TABLE OF CONTENTS

Forward ---------- i
Table of Contents ---------- ii

GENERAL INFORMATION

GENERAL INFORMATION

DESCRIPTION OF PERFORMING ENSEMBLE

PRINTED PROGRAMS

Printed programs are provided by the Navy Band. The program will arrive on. The program Mhm ipmhnt ruck. Thed ` rþM ʌ ӟ MpTheconcert. Advertisingeis not permitted in. The am bec ] se of Dhp ` Dhfhnse regul] ions. я ʻ ʻ ʻ dono pThesponso ôsecosts m ` rþM ƙ l Mʊ ɔ ᵀ l ᴰ ᵐ l ęMʊ ɔ ŎpTh provided.

7. All tickets should be distributed at least two weeks before the concert. If this is not the case, call the Navy Band tour operations ofýce at 202-433-2889 for assistance.

By following these guidelines closely and using adequate promotional efforts you will ensure a ñsold outò

PUBLICITY INFORMATION

PROMOTIONAL MATERIALS

The publicity materials you will need to promote the tour appearance of the United States Navy Band Commodores are prepared by the bandôs public affairs ofýce. The tour representative will have these materials sent to you well in advance of the concert. Many of the following materials are also downloadable from our web site: www.navyband.navy.mil.

Å Press kits (hard copy or CD-ROM) contain general information on the band, biographical information on the Commodores, social media links and contact information for the Navy Band public affairs ofýce.

PROMOTION STRATEGIES!

CONCERT RECORDING

Requests from radio and television stations wishing to record entire Navy Band Commodores concerts

Should the sponsor address the audience and introduce the band?

APPENDICES

State/City of Executive Ofýce

(GOVERNOR/LOCAL OFFICIAL)

U N I T E D M S T A T E S N A V Y D r MЦ

(DATE)

WHEREAS Since its creation, the United States Navy has played a vital role in the defense of America, and

WHEREAS The United States Navy Band Commodores represEnts the Navy and f® d

Appendix B

SUGGESTED MEDIA ADVISORY

NAVY BAND COMMODORES TO PERFORM IN (city)

WHO - ñCommodores,ò the United States Navy Bandôs jazz ensemble from Washington, D.C.

WHAT - î Free Concert