

**LAKESHORE
MARCHING
BAND
ASSOCIATION**

Show Host Manual

EVENT HOST GUIDELINES

In order to Host an LMBA sanctioned Contest, the following guidelines shall be followed. These guidelines may serve as a checklist for all Contest Hosts. It can never be all-inclusive, but does include many items that are often overlooked in planning. Note that most of the guidelines must be strictly adhered to while others are suggestions to better ensure a successful event for all involved. Contact the LMBA President with any questions you may have.

1. THE SHOW HOST APPLICATION FORM

A show host application form will be available before the winter meeting each year. If you want to host a show in the fall, you must file an application for the contest with the LMBA President. The show host application form is due before or at the Winter Meeting.

2. CONTEST DATE

You can select your top 3 choices of a date for your show on the show host application form. Dates will be selected by seniority. Seniority is established by the number of years hosting an LMBA sanctioned consecutive running show.

3. CONTEST COST (estimated)

Judging Association Fee \$3,900.00 (subject to change each year)
LMBA Show Sponsor Fee \$50.00
Awards / Trophies ??

4. SCHOOL DISTRICT PERMISSION

You must have permission of the school district in writing.

5. BAND PARTICIPATION

The LMBA does group scheduling for shows in April and May of each year. At the end of May you will be provided with a list of bands who wish to attend your show. You are encouraged to recruit additional bands to attend your show. Note the requirements for participation described in the LMBA Manual. If you add additional bands you need to notify the LMBA President.

6. BAND PERFORMANCE ORDER

The LMBA Executive Council will determine performance order at the Official Draw in early August. You will receive a copy of this the week after the Official Draw. Any bands who add after this draw will go on first in their class. Any changes to the show order **MUST BE APPROVED BY THE LMBA PRESIDENT.**

7. SHOW HOST PERFORMANCE

If an LMBA sanctioned contest is held at the high school field / stadium, the local high school / host band shall be excluded from competition but may perform in exhibition.

EXEMPTED FROM THIS POLICY IS THE LMBA CHAMPIONSHIP CONTEST

8. TICKET PRICE

The maximum price of tickets to an LMBA sanctioned contest shall be \$4.00 for student/senior citizens and \$6.00 for adults.

EXEMPTED FROM THIS POLICY IS THE LMBA CHAMPIONSHIP CONTEST

9. CONTEST TIMELINE

All evening contests must terminate NO LATER THAN 10:00 PM This includes:

- A. All competing band performances, any exhibition band(s) performance(s), awards ceremony and post-contest critique.
- B. The last judged band to conclude at 8:45 PM, this includes the Host Band(s).
- C. Contest starting time MUST be adjusted accordingly.

ANY EXCEPTIONS TO THIS RULE SHALL BE REFERRED TO THE PRESIDENT

10. COMMUNICATION WITH PARTICIPATING BANDS

The Host Director shall communicate with each participating band effectively. These mailings may be combined as appropriate.

- A. Request for Program Information, Photos (if used) and Site Management Information:
 - 1. number of band members
 - 2. buses / equipment vehicles
 - 3. program information
 - 4. special needs

Set a reasonable deadline for return in order to appropriately meet printing needs. Be sure to proof the program book.

- B. Pre-Event Final Mailing
 - 1. Event Schedule
 - a. Performance Order and Times
 - b. Warm-Up Times (if applicable)
 - c. Reporting Times (REMINDER - BAND REPORTING TIMES SHOULD NOT BE CHANGED THE DAY OF THE SHOW)
 - 2. Directions to the contest site that can be copied and distributed to participating band parents and supporters.
 - 3. Event Site Map
 - a. Parking
 - b. Rest-Room / Locker Room Areas
 - c. Warm-Up Areas
 - d. How To Enter / Exit Field
 - e. Staff Viewing Area / Video Taping Area
 - f. Where To Retrieve Judges Tapes
 - g. Post-Contest Critique Location

