



Air Force Entertainment Presents

# TOPS IN BLUE

## 2012 WORLD TOUR



*Project Officer's Support Operations Plan*



No Federal Endorsement of Sponsor(s) Intended

[topsinblue.com](http://topsinblue.com)



# Table of Contents

## CHAPTER 1 - OVERVIEW

Project Officers Are The Key	3
Support Operations Plan Overview	4
Contact Information	4
Touring Staff	5
Orchestrate & Plan	6

## CHAPTER 2 - PERSONNEL

Host Team Committee	11
Support Personnel	13
Base Command Representatives	16

## CHAPTER 3 - LOGISTICS

Lodging	17
Transportation	21
Food	24

## CHAPTER 4 - PROMOTION

Marketing/Publicity	25
Tops in Blue Fact Sheet	30
Commercial Sponsorship	32

## CHAPTER 5 - FACILITY

Performance Location	36
Electrical Requirements	39
Equipment Requirements	43
Dressing Rooms	44
Audiences	46
Insurance	48
Funding	48
Outdoor/Hangar Procedures	51

## CHAPTER 6 - ARRIVAL

Arrival of Unit	54
-----------------	----

## CHAPTER 7 - MAIL

Mail	56
------	----

## CHAPTER 8 - CHECKLISTS

Base Project Officer's Checklist	57
----------------------------------	----

## CHAPTER 9 - EVALUATION

Performance Evaluation	60
------------------------	----



## Overview

3

# Project Officers Are the Key to Success

Notify all facilities and organizations on the base of the scheduled 2012 TOPS IN BLUE performance

*Whether this is your first time as Project Officer or your 20th time, we are asking you to please read the Support Operations Plan in detail to determine the exact requirements for this year's show. We have made changes, to make it as trouble-free as possible for you to host TOPS IN BLUE. Reading this plan from cover to cover will reduce the chance of passing over new requirements or the possibility of accomplishing tasks no longer needed.*

Your role as Project Officer will be to develop a Host Team and orchestrate the project taskings through your support unit members. Our office is also available and ready to help make your team's planning process go as smooth as possible.

Please take the time now to notify all facilities and organizations on the base of the scheduled TOPS IN BLUE performance date, and mark the date on the Wing and Group calendars. Too often other FSS activities, church groups, spouses clubs, etc., are disappointed because they have scheduled events on the same night as TOPS IN BLUE and people have to miss one of the events.

As Project Officer you will be assigned a specific Air Force Tour Coordinator (AFTC) the first time you contact the Air Force Entertainment Office. Prior to the team arriving, all tour coordination and requests for information about the tour or team should be made through your AFTC. Please do not contact the team on the road in advance of arrival, as they are focused on the performance at another location during that time.

We know it is hard work and we appreciate your team's efforts in hosting TOPS IN BLUE. It is always rewarding to hear of the great job you do, not only in making the performances go smoothly, but also in taking care of the team while hosting them. Things, which may seem small to you, are very important when you are on the road for a year. Each member of the TOPS IN BLUE 2012 team and your audience who will enjoy this year's show are very appreciative of your hard work. Working together, we will make this another banner year for your TOPS IN BLUE.

5/8/2012

# Support Operations

## Support Operations Plan Overview

- Provides minimum requirements for a successful TOPS IN BLUE visit
- Provides sub-areas of responsibilities for support organizations
- Provides coordinating checklists for a quick status overview

### Important TOPS IN BLUE Contact Information

#### ***Office Address***

**HQ AFSVA/SVPCE  
2261 Hughes Ave, Ste 156  
Lackland AFB TX 78236-9852**

#### ***Office Phone & Fax***

**DSN Phone: 969-7237, Commercial: (210) 395-7237  
DSN Fax: 969-7236, Commercial: (210) 395-7236**

#### ***Production Center Phone & Fax***

**DSN Phone: 473-3702, Commercial: (210) 671-3702  
DSN Fax: 473-1498, Commercial: (210) 671-1498**

#### ***Technical Center Phone & Fax***

**DSN Phone: 473-3066, Commercial: (210) 671-3066  
DSN Fax: 473-3927, Commercial: (210) 671-3927**

#### ***OnLine Support***

**Support Information and Promotional Materials at:**

<https://www.usafservices.com>

<http://www.topsinblue.com>



# Touring

5

## Touring Staff

Contact your AFTC  
on all issues prior to  
arrival of team.

### Tour Leadership

This year's Team OIC is Capt Ashley Elmore and the Logistics Officer 2Lt Joseph Mitchell. Capt Elmore and Lt Mitchell have the ultimate responsibility for all aspects of the team personnel and day-to-day operation of the touring unit. After arrival of the TOPS IN BLUE Team, all questions should be directed to these individuals.

### Team Members

The 2012 team has been selected from the finalists at this year's Air Force Worldwide Talent Search and includes some of the best talent in the Air Force. They will spend almost a full year on the road as members of TOPS IN BLUE and are required to be the best of the best as Air Force Ambassadors 24 hours a day. Each team member has an individual performing arts specialty and is trained during the staging of the show to expand his or her performance abilities and technical crafts. **The performers themselves unload, setup, teardown, and reload over 60,000 pounds of equipment necessary for each performance.** Any assistance, such as volunteers, that can be provided to ease their workload, thereby making your performance more effective or making their stay more comfortable, will be greatly appreciated.

### Technical Staff

The TOPS IN BLUE team includes professional technical members responsible for the supervision of the team in preparing for the performance and operating all equipment during the performance. This includes lighting, audio, staging, rigging, video, electrical, and transportation personnel. The Technical Director will ensure all members of your staff and the performance location staff meet these key personnel immediately upon arrival at the performance site. Your staff should work directly with these team members to ensure the easiest and quickest setup for the performance.

# Orchestrate & Plan

## Orchestrate & Plan

### Step 1 - Get Ready!

1. Ensure all items listed on the inventory have arrived with your Operations Plan.
2. Read the entire plan to get an overview of the requirements needed to host a successful show.

### Step 2 - Notify!

1. Read specifics on PERFORMANCE LOCATION.
2. Identify options for performance site to maximize audience size.
3. Contact FSS Commander & Installation Commander for decisions on:
  - Location of the show
  - Who will be authorized to attend
  - Determining if show will be in conjunction with any other program or event
  - Determining if there will be Distinguished Visitors (DV) and special invitations
4. Reserve performance site.
5. If rental of a facility is required for an off-base show, attempt to obtain commercial sponsorship to offset costs.
6. Begin the contracting process if rental of commercial facility is required.
7. Prepare letter for Installation Commander's signature to identify host team members from local support units.
8. Contact all activities including chapels, spouses clubs, FSS activities, and commanders to announce the performance date. (THIS IS NOT FOR PUBLICITY PURPOSES! IT IS TO PREVENT OTHER ACTIVITIES FROM SCHEDULING EVENTS THAT WOULD CONFLICT WITH YOUR SHOW.)
9. Begin the Advance Tour Checklist

# Make Contact & Meet

## Step 3 - Make Contact!

1. Set up time, date, and place for initial host team meeting and notify each member of the meeting.
2. Contact the Services Marketing Director and Commercial Sponsorship representative to develop promotional plan.
3. Visit the performance site to initially identify potential problem areas and resources.

## Step 4 - Meet!

1. At initial meeting the following should be included in the agenda:
  - Identify commander's support for the hosting of TOPS IN BLUE
  - Overview of TOPS IN BLUE program
  - Time, date, location of show
  - General overview of show operations plan
  - Pass out specific logistical requirements and checklists
    - Base Command Representatives pages 16-17
    - Lodging pages 17-19
    - Transportation pages 20-23
    - Food Support pages 23-24
    - Services Marketing/Public Affairs pages 25-31
    - Services Commercial Sponsorship pages 32
    - Performance Site Representative pages 36-38
    - Civil Engineer Representative pages 39-44
    - Security Forces Representative (You will need to develop locally designed requirements based on performance location)
  - Discuss any specific local problems that may need to be addressed early on in the planning stage
  - Advise group of follow-on meeting to discuss status of each requirement



# Prepare

8

## **Step 5 - Prepare**

1. Visit the performance site with each host team member to look over specific needs.
2. Identify volunteers and staff needed to host the performance and assign a Volunteer Coordinator.
3. Develop a comprehensive marketing and publicity plan.
4. Help the Installation Commander prepare for the opening of the show.
  - Provide history of TOPS IN BLUE.
  - Provide a brief outline of recommended comments.
  - Provide the names and organizations of any TOPS IN BLUE 2012 team members from your base
  - Advise that Coca Cola is a corporate sponsor
  - Advise on any corporate sponsor personnel that will be attending

## Maintain Timelines & Finalize

5. Your AFTC will email you an electronic copy of the **Advance Tour Checklist**, **which you need to fill out and email back to your AFTC**. You should email the checklist as soon as a venue is selected and include any other basic information that is available regarding your performance. Your **AFTC** can then help to identify any concerns and provide assistance. The checklist then becomes a working document and the means of communication between you and your **AFTC**. It can be updated as final plans are developed.

*Your AFTC needs your final complete Advance Tour Checklist NLT 30 days before your show. Non-receipt of the Advance Tour Checklist in sufficient time for pre-planning may necessitate CANCELLATION of your performance.*

6. Have periodic meetings as required to update Host Support Team and confirm progress in each area of responsibility.
7. Coordinate and send out DV invitations, if required.
8. Reconfirm with each host team member on each checklist item.

Ensure promotional material is out and posted in visible locations and your promotional plan is running on target.

