



Showcase Event Host Guide

Fall, 2018

INTRODUCTION

Thank you for your interest in hosting a USBands event. Throughout the Fall 2018 season, you and nearly 150 other programs will host a combined 700 ensembles and thousands of young artists at Marching Events throughout the United States.

Formed in 1988, USBands will mark its 30th season with nearly 150 local, regional, and national events in across the country in 2018. USBands is one of several programs encompassed by Youth Education in the Arts, whose mission is *to support the development of young people into magnificent human beings through participation in the performing arts*. In addition to marching events and serving as a resource to music programs across the country, USBands programs include winter color guard and percussion events, concert festivals, student leadership seminars, educator and adjudicator training seminars, and presentations to music boosters and school administrations.

USBands strives to achieve a specific level of uniformity and excellence at all USBands sanctioned events. While we appreciate the unique experience that each Event Host has to offer, certain aspects must remain the same universally, in areas including adjudication criteria, performance atmosphere (including announcing), signage, awards, time schedules, etc. This allows a seamless and enjoyable experience for all students and teachers at every site from Arizona to Connecticut.

As the director and/or Event Host' appointed organizer of the event, please review the material found in this guide to assist in the planning and execution of your event. Although every Event Host has different facilities, volunteers, and other resources available, the information highlighted in this manual should allow any and all Event Hosts to feel adequately prepared to run a successful event. Additionally, USBands employs a full support staff in its main office that is ready to assist you with any further questions.

HOSTING A USBANDS EVENT

Event Hosts choose to run events with USBands due to our organization's ability to run high-quality events that offer positive experiences for all involved. We realize the major undertaking that running one of these events requires and offer our expertise, knowledge, and resources to make the experience run smoothly for you by managing a majority of the administrative tasks involved up front in the planning stages so that you can focus solely on running the actual event.

Local events are generally identified as either Silver Showcase, Gold Showcase, or as a Clinic. The main difference is that Gold Showcase events offer two more adjudicators than a Silver Showcase event, and allows for more ensembles to participate before requiring additional fees. Clinics are opportunities for students to meet face to face with clinicians immediately following a performance to receive feedback on their performance and delivery. Details for each package are outlined below.

	Silver Showcase	Gold Showcase	Clinic Add-on
Description	Standard USBands event where a critique session with all adjudicators will take place after the last performance.	Adds two specialty adjudicators for Color Guard and Percussion.	Adds two clinicians to a Silver or Gold Showcase package who provide immediate feedback for each performance.
Price*	\$3,150 for the first 7 ensembles - Event Host ensemble is NOT counted in total	\$4,250 for the first 9 ensembles - Event Host ensemble is NOT counted in total	\$1,100 Additional fee added on to Silver or Gold package
What is included in the fee	<ul style="list-style-type: none"> ● Event staff and four (4) adjudicators ● Promotion and Recruitment through official USBands Communication ● Ensemble and Event Host relations ● Coordination of Schedule 	<ul style="list-style-type: none"> ● Event staff and six (6) adjudicators ● Promotion and Recruitment through official USBands Communication ● Ensemble and Event Host relations ● Coordination of Schedule 	
What the Event Host must provide	<ul style="list-style-type: none"> ● All required facilities and amenities ● Promotion and recruitment of both ensembles and spectators ● Safety/Security ● Sound/PA System for Spectators ● Adjudicator Hospitality ● Event Volunteers ● Awards ● Internet Connection and Printer 	<ul style="list-style-type: none"> ● All required facilities and amenities ● Promotion and recruitment of both ensembles and spectators ● Safety/Security ● Sound/PA System for Spectators ● Adjudicator Hospitality ● Event Volunteers ● Awards ● Internet Connection and Printer 	<ul style="list-style-type: none"> ● All required facilities and amenities including an additional practice field or space for clinics

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*Event Hosts have the option of paying an Early Bird Fee and receiving an approximately 10% discount

- Early Bird Fee will be due in full on or prior to March 31, 2018
 - **\$3,800** Gold Showcase Event Early Bird Fee
 - **\$2,800** Silver Showcase Event Early Bird Fee
 - Event Hosts must be in good financial standing with USBands to take advantage of the Early Bird Fee
- For Event Hosts not choosing the Early Bird option, the \$750 deposit will be due in full on or prior to March 31, 2018
- All host fee balances are due by August 15, 2018

Extra Ensemble Fees: Fees assessed for ensembles in excess of nine (9) for Gold Showcase and seven (7) for Silver Showcase.

- Host is NOT counted in total. Fees will be billed based upon event registration as of September 1, 2018
- The final number of ensembles in your Event will be determined twelve (12) days prior to the Event
- Extra Fees must be paid five (5) days prior to the Event

Number of Extra Ensembles	2018 Fees
1	\$100
2	\$225
3	\$375
4	\$550
5	\$750
6	\$975
7	\$1,225
8	\$1,500

Number of Extra Ensembles	2018 Fees
9	\$1,800
10	\$2,125
11	\$2,475
12	\$2,850
13	\$3,250
14	\$3,675
15	\$4,125
16 or more	\$450 per ensemble

PUTTING IT TOGETHER

Committees

The Event Host Chairperson should work to recruit volunteers to ensure the event is adequately staffed, both in the planning phase and during the event itself. Traditionally, parents and other supporters of the program volunteer at these events. If additional volunteers are needed, many Event Hosts work with school Community Service Program Coordinators to contact current students who may need to fulfill hours for community service. Additionally, other parents and booster organizations (Theater, Athletics, etc.) are often willing to assist, and even local community organizations such as the American Legion or Lions Clubs may be willing to lend support as well.

