



Fall 2008

ENCORE!

A NEWSLETTER FOR THE SPONSORS AND FRIENDS
OF THE UNITED STATES ARMY FIELD BAND



Colonel Thomas H. Palmatier leads the band at the Chautauqua Institution



Concert sponsorship is an incredibly rewarding experience, and it provides a chance to serve your community as well as your country.

“As a musician myself, there is no greater honor for me than to be a small part of providing this incredible concert for our community,” says Donn Johnson, a resident of Faribault, Minnesota, who sponsored the Concert Band and Soldiers’ Chorus last November. “When the crowd gave a standing ovation to the group at the end of the first half I knew something special was happening. The comments around town, from anyone and everyone, have continued with superlatives I rarely hear surrounding music.”

Sponsoring a Field Band concert is easy, beginning with just a click. The band’s website contains all the information prospective sponsors need to get the ball rolling, including a step-by-step guide, downloadable media materials, and component touring schedules. Visit www.armyfieldband.com/sponsor to learn how to bring the Musical Ambassadors of the Army to your community.



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The Rewards of Sponsorship

From the country’s most gilded concert halls to its humblest rural cafeterias, The U.S. Army Field Band performs for millions of people across America each year. It is a big operation—tractor trailers, buses, vans, tons of equipment, and over one hundred musicians carrying a veritable symphony of instruments.

Despite the seeming complexity of the enterprise, it only takes one person to get the Field Band rolling into town—a sponsor.

“I was amazed at the approximately 1600 plus people that continued to arrive when we opened the door.”

—Donn Johnson
Faribault, MN