### Step 6 - Finalize!

1. Have final meeting with host team members and staff to walk through the tasks and events leading up to the show.
2. Go through the Project Officer's Master Checklist to ensure completion of items (pages 58-60).

**Complete basic information on the Advance Tour Checklist and email as soon as a performance venue has been identified.**

# Kudos

## **Step 7 - Showtime!**

1. Reconfirm the persons greeting the team upon arrival and opening the show.
2. Ensure site set up is complete.
3. Meet TOPS IN BLUE team; escort as required.
4. Coordinate with TOPS IN BLUE OIC and Logistics Officer.
5. Coordinate any final requirements; brief ushers.
6. Reconfirm the commander opening the show and coordinate the introduction.
7. Coordinate the opening of house doors with the Logistics Officer.
8. Meet and greet invited guests and commanders.

## **Step 8 - Kudos!**

1. Prepare letters for the Commander's signature, thanking each member of the host team for making the show a success.
2. Complete the Project Officer Evaluation within 72 hours of performance. The evaluation will be provided by your AFTC
3. Collect photos & publicity and forward to AF Entertainment Office.

Take a bow!

# Personnel

## **Host Team Committee**

*Recommend the Mission Support Group Commander designate a Host Team Committee that includes personnel from all key support areas.*

This team will assist the Project Officer in completing tasks and making all support organizations aware of their part in the overall success of the TOPS IN BLUE visit. One or two people CANNOT complete hosting responsibilities. Hosting TOPS IN BLUE is a base-wide responsibility and Project Officers ensuring the involvement of base professionals in all areas of required support are the most successful.

As a minimum, this team should consist of the following:

- FSS Staff Members (Include Lodging, Food Service, Community Activities Center, Honor Guard, and Marketing Representatives as a minimum)
- Protocol Representative
- Civil Engineering Representative
- Logistics Readiness Squadron Representative
- Public Affairs Representative
- Security Forces Representative
- Performance Site Representative
- Command Staff Representative
- Medical Representative
- Volunteer Coordinator and those who have an interest in helping

## Host Team Committee Contact

KEY COMMITTEE	NAME	PHONE
Community Activities Center		
Lodging		
Marketing		
Food Services		
Honor Guard		
Protocol		
Civil Engineering		
Logistics Readiness		
Public Affairs		
Security Forces		
Performance Site		
Command Staff Rep		
Medical Rep		
Volunteer Coordinator		

## Support Personnel

### Backstage

Four able-bodied adult volunteers will be required backstage to assist with this year's show. Upon arrival of the team and a review of the performance venue, the Tour Director will advise you on any changes for this requirement.

*The backstage volunteers should report to the TOPS IN BLUE Stage Director no later than 30 minutes prior to show time. Volunteers will be assisting with set changes throughout the performances...lifting will be required. For safety, volunteers should also wear appropriate clothing, including long pants and closed-toe shoes...no shorts or flip-flops allowed.*

### Honor Guard

Local Honor Guards should be used to enhance the opening of the show. When scheduling the Honor Guard, please advise them that if time is needed to "preview" the site or practice the entrance on stage, they should arrive no later than 30 minutes before the doors open to complete their rehearsal before the public is allowed to enter. No practicing will be permitted once the audience is allowed into the venue.

**NOTE TO OVERSEAS LOCATIONS:** If you plan to include the host country anthem in the opening ceremony, the Honor Guard must also include that country's flag.

### Volunteer Coordinator:

Name \_\_\_\_\_ Org \_\_\_\_\_ Phone \_\_\_\_\_

Arrival time of ushers at the performance facility \_\_\_\_\_

Ushers to be briefed by \_\_\_\_\_ Time \_\_\_\_\_

### If using TOPS IN BLUE stage:

Arrival time of stage setup personnel \_\_\_\_\_

Arrival time of stage tear down personnel \_\_\_\_\_

Setup and Tear Down Teams to be briefed by \_\_\_\_\_ Time \_\_\_\_\_

# Support Personnel

## Backstage Assistants:

Arrival time of back stage assistants (30 min before the show):

Name \_\_\_\_\_ Org \_\_\_\_\_ Phone \_\_\_\_\_

## Security Coordinator:

Name \_\_\_\_\_ Org \_\_\_\_\_ Phone \_\_\_\_\_

Arrival time of security at the performance facility \_\_\_\_\_

Security briefed by \_\_\_\_\_ Date \_\_\_\_\_

## Honor Guard:

Name \_\_\_\_\_ Org \_\_\_\_\_ Phone \_\_\_\_\_

Arrival time of Honor Guard (NLT 30 min before doors open) \_\_\_\_\_

Honor Guard briefed by \_\_\_\_\_ Date \_\_\_\_\_

Overseas: Host country flag included with Honor Guard \_\_\_\_\_

## Base Command Representatives

### Base Command Representatives

*Many commanders enjoy meeting and greeting the TOPS IN BLUE team upon their arrival at the base and after the show.*

**ARRIVAL:** Coordinate with your AFTC if a commander or other DVs wish to welcome TOPS IN BLUE upon arrival. Your AFTC will inform the team so they are prepared prior to arrival.

**SHOW OPENING:** A commander normally introduces each performance for the base. Brief opening remarks are used to prepare the audience for the performance and ensure military awareness in the community. Comments should include information about TOPS IN BLUE, acknowledgement of special guests, and thanks to any appropriate people or organizations. Some commanders are now also including special activities in the opening such as announcing a promotion, re-enlisting personnel or even enlisting new Airmen when the show is held off base. These types of actions are more than welcome as long as coordinated in advance.

Air Force Entertainment will not provide speech scripts, however, a specific fact sheet is included in the PROMOTION section on page 31 of this Operations Plan.

**AFTER THE SHOW:** It is extremely important for the TOPS IN BLUE team to continue their tradition of thanking the audience following their performance. They spend approximately 15 minutes in the lobby or exit area of the performance location as the audience departs the facility.

We would like to extend an opportunity to the Commander to meet with the TOPS IN BLUE team immediately following their time with the audience. The Team OIC will coordinate with you during the show setup regarding the meeting location and your commander's desires.

### **Base Command Representative's Checklist**

---

CHECK WHEN COMPLETED

\_\_\_\_\_ Senior Commanders will or will not greet the team upon arrival

\_\_\_\_\_ Senior Commanders invited to performance

\_\_\_\_\_ Commander identified to open show



# Logistics

## Logistics

### Appropriated Funds

The Secretary of the Air Force Financial Management Office has approved Appropriated Funds for rental of off-base venues to host Tops in Blue performances. However, these funds may not be used to pay for meals or lodging for the team.

### Lodging

*Comfortable lodging is very important for allowing the team to rest during their limited free time. Every effort should be made to ensure lodging rooms are the best available to the team and that certain steps are taken to expedite lodging check-in.*

### TOTAL ROOM REQUIREMENTS: 35 PERSONNEL

- 13 Females - 5 Doubles and 3 Singles or 13 Singles
- 22 Males - 10 Doubles and 2 Singles or 22 Singles

**TOTAL: 15 Doubles and 5 Singles, 35 Singles or other combination for 3 personnel (must coordinate w/AFTC for other combinations)**

**IMPORTANT NOTE:** Team members are on a unique schedule resulting in late hours and very little time for rest. Team members **MUST NOT** share rooms with non-team members and must be housed as much as possible as a group.

### ROOMING LISTS

You will receive an initial rooming list to be used while reserving rooms. A FINAL list will be sent approximately 7 days prior to the team's arrival. BE SURE TO UPDATE LODGING UPON RECEIPT OF NEW LIST. This is the greatest area of failure by project officers. You must ensure lodging uses the final list to update names prior to arrival of the team.

# Lodging

## IN PROCESSING - LODGING

**In order to make the in-processing procedures as smooth as possible, please do the following:**

1. Use the attached personnel roster to reserve the rooms in advance.
2. A Confirming Lodging Room List will be provided a minimum of 7 days before arrival. This certifies personnel arriving with the team and provides information on the specific pairing up of team members when double occupancy rooms are used. Pre-register the team and acquire keys in advance on day of arrival.
3. Upon arrival of the team, give keys to the Lodging Coordinator. **NOTE:** If signatures are required for lodging forms, the Lodging Coordinator will sign for all rooms prior to departure from the base.

## BILLING

Lodging charges will be paid by host base funds on performance and transportation days, whether on or off-base quarters are provided.

TOPS IN BLUE will be responsible for lodging charges for off days and tour preparation days, whether on or off-base quarters.

Air Force Entertainment Finance Coordinator, Mr. Matt Chambers, will coordinate in advance for any lodging payments required by TOPS IN BLUE. Payments will be made by Credit Card or Direct Bank Transfers from AFSVA/SVF.

## AIR FORCE ENTERTAINMENT STAFF BILLING

*DO NOT PAY FOR AIR FORCE ENTERTAINMENT STAFF LODGING.* Any staff members traveling with the TOPS IN BLUE team will pay for their own lodging expenses, whether on or off-base.