The amount of preparation that goes into the planning of your event will serve to eliminate many of the problems that may arise on a day that should be solely focused on providing a great experience for the spectators, the educators, and most importantly, the performers. Especially in the planning phase of the event, it is essential to ensure that every required task is completed. We find that groups who appoint volunteers into various committees are very successful at this. The Event Host Chairperson works with committee heads to delegate each individual task to a specific person, ideally with a completion date if applicable.

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Committee	Description	Tasks
Event Coordination	The top members of the Event Host board including the Director, functioning as the main decision making entity. Coordinates all committee efforts to ensure a smooth flow of communication and be primary contact/liaison with USBands, School Administration, and all other major stakeholders.	<ul style="list-style-type: none"> ● Retain and review copies of Showcase Host Event Contract, Event Host Guide, Membership Guide, and all relevant and official USBands documents ● Secure facilities contract and coordinate with facilities committee ● Arrange necessary insurance, Police/Security, EMS/Ambulance, etc. ● Secure an announcer for the event ● Recruit volunteers, assign positions, and oversee volunteer hospitality ● Monitor cash control policy ● Oversee hospitality room for Adjudicators and Event Staff ● Communicate regularly with USBands, Committee Chairs, and School Facilities and Athletics Departments
Facilities	Secure all facilities required for successful execution of the event	<ul style="list-style-type: none"> ● Reserve performance field and arrange for appropriate field linings and markings ● Reserve warm up areas ● Reserve gymnasiums or suitable locations for a standstill performance in case of rain ● Make sure all areas needed to be unlocked (restrooms, press box, ticket windows, concession stands, etc.) will be unlocked on event day ● Arrange for electric power on field, stadium lighting, Public Address System, etc. ● Reserve food preparation areas ● Reserve rooms for Adjudicators, Cash Control, etc. ● Arrange for sideline markers ● Arrange for tables and chairs for adjudicators, event staff and announcer ● Arrange for at least three (3) tables on the front sideline (see 'Field Setup Diagram' on last page of Event Host Guide)
Operations	Responsible for the event flow for ensembles and spectators	<ul style="list-style-type: none"> ● Coordinates setup of event with Facilities committee to make sure all tables, chairs, and other necessary items are in the correct location ● Prints and hangs event signage, available on the USBands website, in accordance with USBands policies ● Manages restricted areas, including Performer Entrance Gate and Adjudicator's area. ● Arranges transportation of adjudicators to/from the event, if needed ● Oversees post-event cleanup ● Ensures that USBands staff have access to the internet, a copy machine/printer, and computer during the event
Event Sales / Fundraising	Responsible for all fundraising and sales components of the event including (but not limited to) programs, air grams, candy grams, and other merchandise.	<ul style="list-style-type: none"> ● Compiles program information from participating ensembles ● Creates the event program and arranges printing ● Sets up merchandise area on event day ● Purchases (or obtains donations of) goods to be sold ● Arranges the sale of Air Grams and sends messages to the announcer ● Supervise all sales at event
Food	Responsible for all food and concession sales at event	<ul style="list-style-type: none"> ● Coordinate with Facilities Committee to arrange all necessary equipment and facilities needed for food preparation, storage and sales ● Prepare menu and prices ● Purchase food prior to event or arrange donations ● Arrange and serve food to Adjudicators and Event Staff
Publicity	Publicizes the event through various media channels	<ul style="list-style-type: none"> ● Write and distribute press releases ● Design and place ads in local publications ● Distribute promotional materials available from USBands ● Arrange for donations/sponsors for Awards, Program Book Ads, and/or Gifts in Kind ● Contacts special guests for presenting awards at the event

Obtaining Necessary Approvals

Securing the necessary approvals is the first step you should take in organizing your event. The number and nature of approvals varies from school to school but this will generally include permission from the municipal government, police and fire departments, school boards, high school principal, and possibly residents in the area surrounding the Event Facilities.

It is essential to obtain written approval from the proper parties as early as possible as the approval process can sometimes take months. Keep in mind that you would rather have permission to use something and not use it than to need something and not have access to it.

Equipment and Facilities

Make sure to arrange for the following when reserving space at your school or stadium. Often different parts of the facility are managed by different units (i.e. the Football Field is under the control of the Athletics Department or Parks & Rec Department where the restrooms in the school would need approval by the school's principal). Listed below are the needs required by USBands to run an event, including specifications.

