest City", San Diego, CA, Presidio Brass is a dynamic force in American brass chamber music. With a unique and exciting repertoire written specifically for the ensemble, Presidio Brass is committed to providing engaging musical programs as well as developing close ties to their audiences. They have concertized nationally, presenting concerts and educational outreach programs throughout the United States.

The ensemble first came together with the primary mission to promote music education and appreciation in the next generation. That commitment continues to be exhibited each time Presidio Brass goes out on tour; every performance is coupled with a masterclass or school program for which the members of the quintet volunteer their time. Their educational programs have garnered the attention of newspapers throughout the country because the ensemble believes that the next generation should understand the important role of music in the enrichment of the human spirit.

Whether they are performing a classical transcription, burning up a jazz standard or adding piano stylings, (yes, that's right, Presidio Brass is the only nationally-touring brass ensemble to perform with piano) the Presidio Brass entertains with seamless precision, blazing technique, virtuosity, and humor.

In Antelope Valley, the Presidio Brass will include an extraordinary educational component to educate and inspire local student musicians. The music students of Quartz Hill High School and Littlerock High School will spend the afternoon with the Presidio Brass musicians in rehearsal, then take the stage to perform with the Presidio Brass during the evening concert.

A Presidio Brass Concert is fun, lively, and entertaining - perfect for the entire family. Tickets can be purchased at the Cripple Creek Music Company, 353 East Main Street in Ashland. (541) 482-9141. \$10.00 for adults and \$5.00 for children.

For more information, please contact:

Your name, phone number and e-mail.

Additional contacts:

- Contact your local paper and ask them to do a human-interest story about your music program, music in your community and the Presidio Brass performance.
- Ask if they will cover the event by sending a photographer and reporter. If your paper has an entertainment section or a community calendar section, ask to have your event listed multiple times in several places in the paper. People need to see something in print three or four times before they will act on it.
- Ask if the paper will run free ads for you to help promote the event.
- Ask the entertainment editor to come to the event to write a review for the newspaper. This will promote interest in your music education program in the community. You are doing something few band directors do for their students to enhance their involvement in life-long learning and love of music — your community and colleagues should know about it.

Radio:

General Information About Public Service Announcements

All PSAs must promote events for nonprofit organizations and include information on proceeds of the event. All press releases should arrive a minimum of two weeks prior to an event. During the busy times of the year, it may take a week or so before the station has an opportunity to review the information. During the season, the station receives several hundred press releases each week. There is a lot of competition. Press releases can be mailed or faxed to the station. No information will be taken over the phone. Event specific only.

(Do not send a rundown of the year's activities if it is not a formal concert series. They do not keep files of every organization's events. Always send a new press release for each performance.) PSAs are broadcast several times per hour, Monday through Friday. There are no guaranteed times or number of messages.

Paid Public Service Announcements

If you wish to be guaranteed a specific number of announcements broadcast prior to your event, then **PAID** public service announcements are available to your organization. These messages are pre-produced with music and / or sound effects and are included in the program log schedule at specific times throughout the broadcast day. These are 30 second announcements, which are scripted by station staff based upon information provided to the station.

Ask what the fee is for each PSA . You can establish a schedule for rotation of the announcements, such as 4 per day for 15 days, or whatever you think is effective in promoting your event.

Planning is an important aspect of obtaining the most exposure for your events. It is suggested that your organization create a master plan of our many events scheduled throughout the year, including a plan for promotion. Set a series of target dates for press releases and that will give you ample opportunity to send your releases in time for adequate coverage on the air.

How to Write a Public Service Announcement

Include the following in your request for a public service announcement. (PSA):

- Basic details of your event
- Typed/double-spaced/one page
- No descriptive information (PSAs are usually 30 seconds or less in length)
- Pronunciation of difficult names
- Contact Person/phone number (in case of questions)
- Follow the general rules of journalism:
 - Who: Your Organization Name
 - What: Your Event

When: Time / Date

Where: Place

Why: Reason for the Event, including proceeds to benefit what organization.

How: Call for tickets and other information, ticket prices or requirements for attending

Answer those questions and you'll provide the basic information needed for a PSA. The station can write an announcement that provides specific information for listeners. Know your audience and know whether a station or news media outlet uses or accepts public service announcements.

For example: sending a press release about an opera performance is more appropriate for a classical music audience than a rock n' roll audience. Sending a release about a local festival fits all audiences.

On air promotions can include free tickets to the concert and free Presidio Brass CDs, (the Presidio Brass will provide these at your request) to any radio station who would like to promote the concert by awarding them to callers. The Presidio Brass members will also do telephone radio interviews.

Local Promotion:

- Ask your Chamber of Commerce to announce the performance in their bulletin and put it on their web site.
- Put up store-front flyers all over town. Design a flyer with your information on it. Businesses will be happy to help announce your event. If you would like the Presidio Brass to design a flyer for you, we will e-mail it to you in .pdf format so you can print as many copies as you will need.

Television:

Most television stations will add your event to their community calendar and also post it on their web site. Ask them for a mention on the news and send them a press release. Ask the TV station to announce the event on their weekend programs and to also come to cover the event for the news.

The night of the concert, see if you can get the locals television station to send down a crew to cover the event. This is a celebration of what is right, good and wholesome in your community — it should be on the news. They can catch the performance of the students and do exit interviews with them.

Follow Up:

After you have contacted the papers, radio and television once, wait a week or two and contact them again. The more enthusiasm you have for the event, the more enthusiastically they will help you promote it.

Invite the Big Shots:

Invite the Mayor, your Congressional Representative and his staff, the Superintendent, the Board of Trustees and the City Council. Ask the Chamber of Commerce to come too. This is an event that will showcase your music education program and the talents of your students. A Presidio Brass performance nearly guarantees renewed support and enthusiasm for the arts in education and the students who participate in the arts. Don't let them miss out.