4. Ticket Prices / Advance ticket sale information if applicable.
 5. List and location of local fast food restaurants. Contact area restaurants and inform them of the date and time of the contest. They will appreciate knowing in advance.
 6. Information about your concession stand
 7. Rain out contingency plans (Indoor show times, maps etc...)
 8. Contact people with phone numbers (including emergency numbers for the day of the show - cell #'s if possible)
 9. This pre-event final mailing should be made no less than fourteen (14) days before the contest date. A copy of all contest information that is sent to the bands should be sent to the LMBA President, Vice-President and Secretary at the same time it is sent to the participating bands.
- C. Notification of schedule changes: if any occur after the final mailing
- D. Information Packet: to be distributed on site the day of the contest.
- E. EMERGENCY COMMUNICATION:
1. With all participating Directors as soon as possible when the event is to be delayed, canceled or moved indoors due to inclement weather and/or field conditions. Prompt communication is of the utmost importance prior to a band's departure for the event.

11. RESPONSIBILITIES OF THE HOST DIRECTOR:

The Host Director will provide effective and appropriate:

SITE RELATED

- A. Building and Site permits; whatever paperwork is required to secure usage of the field and school facilities according to District protocols.
- B. Field in optimal performance condition with all field lines, the pit area and all boundaries clearly marked. A regulation football field is to be lined off with yard lines every 5 yards, high school hash marks from the sideline and visible yard markers placed along the sideline at ground level every ten yards. The field must be freshly lined prior to the event and relined as field conditions necessitate.
- C. Appropriate field lighting, site lighting, press box and p.a. system access as well as general cleaning from week's events, including field rest rooms and adequate trash barrels.

- D. Parking near the event site for all band buses and equipment vehicles. Parking location and site-specific requirements are to be accurately communicated to participating bands and marked on the pre-event map sent to the bands. Police and/or parking personnel should be engaged to park bands, judges and spectators. It is recommended that parking personnel use two-way radios to coordinate.

Please note that some bands have unique parking needs, including keeping their equipment vehicle with their buses to facilitate uniform changing.

- E. Police to provide security and parking assistance as needed. Fire companies for portable lighting as needed.
- F. First aid and emergency care for all participants and spectators throughout the duration of the event.
- G. Rest room facilities for all participants and spectators.
- H. Public address announcer who is competent and unbiased. Provide him with a script plus a list of filler announcements. It is recommended that he be positive, supportive and appreciative of the efforts of all participating bands.
- I. Entrance gate/starting line/pit traffic managers for the correct movement of bands.
- J. Rope off or indicate via signage areas for post-performance band seating, staff viewing and band videotaping. Staffs are permitted to use this area only while their band is performing. One designated video camera person may use this area to tape their band's performance only.
- K. Concessions: Provide ample food items for the projected number of spectators and effective crowd traffic flow at any concession location. The operation of any concessions is not to interfere with the event.
- L. Parent Volunteers to sell tickets, programs, concessions, bake sale, raffle, band souvenirs, etc.
- M. Custodians and Maintenance Personnel on duty to address site-related problems.

JUDGE RELATED

- A. Designated parking area for judges close to their work room.
- B. Facilities for the judges upon their arrival at the contest site for event preparations, including rest rooms, dressing rooms and a work room.
- C. Refreshments for the judges before and during the contest, especially coordinating drinks/food items for intermission. Additional runners or parent volunteers are suggested for this role.
- D. At least two runners to take score sheets and tapes to the tabulator. Suggested sources of runners: band managers, younger siblings of band members also in the band program in the middle school/ jr. high or other middle school/jr. high band members (number of runners needed may be higher depending on the contest site).