Stadium

Field: Football field to be marked every five (5) yards on each sideline, both painted on the field and with sideline markers and "High School" hash marks, set 53'4" from each sideline, except in regions where the standard is for them to be set at 60' from each sideline, as in Texas and Massachusetts. Lines should be freshly painted to last the duration of the event. At events with numerous ensembles, the field may need to be re-painted during an intermission so make sure to have a field painting crew available.

Press Box/Adjudicator Viewing Area: A performance viewing area in the press box or at the top, center of the stands will be needed. This area should be restricted to adjudicators and be set far enough away from spectators that neither party interferes with the others' ability to view, listen, and enjoy the performance. Tables and chairs for at least seven people (additional if announcer's microphone is fixed to the room) will be required as well.

Electrical Power: Outdoor electrical current is to be placed on the front 50-yard line for use during the event. Electrical power must be 110-volt alternating current, and cable carrying current must be heavy-duty, rated for outdoor use, and have at least four (4) receptacles available for use by the units. In addition, extra cords, power strips, and a generator should be kept on the front sideline as a backup.

Sound/PA System: An adequate stadium sound system for the announcer to introduce ensembles and to read announcements is required.

National Anthem: This is the responsibility of the Event Host and can be performed live or by a recording. A recording is available in the Event Hosts section of the USBands website (www.usbands.org).

Tables and Chairs: Three tables with two chairs each will be required on front of the field on the track. One should be set up on the 50 yard line on the outer lane of the track to hold and display trophies. The other two will be utilized by adjudicators and event staff.

Participant Seating: We recommend that you provide space for students who have already performed to view the performances of other ensembles. Many Event Hosts choose to utilize the back stands or far ends of the field for this. This not only allows groups the opportunity to cheer on their peers but can significantly increase the revenue you generate from concession sales. It is recommended that you issue a wristband or hand stamp to every member of a unit when they arrive at the school to distinguish ensemble participants from other members of the general public for ticket admission purposes.

Safety: Provide stadium security, custodial services, and emergency medical services/personnel.

Internet Connection and Printer: With the addition of the "CompetitionSuite" application for all USBands competitions, USBands

requires Event Hosts to provide Wi-Fi internet for the Tabulator and Adjudicators. Approximately ten (10) devices will be used at each event, between the Tabulator's computer and the adjudicators' recorders. A printer is required to print score recaps. USBands staff will many times utilize their personal computers, printers, and necessary equipment. However, this is not the case at all events and as such, the Event Host will supply the necessary equipment for the Event, including a *computer with Windows XP or higher operating system* with compatible printer. **These are back-up measures, in case anything might happen with the tabulator's equipment.**

Additional Venues

Warm up areas: Practice fields or other space located away from the stadium. MAKE SURE THAT THESE AREAS AND THE PATHS TO THEM ARE WELL-LIT for the safety and security of all students.

Restrooms: Restrooms restricted for only students to use and change in. These should be located near the bus area and be of a larger capacity. Stadium restrooms often get backed up with spectators.

Adjudicator Meeting Room: A secure meeting room, either inside the stadium or school will be needed where the adjudicators and event staff can meet prior to the event and for post-event Critique. This area needs to be large enough for all of the adjudicators as well as several staff members so they can be seated to discuss their performance. A normal classroom, choral room, or faculty dining room is usually fine for this.

Inclement Weather: Event Hosts must have a backup plan ready in case the weather requires the event to move indoors. Make sure that the Gymnasium or Field House is reserved for groups to perform in and adequate spaces are available as warm up, instrument/equipment storage, and loading areas. Be sure to note and find a way around any stairs or obstacles for large instruments and equipment. A rain plan must be submitted to USBands by **March 31**, with signed agreement.

Misc. Facilities: A member of the school's custodial or facilities staff should be on hand to keep up with trash removal and be sure the restrooms are stocked to service expected attendance.

Insurance

- Host shall obtain all necessary proof of insurance coverage as per the local facilities' policies.
- Youth Education in the Arts will provide proof of insurance for its property and employees as requested by facilities agreements as an outside party.
- Youth Education in the Arts will obtain proof of insurance for any third party vendors as part of their contract agreements, according to its own insurance requirements.
- Youth Education in the Arts advises that the event host should request proof of insurance from any other vendors hired for the event as per the local venue's policies.
- In most cases, it is anticipated that the school district's insurance and policies will be a satisfactory guide for required coverage.

Recruiting Ensembles to your Event

Although USBands will advertise your event on its website and contact local schools through email, phone calls, and mailings, recruiting is a mutual responsibility between the Event Host and USBands. It is likely that your director will know a number of fellow directors that he/she can personally recruit. Often times, directors will agree to attend another school's event if your director agrees to attend their event on a different weekend.

Event Schedule

USBands, after discussion with directors and the Event Host, will assign and communicate the event schedule and information.

All special scheduling requests, such as order of performance, intermissions, and opening/closing ceremonies, must be submitted to the USBands office at least **thirty-one (31) days** prior to the date of the event. USBands reserves the right to set the schedule for any event whose host did not communicate the appropriate information to the office.