# Lodging Checklist

## LODGING CHECKLIST

---

### CHECK WHEN COMPLETED

- \_\_\_\_\_ Reservations made (Date: \_\_\_\_\_)
- \_\_\_\_\_ Confirmation of reservations (Who: \_\_\_\_\_)
- \_\_\_\_\_ Arrangements made for local funding of rooms
- \_\_\_\_\_ Final room assignments received from Air Force Entertainment, taken to Lodging Office, ensured any name/personnel changes completed by Lodging staff. (minimum 7 days prior to arrival)
- \_\_\_\_\_ Pre-registration paperwork complete
- \_\_\_\_\_ Keys picked up in advance of arrival of the team
- \_\_\_\_\_ Keys and Seven copies of completed rooming list provided Lodging Coordinator upon arrival

### LODGING PHONE NUMBERS

DSN: \_\_\_\_\_

Commercial: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Lodging FAX: \_\_\_\_\_

Lodging Street Address: \_\_\_\_\_

Lodging FED EX Address: \_\_\_\_\_



# Transportation

20

## Transportation

### ARRIVAL BY GROUND: (STATESIDE OR OVERSEAS)

#### Request the following vehicle support:

1. U-Drive vans (minimum two 9-passenger) with off-base authorization to be turned over upon arrival of the team at meeting location.
2. 45-passenger bus on STAND-BY ONLY. This is a stand-by bus and may not be used by TOPS IN BLUE during the team's stay. The bus should remain with the Logistics Readiness Squadron, but be prepared. If it is known that the bus will be needed, the TOPS IN BLUE Transportation NCOIC will develop a bus schedule with the Base Project Officer after arrival. All requirements for the stand-by bus will be due to TOPS IN BLUE vehicle problems and will therefore be of an emergency nature.

### ARRIVAL BY AIR: (STATESIDE OR OVERSEAS)

#### Request the following support:

1. Trucks to transport pallets of equipment to the performance site. The number of pallets will vary by aircraft as follows:
  - KC-10 – 13 pallets plus baggage pallet
  - C-5 – 10-12 pallets plus baggage pallet
  - C-17 – 10-12 pallets plus baggage pallet
  - C-130 – 4 pallets per aircraft
2. ONE 1 1/2 ton truck for baggage.
3. ONE 45-passenger bus for a minimum of 40 personnel and carry-on baggage.
4. TWO 10K forklifts; one on the flight line to load pallets on trucks and one at performance site.
5. FOUR-MAN CREW to assist team in handling pallets and equipment.

Each pallet weighs up to 9,000 lbs. Pallets must be removed from trucks prior to breaking down pallets and moving equipment into the venue.

# Transportation

## DEPARTURE BY AIR: (STATESIDE OR OVERSEAS)

Equipment and crew must also be available following the performance to assist loading pallets if TOPS IN BLUE is departing by aircraft. TOPS IN BLUE personnel will do the actual palletizing at the performance site.

Request the following support:

1. **Trucks to transport pallets of equipment from the performance site to the flight line. The number of pallets will vary by aircraft as described in the Arrival by Air Procedures.**
2. **ONE 1 1/2 ton truck for baggage.**
3. **ONE 45-passenger bus for a minimum of 40 personnel and carry-on baggage.**
4. **TWO 10K forklifts; one at performance site to load pallets on trucks and one on the flight line.**
5. **FOUR-MAN CREW to assist team in handling pallets and equipment.**

If the team did not arrive by air, coordinate with the Airfield Manager to ensure the number of pallets required are available for the type of aircraft TOPS IN BLUE will be traveling on. Air Force Entertainment staff will coordinate with the commander of the aircraft arriving to pick up TOPS IN BLUE to ensure that the aircrew will bring pallets to replace the ones TOPS IN BLUE will be taking.

**IMPORTANT NOTE:** Plan the return of U-Drive vehicles with the TOPS IN BLUE U-Drive Transportation Coordinator in advance of departure of the team.

# Transportation

## TRANSPORTATION CHECKLIST

---

CHECK WHEN COMPLETED

### ARRIVAL AND DEPARTURE BY GROUND

- \_\_\_ U-Drive van request to Vehicle Operations (LGTO) (Phone: \_\_\_\_\_)
- \_\_\_ Stand-by 45-passenger bus request to Vehicle Operations (LGTO)
- \_\_\_ U-Drive pickup time confirmed. Time: \_\_\_\_\_
- \_\_\_ Departure U-drive drop-off location coordinated with TOPS IN BLUE U-Drive Transportation Coordinator

### ARRIVAL AND DEPARTURE BY AIRCRAFT

- \_\_\_ U-Drive van request to Vehicle Operations (LGTO) (Phone: \_\_\_\_\_)
- \_\_\_ Request appropriate flatbed trucks for equipment from Vehicle Operations (LGTO)
- \_\_\_ Request 1 1/2-Ton truck for baggage from Vehicle Operations (LGTO)
- \_\_\_ Request 45-Passenger Bus from Vehicle Operations (LGTO)
- \_\_\_ Request 2 10K Forklifts (one on flight line and one at performance location)
- \_\_\_ Request Loading/Unloading assistance
- \_\_\_ If arriving by ground and departing by air only, request required number of pallets from Airfield Manager
- \_\_\_ U-Drive pick up time confirmed. Time: \_\_\_\_\_
- \_\_\_ U-Drive drop-off location coordinated with TOPS IN BLUE U-Drive Transportation Coordinator

## Food

# Logistics

## Food

### AFTER THE SHOW

*As a general rule, entertainers cannot eat a large meal prior to the show and perform to the best of their abilities. Bases are not required to provide the team with a meal following the show, however, food after the show becomes very critical to the health of the team members. Project Officers must discuss this issue with your AFTC in the initial planning phase for hosting TOPS IN BLUE.*

### **Upon arrival:**

**The project officer should provide the following information to the Team Meal Coordinator:**

1. Times and meals served at the Dining Facility
2. Local on- and off-base restaurants/fast food/pizza delivery service phone numbers and hours of operation.
3. Restaurants providing service until 0100 hrs

### OTHER MEALS

Although not a requirement, many bases provide refreshments upon arrival of the group. Please notify your AFTC if your base plans include or do not include a meal or snacks upon arrival.

**Please notify the dining facility of the following:**

1. Team members are on permissive TDY and do not receive per diem.
2. When lodged on base, the team may eat breakfast as a group prior to performance setup if arriving the night before the performance. They may also eat breakfast on the morning of departure.

# Food Checklist

## FOOD CHECKLIST

---

CHECK WHEN COMPLETED

\_\_\_\_\_ **Advised Dining Facility of upcoming visit**

\_\_\_\_\_ **Food on arrival or set up?**

\_\_\_\_\_ **If yes, the menu:**

---

---

---

\_\_\_\_\_ **Food provided following the performance?**

\_\_\_\_\_ **If yes, the menu:**

---

---

---

\_\_\_\_\_ **Operational hours for base dining facilities:**

---

---

---

\_\_\_\_\_ **Operational hours and phone numbers for late-night local restaurants:**

---

---

# Promotion

**For Publicity/Marketing Director**

## **Marketing/Publicity Instructions:**

**You will need to order your marketing materials directly from the printer. Please pay close attention to the instructions and be sure to order your materials early in the process to ensure timely delivery.**

*Remember to coordinate with your public affairs office  
when working with outside media sources*

*One of the keys to a successful TOPS IN BLUE performance is a well-rounded promotional effort.  
We will provide the promotional materials needed to promote the show.*

## PROMOTIONAL PLAN

Before you can establish a promotional plan, you need to determine who your target market is and where you can best reach them in the community. A lot will depend on the location of your show, the seating capacity, if your show is open to the public, and whether or not your show is co-hosted with the local community. Another consideration when determining how you can best advertise and promote the show will depend on whether there are any community or base events/programs in conjunction with the show.

**On-Base Shows:** In most cases the primary target market will be military members, retirees, and DoD personnel and their families. In addition, TDY personnel would probably love to know about your TOPS IN BLUE show. A potential secondary market would be military members of other branches of service, such as Army, Navy, Marines, Guard/Reserve units or Recruiters in the local community.

- **The primary objective for this market is to inform the customers of the date, time, and location of the show since many of them are already aware of the Air Force TOPS IN BLUE program and their reputation for exceptional quality.**
- **The secondary objective is to inform and educate new customers of what TOPS IN BLUE is and the exciting show they can expect to see.**

**Off-base Shows:** These shows are described as those either hosted or co-hosted by the Air Force but open to the local community. Off-base shows require more effort in promotions since the off-base audience may not be familiar with the TOPS IN BLUE program. Do not assume this market knows what TOPS IN BLUE is. Extra attention is needed in educating and communicating with outside media.