- E. Tabulator Room / Area
1. Tabulator area as close to the judges as facilities permit.
 2. Provide parking for the judges as close as possible to the event site since the tabulator will be transporting the copy machine, sheets, tapes, etc.
 3. The Tabulator is to be located in the press box or in the stadium somewhere (when possible) protected from the elements with access to a multi-plug electrical outlet.
 4. Two able bodied adults must be available to assist the tabulator starting from the judges arrival until the judges departure. Runners (collecting judges tapes and sheets) should be available for the entire show.
 5. Because of the many calculations that occur it is important that the above list be adhered to. Otherwise, the possibility of a delay is inevitable.
- F. A proper and comfortable site for the post-contest critique.
- G. Judges Tapes
Judges Tapes are to be kept at the 50 yard line immediately following a bands performance so they may be picked up by the Band Director or designated Band Staff. It is the responsibility of the Contest Host to insure that said tapes are brought to the 50 yard line.
If for some reason tapes should be picked up at a different location (other than the 50 yard line) please notify band directors as they arrive for the show so there is no confusion about where to pick tapes up.

PARTICIPATING BAND RELATED

- A. Guides/Host chaperones, at least one per band to insure effective coordination throughout the duration of the event. Guides/Host chaperones should meet the lead bus upon arrival and guide the bus to the parking area.

The Guides/Host chaperones should make initial contact with the Director or his representative as soon as possible upon arrival to forward an information packet containing:

1. another copy of the event schedule
2. another copy of the site map
3. location of rest rooms for band use throughout the duration of the event
4. where pit equipment may be placed and when it can go to the field
5. location of post-performance seating
6. a complimentary program
7. where judges' tapes may be picked up
8. location of the critique
9. critique order and times (if available)
10. chaperone/staff passes as applicable (or hand stamps)
11. complimentary tickets for bus drivers (or hand stamps)

Even though this information was detailed in the pre-event mailing, a reminder on site is helpful. Be sure that all Guides/Host Chaperones understand these responsibilities, including means of communication to the Host if needed to solve significant problems quickly.

- B. Warm-up area(s) specifically designated that are sufficiently removed from the performance area so as not to interfere with the performing band. It must have sufficient lighting and a passageway to the staging area. An adult(s) should be appointed to assist in the use of this area. No other areas are to be used for warm up unless permitted by the Host Director.
- C. Video Tapes or DVDs (preferred)
A video tape or DVD of each bands individual performance shall be provided by the Contest Host at all LMBA Contests. This tape should be put in the bag with the bands judges tapes.
- D. Bands are to enter the designated post-performance seating area quietly, orderly and only between band performances.

MANAGEMENT RELATED

- A. Designate an Event Chairperson to oversee and administrate the event in direct coordination with the Host Director. Suggestion: in some parent organizations, being the Event Chairperson is the primary duty of the Vice President. Or, keep it as a separate committee.
- B. Other suggested event committees.
 1. Tickets: Printing, Sellers, Takers
 2. Program: Ad sellers, Layout, Printing, Sellers
 3. Raffles: Printing, sellers
 4. Concessions: Coordinating supplies purchase & inventory, signage, letters, volunteers, setup, cleanup, traffic flow, etc.
 5. Bake Sale/Band Souvenirs, Organizing, Letters, Setup, Sellers
 6. Site Prep: Coordinate: lining, pit lining, awards table, trophy setup, judges tables, band seating (signs/roping off), all signage, staff viewing area, band taping area, judges' areas, critique areas, decorating, etc.
 7. Band Refreshments
 8. Judges' Hospitality: Judges area, refreshments, parking, runners, tables, critique area, etc.
 9. Video: someone to provide a video for each band.
 10. Starters: Parents who monitor the warm-up area, the holding area before a band enters the field proper, and pit setup, etc.
- C. Design a program book containing schedule, show information for each participating band, business ads, patron ads, alumni parent/member ads, list of Band Parent Officers/Committees, list of District Administration, list of thank you's, description of judging system, audience etiquette and other propaganda, etc.
- D. Publicity to local media. Don't just rely on band parents from participating bands to comprise the entire crowd. All performing bands should be listed in media materials. Post-event press releases are to be accurately compiled in reporting the event educationally, not as a sports report. Suggestions: Contact local cable TV public info channel if available Invite all District Administrators, Board Members, football coaches and the team. Invite all feeder program students as guests. Invite parents of immediate feeder grade students also as guests. Invite music dept. faculty, band alumni and alumni parents. Place posters in all District schools, local music stores and all high-visibility locales throughout your District Community.