Event Hosts will be responsible for designating warm up areas and warm up times (in conjunction with USBands). Please allow for travel times between areas if you have a large facility. USBands will convey the **preliminary** schedule (subject to change) to the participants and post on our website at least **three (3) weeks** prior to your event. A final schedule will be released with the Event Information Packet.

Please communicate to USBands the desired starting and ending times, maximum number of ensembles, performance order preference, and intermissions that you wish to include. Also be sure to inform us if the host ensemble will be competing or not.

A typical event runs as follows:

- Opening Ceremonies and National Anthem (10 minutes)
- A Class performances (15 minutes each)
- Intermission (20-30 minutes)
- Open Class performances (15 minutes each)
- Host Ensemble in Exhibition (15 minutes)
- Colleges or other Exhibition (15 minutes)
- Awards Ceremony (20 minutes)

WORKING WITH USBANDS

USBands will provide the following for your event:

Personnel

Event Staff

Event Coordinator: Manages the performance aspects of the event and works with your Event Host Chairperson. They oversee the Adjudicators and other USBands personnel as well as Directors and Instructors. During the event, this individual works with the announcer to keep the event running on time and runs the awards ceremony. They typically arrive two hours prior to the start of the first performance and will bring all adjudicators' materials, as well as any USBands and/or sponsor-branded items.

Assistant Coordinator: Coordinates the event flow at the entrance to the field, working with the coordinator and announcer to keep the event running on time. Counts the number of performers in each ensemble to ensure they are competing in the correct class and notifies directors of any changes to the event flow or schedule. They supervise the post-event adjudication critique for ensemble staff.

Tabulator: Responsible for tallying the scores, verifying performance commentary, and posting scores to the Scoring Recap Sheet.. He or she will assist the announcer during the awards ceremony. This person will also make sure that the digital files of the adjudicators' comments are appropriately distributed. He or she will need to be able to access the internet in order to share these files with directors prior to critique and will need access to a copy machine so that copies of the scoring recaps can be made as soon as the competition is over. The Tabulator's setup will need to be located in a secure and dry location near electrical outlets so that a computer and printer can be used throughout the event; this is typically in the Press Box.

Adjudicators

The USBands Adjudication system places strong emphasis on rewarding performance and musical repertoire to ensure that the performers are rewarded for achievement. Four to six adjudicators view each performance, provide commentary, and give ratings based on a specific set of criteria in their assigned caption or area of expertise. Scores from each adjudicator are totaled to give each

ensemble a final score.

USBands will provide the following adjudicators at your event:

- Music Individual
- Music Ensemble
- Visual Performance
- Overall Effect
- Color Guard (Gold Showcase events only)
- Percussion (Gold Showcase events only)

Miscellaneous

Other members of the USBands Team may attend your event for any variety of reasons. This may include administrative staff to meet with directors, sales staff to sell merchandise and instruments, marketing team members to produce media of your event, programming staff to recruit for the variety of programs offered by Youth Education in the Arts, and/or Future Event Staff or Adjudicators in Training. You will be notified in advance if anyone is to attend your event and these individuals will be properly credentialed.

Media Makers: USBands Media Makers are volunteers who provide us with hundreds of videos, photos, and write ups of your event that are used on our website, social media channels, and other marketing and publicity materials. All Media Makers will have official USBands credentials. If you know of anyone that may be interested in becoming a Media Maker, please have them contact the office.

Promotion/Recruitment

Includes but is not limited to telephone calls, e-mails, and mailings to USBands member and non-member schools, USBands website information (www.usbands.org) and via other mediums such as social media, calendars, flyers, and at clinics and music conventions.

Relations

Provide communication with the Event Host, concerning the event, to offer support and advice as needed, and communicate with participants to provide notification of the schedule, adjudication panel, directions and other event information.

Scheduling

USBands is responsible for creating the schedule of events once the participating number of units is determined.

Provided by the Event Host:

Personnel

One of the most valuable resources you will have on event day is a solid volunteer base. While you will have many volunteer positions in mind (concessions, program sales, parking, etc.), the following are required by USBands:

Ensemble Guides: These volunteers meet ensembles as they arrive, guide them to their warm-up area, make sure they arrive at the gate at their scheduled time and provide the staff with other information they may require. Make sure to have well-informed guides, as much of the participant experience is shaped through their interaction with these volunteers. Ensure that they have been thoroughly prepared with all relevant information and have done a walkthrough of the event flow and areas they are expected to know. Make sure they can easily communicate with the Event Coordination Committee at your event. Generally, the best guides are students as they know the layout of the school.

Announcer: This person will introduce the ensembles as they enter and exit the field. All events will have a script provided by USBands that must be read according to the Fall 2018 Local Host Event Contract. He or she will announce the performances and work in tandem with the Event Coordinator to ensure a smooth flow of the event.

Adjudicator Runners: Two people are needed to transport the Adjudicators' comment sheets from the Adjudicator's viewing location to the tabulator. This is a physically active position, requiring frequent climbing of the bleachers.

Adjudicator Hospitality: There should be at least one person to help facilitate getting the Adjudicators food and beverage throughout the day and answer any questions that they may have.