# Promotional Support Items

**CUSTOMIZABLE MATERIALS:** Bases may order custom printed versions of the following promotional materials at no charge.

## DOWNLOADABLE \ PROMOTIONAL FILES

<https://www.usafservices.com>

### PRINTED COLLATERAL MARKETING MATERIALS

Posters 22"x 28" (Up to 10 per base)

Posters 12"x 18" (Up to 50 per base)

4" x 6" Acrylic Table Top Inserts  
(Up to 150 per base)

Table Tents (Up to 150 per base)

8.5" x 11" Full Color Flyer  
(Up to 50 per base)

8.5" x 11" Full Color Static Cling  
(Up to 5 per base)

Blank Invitations (Up to 150. One side has pre-printed design. Other side is left blank for show information. Downloadable template available)

### OTHER ITEMS AVAILABLE

Commercials DVD: :30 & :60 seconds TV or Radio commercials, and B-Roll (Produced 2006)

### BANNER OPTIONS

36-foot Banner- Available for free checkout from your AFTC

4'x6' Banner – available to purchase at base expense from printer

Poster 22x28

Web-Banners

1/2 Page Print Media Ads

Digital Art to include 16:9 and 4:3 Aspect Ratio (NEW)

Black & White & Color Ad Slick

Promotional Photos

Graphic files for all printed materials

Press Release

Templates for Labels & Invitations

Downloadable digital ad video for plasma/ LCD TV displays

Items should be ordered by the Marketing Director for your base. Be sure to coordinate exact dates, times, and location so the materials can be customized by the printer

## Ordering Information

**MATERIALS SHOULD BE ORDERED BY MARKETING DIRECTORS NO LATER THAN 60 DAYS BEFORE THE SHOW DATE BUT NO MORE THAN 90 DAYS BEFORE THE EVENT**

**You must request your specific promotional items directly from the printer.**

**(Allow 10-days for delivery CONUS and 15 days for Overseas)**

STEPS FOR ORDERING CUSTOMIZED MATERIALS (MARKETING OFFICES SHOULD PROVIDE THIS SUPPORT TO THE TOPS IN BLUE PROJECT OFFICER)

1. CONFIRM DATE, DAY, SHOW TIME, AND VENUE WITH THE PROJECT OFFICER
2. ENSURE PROJECT OFFICER HAS RECEIVED APPROVAL OF SHOW DATE AND TIME FROM AIR FORCE ENTERTAINMENT. DON'T ASSUME THAT THE DATE AND TIME ARE FIRM WITHOUT ASKING THE PROJECT OFFICER IF THE DATE, TIME, AND LOCATION HAVE BEEN APPROVED
3. ONCE YOUR SHOW INFORMATION HAS BEEN CONFIRMED, GO TO

[https://  
warehouse.newcenturygraphics.com/](https://warehouse.newcenturygraphics.com/)

1. TO REQUEST YOUR CUSTOMIZED MATERIALS
2. HAVE THE FOLLOWING INFORMATION READY
  - a. DATE
  - b. DAY
  - c. SHOW TIME

**Caution:** Once you approve your art from NCG your files will be printed at Air Force Entertainment expense. AFE will only fund one run of the materials. If errors or changes are made the base assumes the reprint costs

**PRINTER:**

**NEW CENTURY GRAPHICS**

**11971 Starcrest, SAN ANTONIO TX , 78216 210-829-7515**

Customized products: We recommend ordering them directly from the printer (at no charge) pre-printed with your base show specifics. Items may also be ordered without customization.

## Promotional Support Items

### FLYERS

Camera-ready flyer and ad mats provide top quality masters for your ad campaign. Coordinate with your local commercial sponsorship program manager before printing any additional products concerning sponsor logos. NOTE: Local sponsors may not be added to any AFSVA marketing materials.

### INVITATIONS

Depending on your base policy, distinguished visitor invitations may be an important part of your process. To make the process easier, TOPS IN BLUE will provide 150 blank invitation shells (These can be used as self mailers or inserted in # 10 size envelopes). An optional template in Microsoft Word for show information is available for download.

### PRESS RELEASE & INTERVIEWS WITH THE PRESS

Great publicity includes coordination and planning. In most cases, you will want several inputs to inform your market of the show. Contact your Public Affairs Office to coordinate releases to newspaper/media. If time permits, an interview can be set up with a TOPS IN BLUE team member. Contact your AFTC to organize and get approval for an interview. Please note that the Team OIC is not authorized to approve interviews-all interviews must be arranged through your AFTC.

### VIDEO SPOTS

*Video products are available from the printer at no cost*

Two products are available. One DVD (COMMERCIALS) has :30 and :60- second commercials and B-roll suitable for broadcast. The second video is a promotional video of 1:20 minutes long for video display or web downloads. These promotional videos feature the 2006 TOPS IN BLUE team.

### BANNER

A 36-ft banner is available for checkout. Each banner has a 3x6 ft section that can be customized for your show. To reserve this banner or for more information contact your AFTC at

## Promotional Support Items *continued*

least 4 weeks before the performance. Note: The banner must be returned the day after your performance.

### T-SHIRTS AND CERTIFICATES OF APPRECIATION

The Team OIC will issue 2012 T-shirts to stage volunteers. Air Force Entertainment will have blank Certificates of Appreciation, signed by the Chief, Air Force Entertainment, which will be given out to the base project officer as requested. These certificates can be personalized through MS Word.

### PROGRAMS

Programs will be provided by the TOPS IN BLUE Promotions Coordinator upon arrival. Ushers are critical for handing out programs. Don't hesitate to request more programs if needed.

### BASE PHOTOGRAPHER TO DOCUMENT THE PERFORMANCE

Show photographs are critical for our publicity and to meet commitments to our commercial sponsors. Marketing offices should be the point of contact for photography support. The following items are needed:

- Photos of the show (hi-res) as well as photos of the stage and lobby area reflecting sponsor banners
- Photos of TOPS IN BLUE members interacting with members of the audience during the show

These photos will be helpful to other Marketing offices and TIB Project Officers for their publicity campaigns and will provide a valuable history for TOPS IN BLUE.

Marketing offices should collect photos (hi-res), press releases and copies of promotional materials and forward to them to Air Force Entertainment within three days of the event.

# TOPS IN BLUE Fact Sheet

Known as the Air Force's Expeditionary Entertainers

TOPS IN BLUE is one of the oldest and most widely traveled entertainment groups of its kind. Composed of 35 to 40 of the most talented vocalists, musicians, dancers, and technicians anywhere, their primary purpose is to perform for military personnel and their families throughout the world. However, the enormous popularity of the group has also made them America's goodwill ambassadors around the globe. The 2012 tour, entitled "Listen," invites the audience to listen to the music of life through the sounds we hear every day. It features the dynamic rhythms of The Doobie Brothers, Earth, Wind & Fire, Whitney Houston, and Maroon 5. This year's tour also showcases the great country music of Darius Rucker, Carrie Underwood, Lady Antebellum, and The Zac Brown Band. Of course, no TOPS IN BLUE show would be complete without the great patriotic music that honors our nation and its heroes. Add the high energy precision choreography and dazzling visual impact TOPS IN BLUE is known for and every member of the audience will be singing along and dancing in their seats.

This year's tour will take TOPS IN BLUE throughout the United States and to more than 20 countries, with close to 130 performances over a 10-month period.

Each year, Air Force personnel stationed worldwide compete in a multilevel competition for the right to be selected as a member of this elite organization. The TOPS IN BLUE team is an all-active duty U.S. Air Force special unit made up of talented performers selected for their entertainment abilities.

Each team begins their tour with an intense 60-day training period at the "Home of TOPS IN BLUE," Joint Base San Antonio – Lackland AFB, TX. This training consists of a highly accelerated educational process to prepare them to succeed as world-class entertainers and distinguished Air Force Ambassadors during the 10-month tour. The performers must master the instrumental, vocal, choreography, and staging requirements of the show. In addition, they also must become highly accomplished in the intricate technical skills needed to support the tour. They are, in essence, their own "road crew."

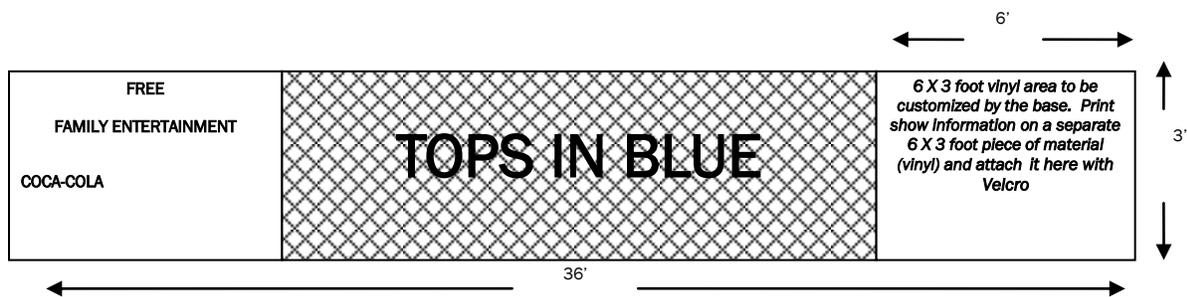
Under the guidance of five technical personnel, the performing team is responsible for setting up over 60,000 pounds of staging, lighting, audio, video and special effects equipment required for each performance.

TOPS IN BLUE has a distinctive history, spanning 59 years. Since its first world tour in 1953, the group has also performed on film, produced albums, and appeared on national television with such legends as Ed Sullivan, Bob Hope, Alabama, Barbara Mandrel, BOYZ II MEN, Lee Greenwood, and many others. They performed the entire half-time shows for the 1981 Garden State Bowl and Super Bowl XIX. TOPS IN BLUE has appeared in front of hundreds of thousands of fans at NASCAR events. In 2005, they performed the National Anthem for Game 6 of the NBA Finals, and in 2011, they performed with Lea Michele of "Glee" at Super Bowl XLV. TOPS IN BLUE has performed for heads of state and dignitaries throughout the world. They have toured throughout Western, Central, and Eastern Europe, the Far East, Middle East, Central America, Southwest Asia, Canada, and all 50 of the United States. Countries such as Taiwan, Bulgaria, Kosovo, Iceland, Thailand, Saudi Arabia, Afghanistan, Pakistan, Albania, Vietnam, Cuba, Africa and Iraq have all experienced the extraordinary entertainment of TOPS IN BLUE.

## Street Banner

### Banner Description

The TOPS IN BLUE banner is 36 ft long and is designed to be suspended across a roadway. It is constructed of a mesh material with the letters TOPS IN BLUE in the center section. There are 2 vinyl sections, one on each side of the banner. The left vinyl section is pre-printed with sponsor information. The right vinyl



section is left blank for local show information. Print your show information on a separate piece of vinyl or other material, 6ft long by 3ft high, and attach it to the right vinyl section of the banner with Velcro. The banner is meant to be used at many different locations on the tour, so please **do not print directly on the banner**.