- E. Remind all volunteers, especially Guides/Host chaperones and gate managers, of the need to be sensitive to the stress levels and needs of the Director and Staffs as well as to be courteous and respectful to all participating band parent volunteer helpers and student members.
- F. *The Star Spangled Banner* is to be performed during the pre-event ceremonies.
- G. Order trophy awards well in advance. Receive and *proof* them and the engravings in order to catch errors in advance.
- H. Invite the Superintendent, President of the School Board, a school board member who is a Band Parent, HS Principal, and/or Band Parents' President or other dignitary to help present the awards.

12. SHOW HOST REBATE

In the event that an LMBA sanctioned show does not “break even”, the LMBA will provide a rebate to such show host(s). The rebate will not exceed the judges’ fee for the show. All applications and financial records are to be submitted to the LMBA President. The maximum amount to be used for rebates in one marching season is \$1,500.

13. SUPPLEMENTAL MATERIALS

A collection of supplemental materials is included that may be of assistance to Host Directors, especially first year hosts.

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| <ul style="list-style-type: none"> A. Let’s Band Together B. Responsibilities of Show Promotion C. Customer Service to the Max D. Sample Show Mailing Information E. LMBA Sportsmanship | <ul style="list-style-type: none"> Bands of America Sam Hazo Sam Hazo Bill Burns, Corry HS Pat Baldwin, Saegertown H.S. |
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Contact the contracted judging association for copies of contracts or other printed materials.

14. ACKNOWLEDGMENTS

The LMBA expresses its gratitude to the following individuals and organizations for their materials and assistance in compiling this section on hosting a LMBA -sanctioned event:

Bands of America; Carl Miller, Cochranon High School; Bill Burns, Corry High School; Kathy Thumpston, Bradford High School; Pennsylvania Interscholastic Marching Band Association (PIMBA)

LET'S BAND TOGETHER

How do we be a good audience? We all have our “hometown” band. Most of us in the audience today have put time, energy, love and our financial support into making “our band’s” trip to the xxxxx competition a reality. It is evident that you care about band --- you’re here. But being here isn’t enough for the students who will perform for you today. We must be a good audience, supportive and appreciate of each and every band. Each band here today has their own story to tell. Some come from urban areas; some come from rural areas, large schools, small schools. Some have overcome odds just to have a marching band in which to participate, some may have experience difficult setbacks, while others are experiencing their most positive marching band season to date.

In today’s society, statistics assure us that some of the students performing today are undoubtedly dealing with their own personal issues --- at home, at school, with friends, with family. But today is a chance for them to shine. Every student out there today has made the choice to be involved and to make music and art. Sometimes it is more difficult as an audience to feel the same fellowship for the members and boosters of bands other than our own, but shouldn’t we all strive to achieve this? Music is a universal voice, and if competition gets in the way of making music and sharing our experiences with those who also make and support music, is it worth the price?

We must also remember that every band on the field is somebody’s band --- the reason they are here. It may be the folks sitting next to or behind you. Please be considerate during all the band performances. Please refrain from carrying on loud or critical conversations during performances. Wait until between performances before leaving or returning to your seat. Unlike a two hour movie, you’ll only need to wait fifteen minutes at most before the next break.

Every night on the evening news we hear about the bad things young people are doing and going through. It’s about time we recognized the young people who are accomplishing positive things. Every student on the field today is a “winner in life”. Of the millions of high school aged young people in our nation, before you today are thousands who have chosen to pursue excellence, to dedicate themselves to a goal...**to do the right thing.** It’s the least we can do as an audience to do the right thing as well and recognize each and every band with our applause and support!

WE HAVE A RESPONSIBILITY TO BE A GOOD AUDIENCE

Smoking is not permitted in the stadium seating areas.