Parking: Several volunteers should be on hand to assist with the parking of participant busses and equipment trucks. These volunteers are usually the first interaction with an Event Host, and therefore, their first impression, of an event. These volunteers should know where the main restrooms are located for ensembles as this is usually the first question that directors and/or chaperones ask. Occasionally, drivers may request to be parked close to an exit if they have another obligation after their performance at your event. In this case, the Event Coordinator should be notified immediately.

Communication

Directions, start times, noise ordinances, weather and rain plans, or any other special circumstances must be communicated to the USBands office by March 31, with signed agreement. With regard to directions, please keep in mind of roads that may limit truck and bus travel. USBands assumes the responsibility to pass all important information to participants, however all announcements must be clearly communicated to the office.

Programs

Provide up to twelve (12) full pages for advertisement in the Event program by USBands or its assigned corporate sponsors at no cost. Advertising copy will be provided to the Event Host, camera-ready via the usbands.org website no later than **August 15**.

Awards

Awards should be purchased or sponsored through donations. ALL placements should be awarded with trophies or plaques in each group and class, as needed. Refer to the schedule for actual numbers.

In addition to awards for placement, the following awards will be presented within each group and each class:

- Best Music
- Best Overall Effect
- Best Visual
- Best Color Guard (Gold Showcase events only)
- Best Percussion (Gold Showcase events only)

Only the awards mentioned above are to be presented. PLEASE DO NOT add any other placements, overall score trophies, or caption awards, without prior written approval. In addition, USBands Adjudicators are specifically trained for awarding recognition in their respective captions and will not be responsible for awarding recognition outside of their respective captions.

USBands has a trophy supplier which you may use when purchasing awards for your event. All Showcase event hosts are strongly encouraged to order through our official trophy supplier. Please contact Team USBands for more information.

Display USBands Sponsor Banners

It is required that the Event Host display USBands and USBands Sponsor signs and banners on either the back stands of the stadium facing the Event spectators or at another equally suitable and visible location. The Event Staff will need to approve any alternate location used. No sponsors, other than those of USBands, may be recognized without the expressed written permission of USBands. If you have local support, please inform USBands of the terms of your agreement.

Honor USBands Staff Credentials

USBands provides administrators and adjudicators credentials that should be honored for admission to the event. Additionally 10-25 passes for staff and volunteers are distributed (depending on the number of performers in each group) that allow free admission into

any USBands sanctioned event. However, the Event Host is under no obligation to allow free admission to parents, volunteers or staff who are not able to supply an official credential. USBands tries to accommodate those who give their time and effort to its member units while also attempting to not hurt the revenue generated by ticket sales for its Event Hosts.

Volunteer Staff

Guides, an announcer, adjudicator runners, adjudicator hospitality, and parking attendants are required. Other recommended, but not required, volunteers include ticket sellers, ticket takers, ushers (to keep people from entering/exiting the stands during performance), concession workers, and sellers of program books, raffle tickets, candy and air grams, and any other fundraising items.

Equipment and Supplies

Promotional and Information Table: USBands reserves the right to display USBands products and information at all USBands sanctioned events. We may require up to forty (40) feet of space for tables/merchandise preferably in the high traffic area within the market place. USBands merchandise and information cannot be present at all events. The office will inform the Event Host prior to the event if space will be needed.

Signage and Banners: Signage is essential for keeping all participants happy! Event Hosts are required to use USBands-branded signs, available on usbands.org, throughout the venue to clearly indicate event flow and key locations for spectators, students, and other visitors. USBands requires that signs be printed in color and that there is **no visible duct tape or handwriting** displayed.

Program Book Ads: USBands reserves a minimum of twelve (12) full pages for advertisement in the program book for your event. These pages will be provided to you electronically on usbands.org no later than August 15. Advertisements should appear as far forward in the program book as possible. If you are in need of additional advertisements to completely fill your program, please contact the USBands office and additional ad pages can be provided.

Internet Connection, Printer, Copier, and Computer: Internet connection is required for scores to be tabulated properly and for adjudicators' comments to be distributed. Additionally, a computer is needed to tabulate the scores and a printer is necessary as scores must be printed to be verified by adjudicators and distributed to directors.

PUBLIC RELATIONS AND ADVERTISING

One of the most productive ways to raise profit at your event is to increase the amount of spectators in attendance. All spectators will purchase a ticket, nearly all will purchase concessions, and most will buy programs, souvenirs, or other items you are selling. However, it takes more than word of mouth to fill the stands, so be aggressive when it comes to getting the word out to the public. This section offers you suggestions on how to promote your event.

Press Releases

Submit articles or press releases to your local newspapers. Include photos if possible. These are most effective if you make personal contact with someone at the paper and give the article to that person directly. Give complementary tickets to that person and encourage him or her to attend the event. Follow up in a week to find when the article will appear. Also contact the media outlets in the areas of your participants as well.

Social Media

Platforms such as Facebook, Google, and Twitter allow you to inexpensively target individuals who live in a specific geographic area and may have an interest in the marching arts.