**Please ensure the banner is clean and dry before you pack it for return, and please return the banner the day after the show in the plastic container in which it arrived to:**

HQ AFSVA/SVPCE

3515 S. General McMullen Drive

San Antonio TX, 78226

*NOTE: Instead of returning the banner to Air Force Entertainment, your AFTC may ask you to forward it to the next location that needs it. If that is the case, you will be provided the necessary information in time for you to ship the banner the day after your show. Again, please ensure the banner is clean, dry, and shipped in its original plastic container.*

# Commercial Sponsorship

## Commercial Sponsorship

To encourage future commercial sponsorship of FSS Programs, it is important to provide appropriate recognition for their companies and reasonable publicity based on what is allowed or promised. TOPS IN BLUE is one of our most successful, visible, and enjoyable programs. Your support and assistance will provide many benefits to FSS in the future.

Sponsor recognition of TOPS IN BLUE in event publicity is authorized in AFI 34-108.

The AFSVA Commercial Sponsorship Agreement with Coca-Cola involves support from HQ AFSVA .

Full details of sponsorship requirements will be posted on download central. A brief overview is provided below.

### OVERALL BASE COMMERCIAL SPONSORSHIP RESPONSIBILITIES

The Installation Commander should be informed about the corporate sponsor as well as any local commercial sponsors supporting the event.

If your performance is scheduled at an off-base, non-military venue, inform the facility manager that the TOPS IN BLUE show will recognize our sponsors at the event.

Ensure publicity includes sponsor mention and that any additional locally produced ad material includes the corporate sponsors' logos.

- If local sponsors are used to help offset hosting costs, base coordinators must ensure these new sponsors do not conflict with Coca-Cola. In other words, no **beverage** companies may take part in sponsoring a base show.

### SHOW AND COMMERCIAL SPONSORSHIP RESPONSIBILITIES

- Coordinate with the Public Affairs office or other photographer resources to ensure pictures are taken at the performances.

Questions regarding sponsorship may be addressed to

Ms. Rita Shrewsbury at DSN  
969-7241 or

Mr. Al Sonnenburg at DSN  
969-7499

# Support Personnel

## Support Personnel

Most facilities recommend one usher per 100 people

### Ushers

Ushers must be familiar with the performance facility and handle all crowd control. The Project Officer determines actual procedures and briefs all ushers. Most facilities recommend one usher per 100 people. This number, particularly in downtown facilities, helps establish the Air Force presence and our concern in making our civilian guests welcome. Ushers should guide all special guests and DVs to the reserved seating area. Their appearance reflects directly on the image of the Air Force during the event.

### Security

Security personnel should be tasked to provide security for vehicles, equipment, and backstage at the performance site, as well as crowd and traffic control. Certain limitations apply to downtown performances based on local agreements and authorizations. However, this is often the time when security is needed the most and arrangements must be made to meet this requirement and remain within the limitations imposed.

### Stage Setup (Outdoor & Hangar shows)

***A portable stage is available for stateside shows in lieu of flatbed trailers.***

Coordinate as early as possible! The TOPS IN BLUE stage may be used for almost all stateside outside or hangar performances by simply coordinating with your AFTC in advance. When this stage is used, eight to ten "motivated" volunteers are needed to off-load and assemble the stage. These volunteers need to be able-bodied adults. They should wear suitable work attire, to include closed-toe footwear (no sandals) and work gloves. Significant lifting will be required. The setup time for the stage will be coordinated directly with your AFTC, but will normally be approximately 1 1/2 hours before the scheduled TOPS IN BLUE setup. A team of eight to ten volunteers will also be needed approximately 2 hours after the show to tear down and reload the stage.

A team of eight to ten people will be needed to set up, tear down, and reload the TOPS IN BLUE stage.

# Publicity Checklist

## PUBLICITY CHECKLIST

---

CHECK WHEN COMPLETED

### PRE-EVENT PUBLICITY

- \_\_\_ Determine target market & develop a promotional plan for local area
- \_\_\_ Inform all Services facilities of TOPS IN BLUE show date
- \_\_\_ Order customized printed promotional materials
- \_\_\_ Provide news releases and photos to base newspaper for release
- \_\_\_ Local publicity input submitted (i.e. emails/bulletins, cmdr's' channel, web/digital media)
- \_\_\_ Printed collateral materials distributed (Localize if not already customized)
- \_\_\_ Reserve all key base marquees (target for 1-week exposure)
- \_\_\_ Request 36-ft banners from HQ AFSVA/SVPCE if desired
- \_\_\_ Appoint base photographer
- \_\_\_ Attend the show, coordinate photos, sponsors and support Project Officer

### OFF-BASE SHOWS & PACAF/USAFE (AS APPLICABLE)

- \_\_\_ Radio & TV
- \_\_\_ Commercial newspapers
- \_\_\_ Local talk shows (news, variety, etc.). You must coordinate in advance with the AFTC if local media desires to conduct interviews of team members

Continued on next page

# Publicity Checklist

## After Event

### POST-EVENT ACTIONS

- \_\_\_ Collect photos, press releases, and ad materials (all digital) for marketing after-action
- \_\_\_ Provide Marketing's portion of the after-action report to the POC no more than 3 days following the event.
- \_\_\_ Return banner, if used. Send to:

HQ AFSVA/SVPCE  
3515 S. General McMullen Drive  
San Antonio TX 78226

Or forward the banner to the next location as directed by your AFTC.

## Performance Facility

# Performance Facility

The performance should be scheduled in the best facility available, preferably with a raised stage. If more than one adequate facility exists, preferential consideration should be given to the largest seating capacity. In order to accommodate larger military audiences, performances in hangars, physical fitness centers, outdoors, and at off-base sites are encouraged.

### STAGE REQUIREMENTS

This year's set has been designed for use on a stage that is 24 ft deep (7.5 meters) x 40 ft wide (12.25 meters) with a 20 ft high ceiling clearance over the entire stage area. Smaller (or shorter) stages may be used, but will require significant set modifications that will definitely affect the quality of the performance and limit the special effects used in the performance. If a portable stage is used or one is being built, extending the width to 48 ft will significantly impact the ease of setup and performance. Additionally, the stage should have a weight-bearing capacity of 150lbs per square foot. Your AFTC must be notified immediately if the stage size is smaller than indicated. Preparations must be made by the touring technical staff prior to arrival at the venue.

### FACILITY AVAILABILITY

The performance facility must be made available for TOPS IN BLUE to set up staging, lighting, and sound equipment at the time established for setup on the Advance Tour Checklist. The facility will need to be for the sole use of TOPS IN BLUE from setup until after load-out. Unless notified, the TOPS IN BLUE equipment will be packed immediately following all performances.

## Stages

### PORTABLE STAGES

Often the venue selection is contingent on the available stage. In some cases, smaller venues have been used simply because a portable stage or flatbed trucks were not available. Stateside bases now have the opportunity to opt for the larger venue by requesting the use of the traveling TOPS IN BLUE stage. This is a professional quality stage, 32'x 48', which can be used free of charge for the show. Coordination will have to begin as soon as the venue is decided, but in most cases the stage will be delivered by two TOPS IN BLUE members approximately 1 ½ hours before setup time the day of the show. The base is required to provide eight to ten "motivated" volunteers to off-load and set up the stage on the morning of the show and to disassemble the

## Performance Facility

stage after the show. Call your AFTC if you are considering a show location where the TOPS IN BLUE stage could be effectively used.

### Base Theaters

Base theaters should be used for performances only if a larger facility is not available. You must obtain approval from your AFTC if a base theater is to be used. If a base theater is approved, **concessions may not be opened before, during, or after the performance.**

### MOVIE CANCELLATION

Base Project Officers must coordinate with the regional AAFES office to cancel the motion picture performances scheduled on the TOPS IN BLUE performance date if the base theater is the performance location.

### MARQUEES

When the TOPS IN BLUE performance is scheduled in the base theater, the theater marquees will be used to publicize the program on the day of the performance. Authority has been granted by AAFES for TOPS IN BLUE host bases to utilize the changeable letter signs for this purpose.

### Off-Base Facilities

THE FOLLOWING GUIDELINES MUST BE FOLLOWED:

- **NO CHARGES** will be made for attendance at a TOPS IN BLUE performance.
- Off-base sites must have advance telephone or email approval from your **AFTC**.
- Anticipated audience must be larger than the base facilities can accommodate.
- Local community facility must have unrestricted admission.
- Site must be in close proximity to the host base military community.
- Adequate seating for anticipated military audience must be ensured.
- Special transportation must be made available for on-base personnel.

# Performance Location

## Other Performance Location Considerations

### CONFLICTS OF INTEREST

Prior approval from Air Force Entertainment is required for scheduling of performances in conjunction with any income producing function or any activity having a restricted attendance. Contact your AFTC to coordinate approval.

### COMMUNITY CENTERS

The TOPS IN BLUE production is not staged for presentation in Community Activity Centers and Clubs and therefore, these locations will not be approved as the performance location.

### CLEANLINESS OF FACILITY

The facility should be well cleaned before the team arrives. The TOPS IN BLUE team will clean their areas before departing the facility.

### SHOW TIMES

Performance times will remain as indicated on the performance schedule unless a request to change the time is approved by your AFTC. Times are established to allow sufficient setup time for the team members and to maximize audience attendance.