Please wait until between performances before leaving or returning to your seat.

Please do not disturb your neighbors by carrying on conversation during the performances.

Please respect all the band performances and the spectators around you.

We reserve the right to ask guests who are disturbing the contest or the enjoyment of the performances by those around them to leave the stadium.

Excerpted from Bands of America 1995.

RESPONSIBILITIES OF SHOW PROMOTION

By Samuel R. Hazo For: PFCJ Annual Preseason Meeting at Norwin HS August 28, 1994

I. “So you want to run a top quality show...”

- A. Prioritize your goals for the outcome
- B. Organize the management
- C. Determine the roles of an effective management structure
 - 1. Leader
 - 2. Committee heads
 - 3. Committee members
- D. Develop a plan by brainstorming rules and processes
- E. Assign responsibilities and accountable goals with time lines
- F. Troubleshoot: “Good help is hard to find!” “How can I hold volunteers accountable?” “5 or 6 people always end up doing all the work!”

II. Sponsorship and Advertising

- A. How much money do you want from ads?
 - 1. Establish the goal. Not just: “As much as we can get!”
 - 2. What is a reasonable request? How is it possible?
 - 3. Establish worth in your event
 - 4. Use coupons
- B. Alternative sponsorship and income ideas
 - 1. Ad space on: seat cushions, cups, caps or visors, pens/pencils
 - 2. Sell ad space on the back of the ticket
 - 3. Trade for products to be sold or raffled. How to run a raffle.
 - 4. Rent vendor space
 - 5. Solicit performer sponsors from their home areas
 - 6. Program mention or pages for specific purposes (music stores, pizza, etc...)
 - 7. Charge for parking. Note that \$1 X 300 cars is \$300.00

III. Getting the word out! PUBLICITY

- A. How many different, new or unique ways are there?
 - 1. Word of mouth plus news releases, newsletters, posters, billboards & signs
 - 2. PSA
 - 3. Involve local celebrity as emcee or trophy presenter
 - 4. CableNet and public access channels
 - 5. Mailing list. Within/beyond district. Personal invitations. If they can't come, will they support it with a donation?
 - 6. Announcements at football games
 - 7. Distribute calendars with your show date highlighted
 - 8. Personal invitation with other fund raiser products sold
- B. What are the key places to advertise show in print?
 - 1. Barbershops & Beauty Salons, banks, grocery stores, drive thru
 - 2. Tent cards in restaurants
 - 3. Portable billboards by traffic lights
 - 4. Public bathroom stalls

CHECKLIST FOR “THE INCREDIBLE SHOW!”

TELEPHONE/TICKET OPERATIONS:

- 24 Hour a day phone coverage by knowledgeable people providing accurate information
- If answering machine is needed, return calls within 24 hours
- Always be friendly, upbeat & most accommodating
- Address special needs
- Always give your name after “hello” and ask how you can help the customer
- Have a list of previous customers by the phone so address, phone number & credit card information can be confirmed but not given again
- Take a personal interest in each customer, make him/her feel special

WRITTEN CORRESPONDENCE:

- Put all correspondence on stationery that is clear, simple and enjoyable to read
- Make sure all written materials are well written with regard to clarity, grammar and spelling
- Timely, Accurate, Personalized and Informative

PARKING:

- Sensibly organized plan controlled by knowledgeable, courteous people
- Adequate signage to help implement quick & easy access, flow and exit patterns
- Golf cart for handicapped

CONCESSIONS:

- Sensibly organized plan controlled by knowledgeable, courteous people
- Quality of items must be of top priority with an appropriate pricing structure
- Sufficient inventory of food items and related supplies
- Easily accessible with optimal crowd traffic flow
- Give away free stuff that can be sponsored
- Adequate & convenient trash disposal

PROGRAM:

- Design an attractive cover and logo and use as many pictures as possible
- Acknowledge corporate sponsors by size of their name and summaries
- It should have clarity, a smooth flow and be easy to read
- Include an order form for next year’s show