Flyers

Create flyers that contain all of the pertinent information that a potential spectator needs to know about your event. Keep in mind that your audience may not be familiar with the marching arts activity. Distribute them anywhere there may be a potential cross-over audience or appeal, such as football games, participating ensembles football games, your school campus, local arts activities, etc.

Tie-Ins

A tie-in is an arrangement between the Event Host and another organization. If there is an arts festival or a sporting event scheduled in your area for the same weekend as your event, you could work with that other organization to tie the two events together.

Special Guests

Involving a well-known person will help draw the attention of the press and general public. Politicians, celebrities, and local business owners are great sources of potential awards sponsors and will help increase the general awareness of your event.

Complimentary Tickets

Strategically giving tickets to guests who have access to many more people is an inexpensive way to draw spectators to your event.

Traditional Advertising

Newspaper, television, and radio ads are always an option but can prove to be very expensive and time consuming. In-kind partnerships can also offset costs of advertising. Offering ad placement in the program book, announcements at the event, hanging banners at the event, or even distribution of their publication at the event may lower advertising costs.

Media Sponsorships

The FCC requires most media (particularly radio and television) to provide public service to their community in various forms. The licensing process requires the media to document public service. A co-sponsorship arrangement can also benefit both groups. In this relationship, all advertisements, programs, etc. will list the media entity as a co-sponsor for a specified amount of free public service advertising time.

Ticket Outlets

Make sure it is easy for the public to purchase tickets for your event. Pre-sales are great because they act as insurance against unknown obstacles on the event day, such as weather, and will guarantee you a number at the door. Many music stores, restaurants, banks, convenience stores, and supermarkets have all sold tickets on behalf of Event Hosts.

Group and Discounted Tickets

Selling tickets to groups such as a social club or senior living community are a great way to draw people to your event. Additionally, offering discounted tickets to middle or elementary school programs in your district is a great way to expose your current programs to a wider range of younger students, sparking interest in your program to ensure its future. Plus, many of these students will have to bring their parents as well!

EXPENSES AND FUNDRAISING

While hosting a USBands Event can generate a significant amount of money for your program, it does require an investment to obtain all of the components and there is some risk due to weather and other unforeseen circumstances. This section looks to assist you in keeping expenses low while maximizing profits. Below is a list of expenses in addition to your Event Host Fee that you will likely incur:

- Facility/Stadium Rental
- Food supplies
- Ticket Printing
- Program Purchasing and/or Printing
- Awards
- Advertising
- USBands extra band fees
- Insurance (if not covered by school)

Maximizing Fundraisers

Keeping your costs down is the basic step for a successful fundraiser. If you cannot get goods or supplies donated, many suppliers may sell you product at a discount. Remember that you have tools such as advertisement space in program books and other publicity to barter with. Be sure to ask parents to donate baked goods and cases of beverages which can significantly cut expenses.

Sponsorships

Sponsorships can be arranged for both large and small levels. Awards are a large expense for any Event Host. You may alleviate those costs by having businesses or individuals sponsor one or more awards. For example, offer *ABC Manufacturing* the First Place Trophy in Group IV Open for \$100, and have it presented as “The First Place Award, presented by ABC Manufacturing...” at the awards ceremony. Invite an official from the company to present the award as well.

At the higher end, businesses or civic groups may be interested in covering expenses for all or part of an event, or may even have the skills needed to assist you. Several restaurant franchisees and car dealers co-sponsor USBands Showcase events each year. Additionally, civic groups such as the Kiwanis, Lions, Rotary Club, VFW, and American Legion are always looking to engage with young people and may be excited at the opportunity to get involved. Years ago, many marching ensembles were actually run by these organizations before they were prevalent in schools. Additionally, these groups often have the required permits from local or state commissions that may be required for you to sell food, hold raffles, or other lotteries that could otherwise be additional paperwork and/or expense to you.

Other ideas

- Program Ads and Boosters
- Raffles, 50/50, etc.
- Air Grams
- Candy Grams
- Flower Grams
- Award Sponsorships
- Advertising at the event (banners, etc.)

EVENT DAY

The goal of this section is to give you an idea as to what the day of your event should look like. The number of ensembles and performance times will change for each event but this should give you an idea as to what is expected and what USBands staff will be doing.

Before the Event

Volunteer Meeting

A meeting for all volunteers should be scheduled either several hours prior to the gates opening, or in the days immediately before the event. At this time, volunteers should already know their assignments. The purpose of this meeting is to review the event procedures, disseminate last minute information and answer any final questions.

Walk Through

The heads of the various committees should do an initial walk through of the site as early as possible on the event day to ensure the facilities are ready, unlocked and accessible.

Weather

Know your plan in case of inclement weather and be in contact with USBands, your school facilities contact, and other necessary parties to make sure all additional rooms and spaces are clear and unlocked. This ensures the safety of participants and spectators as well as maintains the condition of all instruments, props, equipment, and the field turf.

Staff Arrival

Event Staff: The USBands Event Coordinator, Assistant Event Coordinator, and Tabulator will arrive approximately two hours before the first performance. They will conduct their own walkthroughs, checking the condition of the field and making sure the field is

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properly lined, that power is available at field level, that a photocopier and printer are available, that all awards are aligned with USBands regulations, and that all signage and other details are in order. They should be directed to the Adjudicator's Meeting Room where they will set up the event materials for adjudicators. They will then hang any USBands or Sponsorship banners in the stadium.