### OUTDOOR SITES

A backup indoor facility should be considered. The TOPS IN BLUE production staff will work with you on a final location decision if inclement weather seems likely. Because of the special effects associated with the TOPS IN BLUE show, outdoor performances during the summer or early fall will normally be affected by natural lighting. As a general guideline, outdoor shows should not start before dusk. **We encourage and will support moving the start time to 2000 or 2030 hrs so the audience can enjoy the full effects of the show.**

# Electrical Requirements

## Electrical Requirements

The first choice for a power source for TOPS IN BLUE is that which can be provided by the performance venue, as long as that power is sufficient to support your show. An electrician must be available at the performance location as determined by the Advance Tour Checklist setup time if a performance venue power source is to be used. The electrician must identify, in advance, the power capabilities in the performance venue. The source must be available within 50 feet of the stage.

The TOPS IN BLUE team travels in the United States and Europe with a 75 KW whisper-quiet generator, large enough to handle show requirements. If an adequate power source is available, the TOPS IN BLUE generator will be used for backup. If sufficient power is unavailable in the performance venue, the TOPS IN BLUE generator will be used for the performance and an additional generator must be made available as backup. The performance location must include the ability to position the generator within 175 feet of the facility. Generators must be used at overseas locations whenever possible.

**Note: It is essential that the power hook-up is capable of being completed by your electrician or power pro technicians within 45 minutes after start of setup!!!**

**This has been the #1 technical problem on past tours!**

Power hook up  
must be completed  
within 45 minutes  
after start of set up

## ELECTRICAL TECHNICAL REQUIREMENTS

TOPS IN BLUE will provide 4/0 bare-ended pigtails for connecting to a main source. If required, the electrician must ensure availability of sufficient and adequate size 4/0 double-buss lugs for power hook-up prior to arrival of the team.

The connector end of the TOPS IN BLUE provided pigtails are fitted with camlok twist-lock connectors, which will connect to a complete circuit-protected distribution system, also provided by TOPS IN BLUE. No connectors other than the 4/0 buss lugs are required by the base electrician. The TOPS IN BLUE electrician will assist the host electrician in connecting the pigtails to the distribution system.

# Electrical Requirements

NOTE: COMMON AND GROUND **MUST** BE SEPARATE

## COLOR CODE

WHITE	GREEN	RED	BLUE	BLACK
COMMON	GROUND	HOT	HOT	HOT

## Use of Generators

Generator power should be used any time the quality or quantity of power in the selected venue is questionable to support the TOPS IN BLUE requirements. (See requirements on next page) Lack of preparation in this area has resulted in canceled performances.

### NEEDED

Stateside: 100KW Generator, MEP7 operating on 3 phases with each phase at 110 Volts, 60Hz

Overseas: 60KW Generator, operating at 110 Volts on 3 phases with each phase at 60Hz as a minimum...the above listed MEP7 is the optimum if possible.

Generator power must be checked at the stage. Reduced power due to runs of cable over 100 feet will shut down the TOPS IN BLUE audio system. Noise baffling may be necessary for your generator at outdoor performances. The TOPS IN BLUE generator is self-baffled.

A generator refueling schedule must be coordinated during setup between the Host and TOPS IN BLUE Power Pro technicians.

# Electrical Requirements

## Electrical Requirements: CONUS

### BACKSTAGE POWER REQUIREMENTS

#### MINIMUM POWER

**110/208 VAC, 3 phase, 600  
amps**

**200 amps per phase (3 hot legs)**

**TOPS IN BLUE uses splitters to hook  
up audio, lighting and video in this  
configuration.**

#### OPTIMUM POWER

**110/208 VAC, 3 phase, 600  
amps**

**200 amps per phase (3 hot  
legs)**

**PLUS**

***A SEPARATE 110/208 VAC, 3  
phase, 100 amps per phase (3  
hot legs)***

## Electrical Requirements: Overseas

### BACKSTAGE POWER REQUIREMENTS - OVERSEAS

In many USAFE locations overseas the team will travel with their generator. Host generator requirements are based on above instructions. Contact your AFTC to determine whether or not the TOPS IN BLUE generator is available. 60 cycles are needed from host generators.

# Electrical Requirements

## ELECTRICAL REQUIREMENTS CHECKLIST

---

CHECK WHEN COMPLETED

- Electrician requested
- Electrician's name: \_\_\_\_\_
- Telephone number: \_\_\_\_\_
- Electrician briefed on requirements...45 minute hookup
- Available electricity:
  - Minimum Power
  - Optimum Power
- Is 1 or 2 Generator(s) required? If yes:
  - Certify availability
  - Meets performance requirements
  - Coordinate arrival time at performance venue
  - Power Production Technician name \_\_\_\_\_ (Briefed on 45 min hookup)
  - Telephone number \_\_\_\_\_
  - Refueling schedule developed between Host & TOPS IN BLUE Power Pro technicians
- Main power located a minimum of 50' from stage
- Common and ground must be separate
- A fixed ground is available



# Equipment

43

## Equipment Requirements

**TOPS IN BLUE is a self-contained unit requiring minimal additional support.**

All lighting, audio, set equipment, wardrobe, and musical instruments are normally provided by TOPS IN BLUE. However, at large off-base facilities, use of existing house audio and/or lighting systems may be desirable as a stand-alone system or in conjunction with the TOPS IN BLUE systems. This often cannot be determined until arrival at the venue. Any available information pertaining to facility equipment should be provided to your AFTC well in advance of the performance. Any additional equipment required for an outdoor performance will be addressed by your AFTC based on the actual performance location.

Some off-base venues also have restrictions regarding the use of spotlights. Some require that the TOPS IN BLUE use the venue's spotlight, operator, or that the team's spotlight operator be supervised by one of the venue's people. All of these conditions are typically associated with a fee. It is imperative that you determine if the facility you are using has a requirement of this type, and if so, that you provide this information to your AFTC as soon as possible so we can coordinate with the venue staff.

**NOTE: TOPS IN BLUE UTILIZES HAZE TO ENHANCE LIGHTING EFFECTS-THIS MAY REQUIRE COORDINATION WITH LOCAL FIRE OFFICIALS**

TOPS IN BLUE puts a haze into the air on stage to enhance lighting effects during the show. This is a light, barely-visible haze that consists of fully refined white mineral oil diffusion fluid. This haze is harmless to both the performers and audience members. However, sometimes the haze can set off existing fire-protection systems, such as sprinklers or smoke alarms. Please coordinate with local fire officials to turn off any systems that may be affected by the haze during the show. Air Force Entertainment must be notified ahead of time if these systems cannot be turned off and haze cannot be used. (A material safety data sheet for this diffusion fluid is available upon request.)

## Dressing Rooms

### Equipment Required

- Sufficient permanent lights or two to four portable “Lite-Alls” to provide adequate lighting for safe packing and loading of the truck following the performance. **This has been a problem area during recent tours, particularly at outdoor performances.**
- A minimum of one set of steps without hand rails is required in front of the stage into audience area for the setup and performance in indoor performance venues. One set of steps without hand rails in front of the stage and two behind the stage are required if an outdoor or special stage is built for the event. Four foot wide or wider are best for safety & performance purposes.

### Dressing Rooms

1. Separate dressing rooms are required for males and females.
2. Dressing rooms must be clean and ready for use at set-up time. If the rooms are ordinarily storerooms, stored items must be removed prior to the arrival of the team.
3. Dressing rooms must be heated in cold weather and an attempt should be made to ensure availability of air conditioning in hot climates.
4. All dressing rooms should be equipped with the following:
  - **Sufficient lighting, chairs, mirrors**
  - **Waste baskets**
  - **Table or equivalent surface area**
  - **Soap, water**
  - **40 large clean towels (will be returned)**

# Dressing Room

45

- **20 amp (110V) or 10 amp (220V) service**
- **Additional security for dressing rooms during and after the show must be provided in downtown locations.**
- **Overseas Only: Four clothing hang-up racks**

TOPS IN BLUE will bring dry packets of POWERADE, four 5-Gallon Igloos and sufficient water bottles for their backstage, setup and teardown liquids. Request arrangements be made to fill the Igloos with ice and water (Bottled water not required) to mix the POWERADE at the start of setup, at the start of the show, and at the start of teardown.

## DRESSING ROOM CHECKLIST

---

C H E C K   W H E N   C O M P L E T E D

- \_\_\_\_\_ Separate dressing rooms are required for males and females
- \_\_\_\_\_ Dressing rooms must be clean, equipped and ready for use at set up time
- \_\_\_\_\_ Stored items removed prior to the arrival of team members
- \_\_\_\_\_ Dressing rooms are heated in cold weather and cooled in hot weather
- \_\_\_\_\_ Each dressing room must have 20 amp (110V) or 10 amp (220V) electrical service
- \_\_\_\_\_ Additional security during and after the show at downtown locations
- \_\_\_\_\_ Arrangements made to fill 4 10-Gallon Igloos with water and ice at start of setup, the show, and teardown.
- \_\_\_\_\_ Overseas: Four clothing hang-up racks in dressing rooms



# Audiences

46

## Audiences

### ADMISSION TICKETS AND SEATING

**Admission is on a first-come, first-served basis.**

#### **TICKETS WILL NOT BE USED WITHOUT AIR FORCE ENTERTAINMENT APPROVAL**

**NON-MILITARY ATTENDEES:** The Installation Commander determines guidelines for attendance of nonmilitary members and their families.

