UNITED STATES AIR FORCE
Band of Mid-America

# FREE TICKETS!!!

## REASONS TO DISTRIBUTE FREE TICKETS

1. **Tickets are the single most important factor for attracting a large crowd!** If people actually invest two minutes of their time to fill out and mail the coupon with a self addressed stamped envelope to obtain tickets, they are much more likely to come to the show!
2. Tickets provide a place for the sponsor to put their good name next to our good name. Keep in mind that people generally take tickets and programs home as souvenirs. Every time they look at them, they will remember our professional, patriotic performance and see that you, the sponsor, made the concert possible.
3. Past experience has proven that advertising campaigns which effectively use tickets are quite successful.

## QUANTITY PRINTED AND DISTRIBUTED

1. Print and distribute 1/3 more tickets than the seating capacity of the performance site.
2. Do not fear the possibility of having to turn away ticket holders! The Air Force Bands have been doing this all over the country for decades. History has consistently shown that approximately 75% of ticket holders attend the concerts.

## USE A SINGLE POINT OF DISTRIBUTION FOR TICKETS

1. This allows everyone to monitor the success of the ad campaign by having only one point of contact for ticket distribution.
2. **DO NOT GIVE OUT BLOCKS OF TICKETS!!!** Experience has shown that, invariably, a substantial percent of those tickets will be wasted. If someone insists on a block of tickets, print them as an extra set, outside of the 133% you originally printed. It is extremely unlikely that most of those tickets will be used
3. Use a **cut-out coupon** (example below) in your ads for ticket requests. This allows you to control and maintain a single point for distribution.

**To Request FREE tickets, mail this form and a self-addressed stamped envelope to:**

**The Olathe Daily News**
**FREE CONCERT**
**514 Kansas Ave.**
**Olathe, KS 66061**

Please send me____free tickets for the Air Force Band of Mid-America Concert. (limit 4)

**NAME**_____

**ADDRESS**_____

**CITY** _____**ST.**_____**ZIP**_____**PHONE**_____