Adjudicators: Adjudicators will arrive approximately one hour before the first unit performs. Upon their arrival, they should be directed to the Adjudicator Meeting Room where they should be provided with one program book per adjudicator.

Often times, Adjudicators and/or Event Staff will need to be transported both from their hotel to the event site and back following the event if they have flown into the area. Typically, adjudicators are housed at hotels near the major airport to which they have flown into. A parent or volunteer with seasoned driving experience should be assigned this duty. If this is the case with your event, USBands will communicate with the Event Host ahead of time.

Setup

Field: The field should be inspected to make sure it is properly dry and drained, clearly lined with both yard lines and proper hash marks. Power should be available at the front side of the 50 yard line and tables should be set up on the front sideline. All gates to the field should be unlocked.

Stands and Concourse: All spectator areas should be set up to allow for safe movement of fans, parents, and participants. It is strongly recommended to set up an ushering system with rope at the entry point(s) to your bleachers to restrict spectators from entering and exiting the stands during performances.

Signage and Banners: USBands-branded signs should be clearly visible indicating all major points in your facility as well as the event flow. You can find the USBands-branded sign template on usbands.org. Signs must be printed in color with no handwriting or visible duct tape shown. Additionally, the Event Coordinator will bring Sponsor banners to be displayed in or around the stadium on the day of your event.

Press Box/Adjudicators: Adjudicators will be located in the press box or a sectioned off area of the stands as close to the center as possible. Please be mindful of any items that may obstruct their view. **PLEASE ENSURE THAT STAFF AND SPECTATORS ARE KEPT OUT OF THE AREAS USED BY THE ADJUDICATORS.** An additional table and chair will be required for the adjudicator who comments from the field. The adjudicators will need two runners to collect score sheets and a volunteer see to their needs.

Staff Viewing Area: If possible, set aside a small area that is easily accessible from the field, for the staff to view the performance. This will prevent the staffs from disrupting your spectators.

Recording Performances: Federal Law makes it illegal to audio or video record any musical ensemble without the given ensemble attaining the appropriate synchronization rights, in order to protect the rights of the composers and publishers. USBands assumes no liability for any copyright infringement.

Promotional/Info Table: USBands reserves the right to display products and information at all USBands Events. USBands will inform Event Hosts at least two weeks prior to the event if free space will be needed for this purpose.

Participant Arrival

Bus and Equipment Truck Parking areas should be clearly marked from the main road into the parking area. Volunteers assigned as parking attendants should direct drivers to park and guides should introduce themselves to the director. All guides should know the information they need to assist with their ensemble. This will include warm-up locations and times, rest room locations, performance times, and any other applicable information. Make sure to have these volunteers in place in time to greet the first buses as they

arrive. A few ensembles have been known to arrive over two hours prior to their performance time.

During the Event

Gates Open

Opening the gates for spectators is left to the discretion of the Event Host but should occur between 30 minutes and one hour before the event begins. Keep in mind that you may need to sweep and clear the stands if anyone has been in the stands prior to your event. All volunteers and personnel should be in place at least 30 minutes before the scheduled opening time to allow for basic training.

Adjudication and Tabulation Areas

The areas used by the Adjudicators and Tabulator should be kept free from traffic of spectators and staff. Between three and five adjudicators and the tabulator will be located in and around the press box and up to two will be trackside during the event. It is imperative that these areas are free from spectators and unauthorized visitors.

Running the Event

Announcements: The announcer should begin making announcements long before the actual start of the performance. This will establish flow for the event and get him or her used to addressing the crowd. The beginning of the performance should be clear and obvious. The spectators should automatically give their full attention to what is happening on the field. The Event Coordinator will provide the announcer with scripts for introducing each unit and getting them on and off the field. Groups are accustomed to starting their performance a certain way so it is imperative that the script be followed.

Keeping the Event Moving: The Event Coordinator and Assistant Event Coordinator will see to it that the performers move on and off the field in the time allotted to them. However, it is up to the guide to make sure that the group gets to the gate with enough time to begin their performance without feeling rushed.

Score Tabulation: Once the Tabulator is finished certifying the scores, a score sheet will be given to a runner who must make a certain number of copies (approximately ten more than the number of groups) to be handed out to both the event's and participating group's staff. Make sure that the copy machine is accessible and warmed-up as both the Awards Ceremony and Critique cannot begin until these copies are made.

Awards Ceremony: The Awards Ceremony at USBands Events is for Drum Majors and Color Guard Captains only. USBands Event Staff will coordinate the awards ceremony with the announcer. You may wish to invite key figures (School Administrators, Local Officials, Sponsors, etc.) to present awards. Any presenter must follow the directions set by the Event Coordinator.

Signing off: Once the Awards Ceremony is over, the announcer should make a closing statement, thanking the students, staffs, parents and spectators, wishing all a gracious "good-bye." This announcement should bring the event to a definite conclusion.