**RESERVED SEATING:** The Installation Commander or representative should approve all reserved seating.

### OPENING OF DOORS

Doors may be scheduled for opening a maximum of 45 minutes prior to the performance. Any deviation must be approved by your AFTC. In some instances, due to technical difficulties, the tour unit may not be ready for the doors to open as scheduled. In order to ensure audience safety and control, the House Manager must obtain approval from Team's Logistics Officer prior to letting the audience into the performance area.

### CONCESSIONS

Concessions are not authorized if the show is at the Base Theater. Off-base locations with large seating capacities have the option of making concessions available in the same manner as they would with similar events conducted in the facility. Concessions may be sold prior to and following the performance when held on base in a hangar or outdoors.

### LATE ARRIVALS

The house manager and ushers will control late arrivals to ensure minimum disruption to previously seated audience members.

### SPECIAL REQUIREMENTS

Your AFTC will notify you of any special seating requirements, including requesting support for team member's families when seating is available.

# Audience

## Audience Checklist

---

C H E C K   W H E N   C O M P L E T E D

- Installation Commander or representative has established guidelines for nonmilitary attendees
- Installation Commander or representative has approved reserved seating plan
- No tickets have been disseminated for the TOPS IN BLUE show without approval
- Concessions approved as appropriate for performance facility
- Coordination with your AFTC on opening of doors
- House manager and ushers briefed on handling late arrivals
- Coordination with your AFTC on any special seating requirements

Remember to coordinate with the Team Logistics Officer prior to the actual opening of the doors to the public

# Insurance

## Insurance

The Air Force Chief of Staff approved the use of appropriated funds for fees and rentals of off-base facilities for TOPS IN BLUE performances. Authorization can be supported when the primary purpose of the performance is to entertain Air Force personnel and their family members. Every effort should be made to use appropriated funds to pay rental or other fees associated with securing the use of off-base facilities. Since the Air Force is self-insured, commercial insurance is not required when appropriated funds are used for rental of the facility.

If appropriated funds are unavailable, the use of NAFs must be approved in advance by the AF Chief of Staff. In cases where there is no alternative to using a NAF contract, the proposed contracts must be forwarded to HQ AFSVA/SVPCE, 2261 Hughes Ave, Ste 156, Lackland AFB TX 78236-9852 at least 45 days prior to the intended performance date. This requirement for prior review and approval is limited to contracts for off-base facilities, and does not apply to contracts for other goods and services needed for the performances involved.

## Funding

AFI 65-601V1 authorizes the use of appropriated funds to support TOPS IN BLUE. Specifically paragraph 4.28.1.8, "Use appropriated funds for these expenses...Military service bands...and other groups (such as "TOPS IN BLUE").

When indicated by the degree of risk of potential liability, or required by the building facility/owner, the purchase of commercial insurance may be necessary when off-base locations are secured with NAF. The possible added expense of the commercial insurance should be considered during planning. Normally, the facility manager can provide information on any contractual requirements for commercial insurance and vendors that routinely make acceptable coverage available for short-term use of the facility.

# Insurance Checklist

## INSURANCE CHECKLIST

---

CHECK WHEN COMPLETED

- Off-base facility approved by HQ AFSVA/SVPCE
- Contract required
- Contract signed by base procurement officer using appropriated funds.  
(If so, no additional requirements for insurance. If not, Air Force Chief of Staff approval required for non-appropriated funds)
- NAF Contract sent to HQ AFSVA/SVPCE (Date: \_\_\_\_\_ )
- NAF contract returned from AFSVA
- Commercial insurance obtained if NAF
- Contract complete

# Indoor Performance Location

## INDOOR PERFORMANCE LOCATION CHECKLIST

Performance Location: \_\_\_\_\_

Phone #: \_\_\_\_\_ Seating capacity: \_\_\_\_\_

Stage size: Width: \_\_\_\_\_ Depth: \_\_\_\_\_ Height: (Above Stage to Ceiling) \_\_\_\_\_

Date notified AFTC of performance location: \_\_\_\_\_

Performance Time: \_\_\_\_\_ Date: \_\_\_\_\_ Set-up Time: \_\_\_\_\_ Date: \_\_\_\_\_

Number of Reserved Seats Approved by Installation Commander: \_\_\_\_\_

Team Dressing rooms equipped: \_\_\_\_\_

Electrician survey complete: \_\_\_\_\_

Electrical power available at performance location: \_\_\_\_\_

Date & Time electrician/power pro technician needed to hookup TIB Equipment: \_\_\_\_\_

Facility Cleaned: \_\_\_\_\_

Facility Security: \_\_\_\_\_

Parking for TIB Vehicles: \_\_\_\_\_

Base theater movie canceled (if applicable): \_\_\_\_\_

"TOPS IN BLUE" on marquee: \_\_\_\_\_

Off-base facility: House audio system availability

\_\_\_\_\_

Off-base facility: House lighting system availability

\_\_\_\_\_

Sufficient lighting or "lite-alls" for loadout: \_\_\_\_\_

Stairs for Stage: \_\_\_\_\_

# Outdoor/Hangar Set-Up Procedures

## Outdoor / Hangar Set-Up Procedures

### ALL OUTDOOR SHOWS

#### *Lighting:*

- One B-2 stand or similar stand or riser, 10' high with a surface space of at least 5'x5' wide for follow spotlight.
- Four Lite-All Portable Lighting Systems or equivalent fixed lighting is required for tear down and loading at all outdoor evening performances. Units can also be used to assist in safe exit of audience following performance.

#### *Rigging:*

- For the safety of both the performers and the audience, the TOPS IN BLUE lighting trusses must be secured by wires attached to stationary rigging points. In venues where these rigging points are not available, such as open outdoor areas or hangars, **the host location must provide six jersey barriers or six 55 gallon drums filled with water** to be used as rigging points.

### STATESIDE

A portable 32' X 48' stage is available for use for outdoor and hangar shows when stages are not built in. Coordinate the stage set up with your AFTC as soon as the requirement is known.

### OVERSEAS SPECIFICATIONS

**Stage: The base must provide a 24-ft deep by 40-ft wide stage. It must have a minimum of 20 ft clearance above all areas of the stage, and the stage floor should be a minimum of 3 ft above ground level. An alternative to a portable stage is the flatbed configurations described below:**

- Three each 40' flatbed trailers may be used (see diagram on following page)
- Set trailers side by side, as close as possible (see diagram on following page)
- Ensure trailers are level and squarely aligned
- Cover with 3/4" plywood as depicted in diagram
- Construct three sets of stairs as depicted in diagram
- Provide appropriate curtain or bunting for skirting the front of the stage

# Outdoor/Hangar Set-Up Procedures

- Ensure partitioning for the creation of dressing rooms, or proper dressing areas are provided
- If tents are used for dressing rooms, please provide approximately 20 ft of open space for equipment storage behind the stage.
- Ten 4'x8' pieces of plywood to be used for lighting tree support (returned after the show)



**THREE FLATBED TRAILERS, 8' WIDE, 40' LONG AND 4'HIGH**

**SET TRAILERS SIDE BY SIDE AS CLOSE AS POSSIBLE**

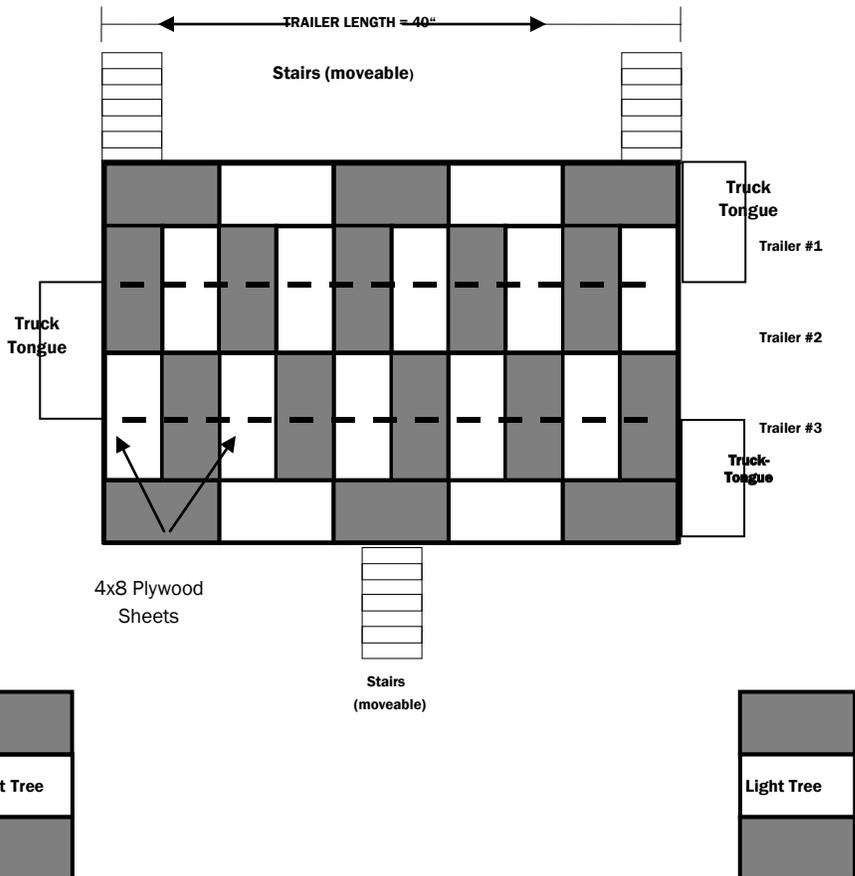
**ENSURE TRAILERS ARE LEVEL AND SQUARELY ALIGNED**

**COVER WITH 3/4" PLYWOOD AS DEPICTED IN DIAGRAM**

**CONSTRUCT 3 SETS OF STAIRS AS DEPICTED IN DIAGRAM**

**HANG CURTAINS/SKIRT/BUNTING (IF APPLICABLE) IN FRONT OF STAGE**

**ENSURE PARTITIONS OR PROPER DRESSING AREAS ARE PROVIDED 20 FT BEHIND THE STAGE**



# Outdoor Performance Location Checklist

## OUTDOOR PERFORMANCE LOCATION CHECKLIST

Performance Location: \_\_\_\_\_

Closest Phone: \_\_\_\_\_

Estimated seating capacity: \_\_\_\_\_ Type of seating: \_\_\_\_\_

\_\_\_\_ TIB PORTABLE STAGE \_\_\_\_ OTHER PORTABLE STAGE \_\_\_\_ FLATBEDS

Stage size: Width: \_\_\_\_\_ Depth: \_\_\_\_\_

\_\_\_\_ If flatbed trailers are used, are they closely aligned and according to plan provided?

