

ACB
Convention
May 2011

Sponsor
Information



The Many Colors of Community Bands

Association of Concert Bands (ACB)

- **ACB is the flagship for representing adult community bands in the United States and worldwide.**
- **The purpose of the ACB is to encourage and foster adult concert, community, municipal, and civic bands and to promote the performance of the highest quality.**
- **ACB's members include bands, individuals and corporations who are dedicated and equipped to serve the needs of adult instrumental musicians who perform in and lead community bands.**
- **The Association holds an annual convention where directors, band members, industry leaders, administrators, and board members assemble to exchange views, and benefit from seminars and musical performances.**

– WWW.ACBANDS.ORG



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Past ACB Convention Cities

- **Williamsport, PA (2006)**
- **Pensacola, FL (2007)**
- **Corning, NY (2008)**
- **Houston, TX (2009)**
- **Plano, TX (2010)**

Muskegon was selected as the 2011 Convention city at the 2007 Convention in Pensacola, Florida, with the assistance of the Muskegon County Convention and Visitors Bureau



West Michigan Concert WINDS

- Volunteer adult community band organized in 1979
- Affiliated with Muskegon Community College
- 80-90 band members including MCC students
- Performance excellence gained national recognition by award of John Philip Sousa Foundation's coveted Sudler Silver Scroll in 2005
- Conductor and Music Director, Mrs. Gail A. Brechting, is on the national board of the ACB and serves on the Sudler Silver Award Selection Committee
- Toured three times in Europe with performances in England, Ireland, Austria, Germany, Wales, and Switzerland
- Board-governed, 501(c)3 non-profit corporation



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WEST MICHIGAN
CONCERT *Winds*

Key Convention Statistics

- **Four day event – May 11 - May 14, 2011**
- **200-250 convention visitors (100+ hotel rooms)**
- **Most convention attendees reside in Michigan and neighboring states**
- **6 guest concert bands – an additional 500-600 people visiting Muskegon**
- **4 nights of free public concerts supported by extensive promotion (Average nightly attendance of 750 + people)**
- **\$400,000 estimated economic impact to Muskegon area (lodging, meals, convention expenses, and retail sales).**



Key Convention Activities

- Opening night public concert features a military service band
- Convention band conducted by internationally acclaimed composer and conductor – James Curnow
- Evening receptions for our convention guests featuring area jazz/dance bands
- Saturday afternoon concerts – brass bands, park bands, and a German Band in downtown venues
- Tours of Muskegon historical and scenic attractions

Convention Hotel – Holiday Inn Muskegon Harbor
Performance Venue – Frauenthal Center



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Sponsorship Needs

- **Convention attendance fees and program advertising will only cover costs of clinicians, convention band conductor, meeting rooms, program printing, and rehearsal space.**
- **Costs for public concerts, receptions, hospitality, tours, and publicity is estimated to total \$17,000**
- **Sponsorship support is essential to assure a high quality experience for our convention guests and the public.**



Sponsorship Recognition and Benefits

- **Supporting a major event in the continuing renaissance of downtown Muskegon**
- **Assuring a high quality event that fosters a favorable impression of the Muskegon area**
- **Recognition as a partner with various civic and governmental agencies in making this a successful event**
- **Visibility to the community in advertising opportunities and positive press**



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Sponsorship Levels

- **\$ 3,000 +**
 - Program sponsor for one of the 4 public concerts
 - Free Ads in both Convention and Concert Programs
 - Booth space in Frauenthal lobby
 - Performance venue banners
- **\$2,000 +**
 - Event sponsor for one of four receptions or Saturday afternoon brass band, park band, and German band downtown concert event
 - Free Ads in both Convention and Concert Programs
 - Booth space in Frauenthal lobby
- **\$1,000 +**
 - Free Ad in either Convention or Concert program



Tentative Schedule of Convention Events



Hosted by the
**West Michigan
Concert WINDS**

www.acb2011.org

Association of
Concert Bands
2011
convention

Muskegon, MI

Calendar – Wednesday May 11

- **9:00 AM - 4:00 PM** **Board of Directors Meeting**
 - Holiday Inn Board Room
- **2:00 PM - 7:00 PM** **Registration Table Open**
- **3:00 PM - 6:00 PM** **Muskegon Trolley Tours**
 - Stops at LST 393, USS Silversides, Pere Marquette Beach and Lighthouse, etc.
- **7:30 PM - 9:30 PM** **Concert 1 – military band and community band**
 - Frauenthal Theater
- **10:00 PM - 12:00 PM** **Reception – Jazz Band**
 - Hilt Building



Calendar – Thursday May 12

- **7:30 AM - 8:15 AM** **Buffet Breakfast and Convention Kick-off**
- **8:30 AM - 10:00 AM** **Clinics – round table discussions**
 - Community band artistic direction – various topics
 - Community band administration – various topics
- **10:15 AM - 12:30 PM** **Convention Band Rehearsal**
- **1:30 PM - 2:30 PM** **Clinic – “Under the Big Top”**
 - Frauenthal Theater
- **2:45 PM - 5:00 PM** **Convention Band Rehearsal**
- **7:30 PM - 9:30 PM** **Concert 2 – two community bands**
 - Frauenthal Theater
- **10:00 PM - 12:00 PM** **Reception – Jazz Band**
 - Hilt Building



Calendar – Friday May 13

- **7:30 AM - 8:15 AM** **Buffet Breakfast and Daily “kick-off”**
- **8:30 AM - 10:00 AM** **Performance Clinics**
- **10:15 AM - 12:00 PM** **Convention Band Rehearsal**
- **12:00 PM - 1:30 PM** **Life Members/New Comers Luncheon**
- **1:45 PM - 3:45 PM** **Convention Band Rehearsal**
- **5:30 PM - 7:00 PM** **Convention Banquet**
 - Holiday Inn Ballroom
- **7:30 PM - 9:30 PM** **Concert 3 – two community bands**
 - Frauenthal Theater
- **10:00 PM - 12:00 PM** **Reception – Dixie Band**
 - Hilt Building



Calendar – Saturday May 14

- **7:30 AM - 8:15 AM** **Breakfast Buffet – Holiday Inn Ballroom**
- **8:15 AM - 9:00 AM** **ACB General Meeting – Holiday Inn Ballroom**
- **9:15 AM - 10:15 AM** **Clinic – General Performance Issues**
 - Breathing (Deanna Swoboda)
 - Performance Nerves (Arthur Campbell)
- **10:30 AM - 12:30 PM** **Convention Band Rehearsal**
- **1:30 PM - 4:00 PM** **Arranged tours**
 - Blue Lake Fine Arts Camp, local sites and lake front parks
- **2:00 PM - 6:30 PM** **“Colors of Community Bands” –**
 - Ein Prosit in Hilt Building; Brass bands, park bands in various downtown venues (public event)
- **7:30 PM - 9:30 PM** **Concert 4 – Convention Band and WINDS**
- **10:00 PM - 12:00 PM** **Reception – Dance band**
 - Hilt Building



Calendar – Sunday May 15

- 9:00 - 10:00 AM Farewell Brunch – Holiday Inn Ballroom

Convention Concludes on Sunday with a Farewell Breakfast Buffet



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