Critique: All Showcase Events include a post-event critique where staff members can sit face-to-face with the adjudicators. This will occur in the Adjudicator Meeting Room and usually begins during the Awards Ceremony. The Assistant Event Coordinator will oversee this process once all scores are tabulated and Adjudication materials are signed off.

Communication

Quick, constant, and effective communication is the key to running a successful event. Everyone should be given a list of cell phone numbers for all event staff and volunteers. Radios are the best method for spreading the word but phone apps such as GroupMe are

also effective in getting announcements out quickly. If radios are not available, text messages often work better than phone calls as cell phone service can be spotty in and around schools and voicemails are virtually useless.

Fundraisers

You may choose to run additional fundraisers at your event. You will retain one hundred percent (100%) of all profits from raffles, 50/50, ticket sales, concession stand, and/or other fundraiser sales conducted at the Event, as long as done so in accordance with all applicable federal, state, and local laws. You may not assess a participation or registration fee for the performing groups.

Outside Parties

Outside groups or vendors may ask to attend your event to sell and/or market their goods and services. This is only allowed with the expressed, written permission of USBands. As a general rule of thumb, organizations that are in direct competition of a current program offering of Youth Education in the Arts may not promote themselves. Consult the 2018 Fall Showcase Event Host Agreement for additional information.

After the Event

Transportation

Ensure that plans are in place and have been communicated to the respective parties so the USBands Event Staff and Adjudicators can be transported back to their hotels once their duties are complete at the event.

Break Down

Remember to assign all volunteers roles to clean up and break down the facility once the Awards Ceremony is over and the stands have been cleared. Equipment and tables need to be moved, signs need to be taken down, and concession stands need to be sanitized. There is plenty of work to be done and should not be left for a handful of super volunteers to do on their own.

Cash Count and Deposit

Each Event Host has its own policies for cash management. USBands suggests that all cash be bundled and collected from every station (Gate, Concessions, Air grams, etc.) and brought to a central, secure location to be counted and bundled before leaving the venue and deposited in your bank's night deposit box before the end of the night. Two people should always be present in places where cash is kept.

Event Hosts should not report earnings to USBands staff. As with all Showcase events, the Event Host keeps all money earned after paying the Event Host Fee. Regional and National Preview Events are under different financial arrangements; Event Hosts of those events should refer to their Fall 2018 Co-Sponsored Showcase Agreement.

CONCLUSION

The intent of this guide was to give you a solid understanding of all of the necessary steps and requirements that hosting a USBands Event requires. While we do not expect that this will answer every question or cover every detail you may have, we hope that it provides you with the insight you need to confidently begin the planning of your event.

Please remember to abide by all deadlines set forth and to communicate regularly with the office. Especially in the weeks and months prior to your event, one delay not only affects you and USBands but may keep a director from ordering busses and students' parents from arranging rides.

Following your event, make sure to thank those ensembles who attended for coming and complete and return the USBands post-event survey.

Always remember that members of the Team USBands are available to answer any questions you may have. We are looking forward to working with you and wish you the best of luck in your endeavor!

ALL REQUIRED SUBMISSIONS AND QUESTIONS SHOULD BE DIRECTED TO

MIKE TREHEY, SHOWCASE EVENTS MANAGER

(610) 821-0345 EXT. 128

mtrehey@usbands.org

REFERENCES

Key Dates

March 5th

Registration opens

Signed Agreement must be on file with USBands

March 31st

Deposit of \$750 or full Early Bird fee due

Inclement Weather Plan, Directions, Start Times, and any special circumstances (noise ordinances, etc.) due to USBands by 5:00 pm

*If we do not have your signed Agreement, your event will be made invisible on our website and ensembles will not have the ability to sign-up to participate.

June 1

Participating ensembles published on usbands.org

August 15

All fees/balances due

Required materials for Program Book will be available on USBands website

31 Days Prior

All scheduling requests including performance order and intermissions, as well as video preferences and special instructions for participating ensembles are due to USBands by 5:00 pm

24 Days Prior

A preliminary schedule will be released.

12 Days Prior

A preliminary schedule will be sent to participating groups

5 Days Prior

USBands will release the final event packet, which will include the final schedule and list of adjudicators.

Extra Band Fees due.

EVENT VOLUNTEER ROLES

Announcer

Ticket Seller (2)
Ticket Taker (2)
Program Seller (3)
Airgram Seller (2)
Airgram Runner
Candygram Seller (2)
Candygram Runner
Other Grams stations (as needed)
Concessions (6)
Videographer
Merchandise Sales

Parking Attendant (6)
Registration (2)
Ensemble Guides (determined by number of ensembles in the event)

Adjudicator Hospitality (2)
Staff Hospitality (2)
Water Runner
Judge Sheet Runner (2)

Performer Entrance Gate Personnel (Make sure all have a pass or ticket)
Props and Equipment Control
Judge Security
Warm-up area Monitors
Ushers in stands

Financial Manager
Ground Transportation/Errands (2)

FIELD SETUP DIAGRAM

