

DALLAS BRASS

Dear Band Director:

Thank you for hosting the Dallas Brass and participating in our *Music in the Schools Project*. We want this event to be a positive and memorable experience for your students and your entire community!

The enclosed organizational materials have been developed based on experiences and ideas gathered from doing literally hundreds of these events all across the country. We hope this will be useful to you in planning and organizing your event. Obviously you know your situation the best, so feel free to customize these ideas to work best for you.

You will find timelines, promotional materials, as well as references to even more information to be found on our website.

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| <input type="checkbox"/> Dallas Brass Sampler CD | <input type="checkbox"/> <i>Marketing</i> packet |
| <input type="checkbox"/> Dallas Brass Video Demo DVD | <input type="checkbox"/> <i>Venue Set-up</i> packet |
| <input type="checkbox"/> <i>Band Director</i> packet | <input type="checkbox"/> <i>Hospitality</i> packet |
| <input type="checkbox"/> <i>Event Coordinator</i> packet | |
| <input type="checkbox"/> <i>Ticket Sales</i> packet | <input type="checkbox"/> Dallas Brass brochures (5 packs of 50 each) |

Here are several options we suggest for planning your event, depending on how many people you have helping you.

Option 1 - Recommended

Band Director, Event Coordinator and 4 committee leaders:

Each person would be responsible for one of the following:

- Band Director
- Event Coordinator
 - ♦ Ticket Sales
 - ♦ Marketing
 - ♦ Venue Set-up
 - ♦ Hospitality

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Option 2 Band Director + 4 committee leaders:

In this scenario, the Band Director would also take on the Event Coordinator responsibilities.

- Band Director/Event Coordinator
 - ♦ Ticket Sales
 - ♦ Marketing
 - ♦ Venue Set-up
 - ♦ Hospitality

Option 3 Band Director + 2 committee leaders:

In this scenario, suggest that the following jobs be combined:

- Band Director/Event Coordinator
- Ticket Sales/Marketing
- Venue Set-Up/Hospitality

We will work closely with you to offer advice and answer any questions. We are here to help. We do, however, strongly recommend that you have somewhere between 1-5 organized helpers. Please let me know if you have any questions, comments, or concerns.

Sincerely,

Mindee Birnstiehl
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