DEALING WITH ADVERTISERS AS CUSTOMERS:

- Describe how you can help them
- Deliver a quality product and deliver what you promise
- Make sure that the advertiser attends the event, AND, send them a program and pictures
- Make possible the option to include a coupon to their business
- Send a hand-written thank you note

FOLLOW UP/OFF SEASON:

- Help with local band shows and winter guard shows
- Set up a booth/display if possible
- Have a booth at the state music educators' convention
- Donate money to charities
- Send holiday cards and keep lines of communication open and active
- Appropriate press releases.
- Get included in arts' calendars and media seasonal previews.

INCENTIVE/MOTIVATION:

- Discounting for advance purchases and large group sales
- Planned tailgate parties or advance concerts
- Have your show mentioned when PBS airs the DCI Championships on your PBS channel

LOGISTICS/EFFICIENCY/EFFECTIVENESS:

- Have a grand plan with a well thought-out back-up plan
- Conduct research on what people like
- Make each step of a system mean something; don't walk around the block to go next door
- Have your system be so simple that people (Customers) do not need instructions
- Make the logistics logical
- Master total quality management by doing the right things right the first time

MANAGEMENT/STAFFING:

- Get only the best people on your staff (Doers & Movers)
- Assign people roles based on their strengths
- Assign specific responsibilities to people and hold them accountable
- Be everything the perfect leader should be all of the time
- As a leader, be decisive and consistent
- Be motivated and motivating; be positive, affirmative, accessible and organized
- People who feel good about themselves produce good results
- Prevent problems from developing
- If a problem does develop, solve it quickly and swiftly
- Cure diseases not symptoms
- Everything is for the good of the show!

TIMING/SCRIPT/MASTER OF CEREMONIES:

- There should be a "flow" to the evening's schedule with no dead time within the show
- The Master of Ceremonies should be a recognized personality with a great voice
- Review the script with the emcee before the event begins; assign a prompter with cues
- Thank the fans for supporting the event
- Recognize the high school groups in attendance

EXTRAS/HYPE/MAKING IT AN EVENT:

Personalized seat covers identifying 'their seat'!
Music playing while fans are entering and during intermission
Have a button for each year's show
Radio/TV Promotions
Coupons
Thank you notes after the event and/or Holiday cards
Group and VIP recognition
Tailgate Party/Barbecue before the show for the fans
Banners/Fireworks/Skydivers/Flyovers
Having a famous person in attendance to present the trophies

PUBLIC RELATIONS/OUTREACH:

Feature articles in newspapers, suburban editions, small papers & magazines
Helping a worthwhile cause with some of the profits
Be available to take part in other events
Sponsor trophies for local high school band competitions or festivals

LMBA SPORTSMANSHIP

PUBLIC ADDRESS ANNOUNCEMENT:

(This should be read at the start of each class of competition.)

Welcome to (name of school and/or competition)... The Lakeshore Marching Band Association asks that all spectators consider the time and effort that each of the young participants here today have put forth to represent his/her school. The purpose of LMBA Competitions is to provide positive learning experiences and opportunities for personal growth for the participants, directors and staff, and the Pennsylvania Federation of Contest Judges. Spectators can – and are expected to – assist in the promotion and achievement of good sportsmanship ideals by taking personal responsibility for keeping this event at a high level of fair, clean, and wholesome competition. Good luck to all our participating bands!

PROGRAM AD

(This ad should be included in all programs, preferably in a prominent location)

Welcome to today's Lakeshore Marching Band Association Competition. Your paid or complimentary admission to this event entitles you to enjoy an exhibition of skills developed by the students in an educational setting. Please give these students your positive encouragement and support. Booing, taunting, or intimidating the directors, band members, members of the Pennsylvania Federation of Contest Judges, host school music booster members, or other spectators is unfriendly and unacceptable. Please help us make this event an enjoyable experience for all those involved.