THE UNITED STATES AIR FORCE

BAND OF THE GOLDEN WEST

Travis Brass

USAF BAND OF THE GOLDEN WEST
TRAVIS AFB, CALIFORNIA

Travis Brass

Travis Brass is the multitalented brass group of the United States Air Force Band of the Golden West. From a standard march or traditional brass composition to jazz, ragtime and the popular music of today, this group's diverse repertoire covers a myriad of styles to exhilarate audiences.

Throughout the West Coast, Travis Brass focuses on educational outreach through hands-on clinics, master classes and interactive concerts for aspiring musicians of all ages. Additionally, Travis Brass shares their enthusiasm and expertise, customizing every performance to provide entertainment for community relations concert,TV shows and professional sporting events, as well as honoring military personnel.

Travis Brass is featured on the recording "Wood 'n Brass" and most recently appeared on the local television show *Good Day Sacramento*.

These talented artists are active duty professional musicians working in support of Air Mobility Command and the surrounding communities. Travis Brass' blend of sound, style, and humor make them an entertaining ensemble, putting an evolutionary spin on music for tomorrow.

Travis Brass

Personnel

TSgt Christi McGowan
Non-commisioned Officer In Charge and Musical Director
Percussion

A1C George Brahler
Operations Representative
Trumpet

TSgt Mike Andrew
Tuba

SSgt Robert Mayes
French Horn

SrA Matthew Garza
Trumpet

SrA Travis Hyde
Euphonium

Staging Requirements

Arrival

The band will arrive according to the operations representative's (Ops Rep) designated time. The event sponsor or point of contact should be available to meet the band upon arrival to greet and assist the Ops Rep with the organization of the performance. The following are standard requirements needed to ensure the highest quality performance by the Travis Brass.

Stage

Dimensions: Performance area should be at least 15 feet wide and 15 feet deep.

Construction: The stage or area being used must be level with a firm foundation. For outdoor sites: the performance area must be dry. NOTE: the band cannot perform in inclement weather (including high winds); we recommend that arrangements are made for an alternate indoor site.

Cleanliness: The performance stage and dressing room areas should be cleaned before the arrival of the band. If the band is performing on a stage with other entertainers (i.e. festivals, picnics, park concerts, etc), please ensure the area is cleared of all other equipment and events prior to the band's designated set up time.

Set-up: Normally, the band can set-up their equipment in approximately 15 minutes. However, due to the complexity of loading the equipment to difficult performance areas and other unforeseen delays, it could possibly take up to 30 minutes to complete the set-up and sound check. The group needs five chairs, preferably without arms. Please inform the Ops Rep within 30 days if the ensemble will need to furnish its own.

American Flag: We request the use of one American Flag with flag pole and base to be displayed on stage during the concert. If an American Flag is not available, please inform the Ops Rep within 30 days that the ensemble will need to furnish its own.

Lighting: No special lighting needs are required. We request the use of general stage lighting (wash). Please designate someone who can operate system during the band's performance.

Audio: For most performances, audio is required. If available, a small PA system for announcing/vocals is desirable. This must be coordinated with the Op's Rep at least 30 days before the performance.

Electrical: We may request the use of one 120V/20Amp AC circuit with two Edison outlets for use with a small PA system (powered speaker and microphone) and stand lights. Power should be available within 10 feet of the stage area.

Dressing Rooms

Two secured dressing rooms, in close proximity to the stage area, are needed for two females and four males. Please inform the Ops Rep of any rules concerning smoking, eating, etc.

Publicity Recommendations

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, United States Air Force Band of the Golden West concerts have always been successful when all the local media 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.

Publicity Schedule

TARGET DATE	PUBLICITY STEP
3 WEEKS PRIOR TO CONCERT	Full-page ad with pictures and ticketing information stating that there will be a concert by the **United States Air Force Travis Brass** 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 Travis Brass**, including information used in the full-page ad. Include ticketing information if applicable.
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 the 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 appearance of the band (if applicable).
2 DAYS PRIOR TO CONCERT	Picture and feature story on Commander/Conductor/ Group Leader, plus 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** 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 the concert is free. If concert is "sold-out," stress open admission for available seating ten minutes prior to concert:

Like Us On facebook

Please feel free to link and/or mention our Facebook page to any advetising that you find appropriate. We can be found by searching USAF Band of the Golden West. Our FB page is very handy and includes all upcoming performances as well as daily updates.

Logos and Pictures

You may use these logos and/or pictures for your advertising. Please contact the media representative if you need them in a different format/text (i.e. ticket).

Travis Brass

USAF BAND OF THE GOLDEN WEST
TRAVIS AFB, CALIFORNIA

Radio Spots

10 SECOND SPOT

Travis Brass of the United States Air Force Band of the Golden West will present a free concert on _____(Day and Date) in_____(City) at_____(Auditorium) at_____(Time). For details call_____.

15 SECOND SPOT

A free concert by Travis Brass of the United States Air Force Band of the Golden West, will be presented at _____(Auditorium) in _____(City) on _____(Day & Date) at_____(Time) For details call_____.

20 SECOND SPOT

Exciting sounds of Travis Brass will fill_____(Auditorium) on_____(Day & Date) at_____(Time) when this outstanding brass ensemble from the United States Air Force Band of the Golden West presents a free concert in the_____(City) area. For more information, call_____.

30 SECOND SPOT

Travis Brass, one of America's finest brass ensembles, will present a free concert at_____(auditorium) on_____(day & date) at_____ (time) in_____(city). This exciting group is a component of the United States Air Force Band of the Golden West and is under the musical direction of Technical Sergeant Christi McGowan. The ensemble will play a variety of music ranging from traditional Classics to the popular music of today. For those interested in attending this free concert, call_____.

On behalf of Travis Brass

THANK YOU!

Thank you for your decision to be a community partner of the Band of the Golden West. 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 Travis Brass. 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!