Date notified AFTC of performance location: \_\_\_\_\_

Performance time: \_\_\_\_\_ Date: \_\_\_\_\_ Set-up time: \_\_\_\_\_ Date: \_\_\_\_\_

Number of reserved seats approved by Installation Commander: \_\_\_\_\_

\_\_\_\_ Dressing rooms equipped and 15-20 ft from back of stage

\_\_\_\_ Electrician survey complete

\_\_\_\_ Electrical power available at performance location

Date & Time electrician/power pro technician needed to hookup TIB equipment: \_\_\_\_\_

\_\_\_\_ Security arranged for Stage and Dressing Rooms

\_\_\_\_ TIB Vehicle Parking identified

\_\_\_\_ TIB Vehicle parking blocked for setup, performance, & teardown

\_\_\_\_ Ten 4'x8' pieces of plywood for lighting setup

\_\_\_\_ Storage space for equipment between stage and dressing rooms

\_\_\_\_ Appropriate curtain or bunting provided for front of stage

\_\_\_\_ Three sets of stairs without rails set up as diagram indicates

\_\_\_\_ Adequate permanent lighting or two to four Lite-All Portable Lighting Systems in place

\_\_\_\_ One B-2 stand or similar stand or riser, 10' high with a surface space of at least 5'x5' wide for follow spotlight.

## Arrival

# Arrival Information

## Arrival of Unit

### ROUTING TO BASE

Air Force Entertainment will determine the routing to your base. Please provide your AFTC with any knowledge of detours and construction in the route, which will extend driving times and alter scheduled arrival time. We recommend you check with your local Logistics Readiness Squadron professionals to get the latest information.

### ARRIVAL ON A PERFORMANCE DAY

Initial briefing/welcome should be at the performance site, if possible. This will expedite set-up time.

### ARRIVAL ON A NON-PERFORMANCE DAY

- Initial briefing/welcome location is at the discretion of the Project Officer.
- Unless requested in advance by your AFTC, the unit will not set up equipment until the performance day at the time indicated on the Advance Tour Checklist
- If arriving by aircraft, prior arrangements must be made to move equipment on pallets to a SECURE storage facility until the established set-up time.

### ARRIVAL TIMES

Arrival times for TOPS IN BLUE will be included in your Advance Tour Checklist. In CONUS, the Team OIC will call a telephone number designated by you, one hour in advance of arrival. For overseas locations, approximate arrival and departure times will be provided closer to the performance date. In the event of transportation time changes as a result of maintenance problems, inclement weather, etc., you will be notified as quickly as possible.

## Welcoming

Normally, key base personnel will greet the team upon arrival. They welcome the team and brief them on local plans, policies, schedules of events, etc.

# Arrival of Unit

## ARRIVAL OF UNIT CHECKLIST

---

### ARRIVAL BY GROUND

\_\_\_\_\_ Route coordinated with your AFTC

Detours or construction advice:

---

---

---

---

---

---

---

---

Arrival date of Tops in Blue stage team (if applicable): \_\_\_\_\_

Arrival time: \_\_\_\_\_ Meeting location: \_\_\_\_\_

Arrival date of the TOPS IN BLUE team: \_\_\_\_\_

Arrival time: \_\_\_\_\_

Meeting Location: \_\_\_\_\_ Phone \_\_\_\_\_

Met by: \_\_\_\_\_

Local info handout ready: \_\_\_\_\_

Refreshments (Optional): \_\_\_\_\_

Secure and Dry storage area for Pallets if arriving by aircraft and not setting up until following day. Location: \_\_\_\_\_ Contact: \_\_\_\_\_

Secure and Dry storage area for Pallets if departing by aircraft from after performance teardown until time for loading pallets on aircraft. Location: \_\_\_\_\_ Contact: \_\_\_\_\_

## Mail

# Mail

The majority of the team's mail is sent to our Air Force Entertainment Office and then Express Mailed or Fed-Ex'd as a group package directly to you as the Project Officer. There are sections on the Advance Tour Checklist to provide street addresses for your office, Force Support Squadron, Lodging, and performance site. Please provide complete street addresses for these locations. Fed Ex will not deliver to a Post Office box or APO.

Deliver all mail to the Team OIC upon arrival.

Request that any mail arriving after the team's visit is immediately forwarded. Contact your AFTC to coordinate the forwarding address.

## MAIL CHECKLIST

---

CHECK WHEN COMPLETED

- Mail delivered to Team OIC
- AFTC contacted regarding any mail arriving after team departure

## Checklists

# Checklists

### BASE PROJECT OFFICER'S MASTER CHECKLIST

---

CHECK WHEN COMPLETED

*Annotate checklist starting with receipt of support operations plan and continue until totally complete. Target completion should be approximately 30 days prior to scheduled performance. This checklist briefly covers areas outlined in this Operations Plan and should be used as a guide to assist you in hosting TOPS IN BLUE. You should coordinate this with the individual section checklists to develop a comprehensive outline. This checklist should not be forwarded to Air Force Entertainment.*

\_\_\_\_ ADVANCE TOUR CHECKLIST: Complete basic questions and e-mail to Air Force Entertainment once performance venue is identified

\_\_\_\_ SUPPORT PERSONNEL:

- Identified by name
- Assigned areas of responsibility

\_\_\_\_ SUPPORT ADVISORY COMMITTEE: Members selected

\_\_\_\_ BASE COMMAND REPRESENTATIVES: Named and briefed

\_\_\_\_ TRANSPORTATION:

- Standby 45-passenger bus ready
- U-Drive vehicles assigned
- Keys and U-Drive vehicles at meeting location
- Airlift arrival: special requirements (flatbed, forklift, bus, crew, etc.)

## Base Project Officer's Master

### \_\_\_\_ FOOD:

- Dining facility notified of team arrival
- Dining facility hours available to Team Meal Coordinator

### \_\_\_\_ LODGING:

- Rooms reserved
- Keys to be picked up and ready for Lodging Coordinator upon arrival

### \_\_\_\_ PUBLICITY:

- Coordinated publicity checklists
- Photographs, negatives, and newspaper articles submitted
- Banner to be returned to address listed

### \_\_\_\_ COMMERCIAL SPONSORSHIP:

- Installation Commander informed about commercial sponsors
- Management at off-base, nonmilitary venue informed of sponsors
- Services Marketing staff contacted on the setup and display of sponsor banners and billboards
- Photographs and newspaper articles pertaining to the sponsor to be collected for mailing to HQ AFSVA/SVPCE

### \_\_\_\_ PERFORMANCE LOCATION:

- Location Determined
- Decision on TIB portable stage made
- Facility available for setup and tear down according to ATC schedule
- Base movies canceled on performance night if base theater is used
- Marquees properly displayed

## Base Project Officer's Master

### \_\_\_\_ PERFORMANCE LOCATION (Continued):

- NO CHARGE for admission
- Conflicts of interest have been identified and resolved
- Facility clean

### \_\_\_\_ AUDIENCES:

- Appropriate actions taken regarding concessionaire operation
- Tickets HAVE NOT been issued without approval
- Reserved Seating Plan Complete

### \_\_\_\_ DRESSING ROOMS:

- Inspected and ready for team
- All supplies and towels on hand
- Overseas: Clothing racks on hand

\_\_\_\_ **INSURANCE:** If applicable, all actions complete, awaiting final approval from HQ AFSVA

### \_\_\_\_ ELECTRICAL:

- Electrician/power pro technician identified by name
- Electrician/ power pro technician understands requirements and meeting time
- Facility electrical requirements complete

\_\_\_\_ **ARRIVAL OF UNIT:** Checklist complete

\_\_\_\_ **EVALUATIONS:** Evaluation Form completed (will be emailed to you by your AFTC



# Evaluation

60

## Evaluation

***Shortly after your show date, your AFTC will email you the Project Officer Evaluation. Please fill out the evaluation and return it via email within 3 days.***

***Wing/Installation Commander evaluations will be sent directly from the AFTC to the appropriate commander.***

An objective evaluation is essential in maintaining quality TOPS IN BLUE tours. Your comments and those of the audience play a large part in determining the success of the tour. Evaluations are kept on file indefinitely and help in determining future tours and show content.

You should provide an accurate and timely evaluation within 3 days following your TOPS IN BLUE performance.