

Wisconsin Singers Sponsor Overview & Resource Handbook



WISCONSIN SINGERS
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Introduction

Dear Wisconsin Singers Sponsor,

Congratulations on choosing one of the nation's premier collegiate performing troupes to entertain your community. These outstanding University of Wisconsin-Madison students have performed for audiences across the country throughout their 55-year history as the University's official "Ambassadors of Goodwill," and now are ready to go to work for you!

This year's show, *Something's Coming!* is a high-energy musical revue that promises to be great entertainment for your entire community.

Our business team is focused on assisting your group in hosting a successful and profitable event. With the help of an intentional marketing strategy and the dedicated efforts of passionate individuals on your team, we know that you will be able to pack the house and raise significant funds for your organization.

This handbook is designed to explain the volunteer roles, help you establish a timeline and provide tips and advice on successful execution. The process is *not at all difficult*.

We hope that this guide will prove to be helpful in facilitating an outstanding event and an entertainment experience your community loves to support. In addition, I am available at any time to answer questions or to further discuss your marketing efforts.

We are here to do whatever we can to help ensure your success and look forward to working closely with you on this exciting project.

On Wisconsin!

Chris Novotny
Director of Business Operations
Wisconsin Singers
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Suggested Committee Organization

Concert Chairperson

It is the chairperson's responsibility to get the talent of your membership behind the promotional and patron effort.

What the Chairperson does:

- Recruit all committee chairs and high school contacts
- Schedule a few general meetings for parents, music directors and committee chairs
- Work with committee chairs to coordinate promotion and logistics of the concert

TIP: Consider this concert a community affair, and work to include as many different organizations as possible

Promotions Committee (2-3 people)

- Distribute posters/flyers
- Work with local media outlets
- Promote with social media

Ticket Committee (1-2 people)

- Set ticket prices
- Print and distribute tickets to sell

Patron Committee (2-3 people)

- Raise dollars to underwrite the event cost through local community and businesses

Show Day Committee (2 people)

- Ushers
- Meal for the performers
- Housing

First Year Show Tips

Committee Organization:

- Form a core group and meet every couple of weeks for two months leading up to the show
- Assign duties per comfort levels
- Set date for show that does not conflict with athletic games and other arts events
- Determine best place for performance at lowest cost (i.e. school auditorium)
- Ask participating choir/band music director to attend first committee meetings
- Approach following groups for financial sponsorship:
 - Own employer
 - Area service orgs (Rotary, Lions Club, Kiwanis)
 - Area UW alumni
 - Area large corporations
 - Area Wal-Mart and/or foundations for grant
- Ask Show Choir or Music Booster parent organization to provide food for potluck to feed participants
- Arrange for emcee for event (optional)
- Have fun, stay positive and optimistic!

Tickets:

- Average ticket price is \$12 for Adult and \$10 for Senior/Student ticket price
- All committee members carry tickets with them at all times to be available for sale
- Sell tickets at Music Parents' organizational meetings and at all music and athletic events
- Sell tickets at popular grocery, bank, Chamber of Commerce
- Set ticket goal for all music students to sell a minimum of 3 tickets each

Promotion Tips:

- Talk with local newspapers to run articles featuring any area students that are in the Wisconsin Singers troupe
- Contact weekly shopping news flyers for free ad donations
- Purchased or ask for free newspaper ads based on WS website press releases and photos
- Give local radio and TV stations public service announcements from WS website
- Music parents visit school choir/band classes to explain who the Singers are (show YouTube video) to get students excited about event

- Distribute posters to all music parents and deliver to area businesses, library, schools, churches, Chamber of Commerce, nursing homes and senior centers
- Write cover letter and send poster to 30-mile radius of school music departments
- Staple picture of the any area alumni who are in Wisconsin Singers to all posters to make it more personal
- Talk up show at work and social events
- Announce upcoming event on school and local marquees
- Invite friends to event via Evite and ask them to send out to their friends

Sample Timeline

Initial:

- Sponsoring organization determines date, time, concert site, tickets prices
- Designate General Chairperson and method of organization (i.e. what committees needed)
- Set up first general meeting date for organizational support

First meeting with full membership of sponsoring organization:

- Our Director of Business Operations is happy to attend this meeting by phone or FaceTime/Skype to help organize tasks and provide advice on how to maximize your efforts (and ticket sales). EMAIL: chris@wisconsinsingers.com
- Decisions to be made:
 - Date tickets will go on sale
 - Any ticket discounts for groups, friends and families, etc.
 - Will you solicit patrons to help underwrite the show
 - General event task timeline
- Choose chair people/committees and hand out committee task lists (see appendices for suggestions)
- Determine how to reach all families of participating music students (Email? School newsletter? Hard copy?) and assign someone to write article describing event, purpose (i.e. raise money for summer music scholarships), and need for volunteers, patron contributions, how many tickets each student is expected to sell, etc. Note when next meeting is for volunteers.

Two months ahead:

- Send letters to all families of participating students to update them on progress of event, remind them to sell tickets, need for remaining volunteers, and assignments for potluck supper.
- Meeting of all chair people and committee members
 - Updates on promotions, ticket sales, patron solicitation
 - Promotional campaign starts.
- Patron drive begins

One month ahead:

- Final committee meeting to organize show date details
- WS Company Manager will call committee chair to confirm arrival, clinic, and meal details

- Wisconsin Singers Production Manager will call to Confirm details with concert site contact
- Publicity campaign in full swing
- Patron drive follow-up calls
- Send notice to all participating students of clinic times, meal, and show time

One week ahead:

- Gather list of those to be thanked in program insert (patrons, donations in kind for meals/printing/etc.)
- Print enough program inserts for sell out show
- Final publicity push

Day of show:

- Committee chair or music director meets Singers upon arrival
 - Singers will bring programs so you can put your own inserts into them
- Clinic (optional)
- Serve meal
- Make sure you have the ticket booth manned
- Enjoy the show!

Following month:

- Follow up meeting
 - Update on show profits
 - Review organization and make recommendations
- Mail thank you notes to all volunteers
- **Determine when you will book the Singers for next year!**

Sample Patron Letters

Dear Community Organization Contact Person,

The (*organization/school department/ensemble/booster club*) is excited to present the Wisconsin Singers, featuring UW-Madison's top talents in a musical revue of the past 55 years of American popular music.

Proceeds from this event, which will also include a performance by our (*show choir/jazz band/middle school choir*), will be used to benefit our local music program.

This joint venture is a first for our (*organization/school department/ensemble/booster club*) organization and we are already reaping the benefits of providing great family entertainment for our community. We are eager to share information about the show with your organization.

We rely heavily on ticket sales as well as support from community organizations, business, industry and individuals that care about quality educational programs for our youth.

In recognition and appreciation of your tax-deductible patron donation of \$50/\$100/\$250 or more, you will receive two complimentary tickets for reserved seats at the Wisconsin Singers performance on (*date*). You may also be recognized as a "Friend of the (*organization/school department/ensemble/booster club*)" for a donation of \$25 – this does not include any tickets. Checks should be made out to (*sponsoring organization*).

Your contribution will be acknowledged in a special program insert at the show and you will get preferred seating that night.

Regardless of your organization's decision to become a Patron or Friend, we do hope you and your members will attend this fantastic show. Speaking personally, it is with great pride that I watch these young adults perform with such talent and make this effort to raise funds for equipment purchases and program expenses for their schools. If you have any questions or would like any other material, please call me at (*lead contact name for sponsorship patrons*) or write to me at (*contact email*).

Thank you for your support.

Sincerely,

P.S. Check out Wisconsin Singers at [www.youtube.com/wisconsinsingers!](http://www.youtube.com/wisconsinsingers)

SAMPLE PATRON LETTER - COURTESY OF REEDSBURG MUSIC BOOSTERS

Hello!

The Wisconsin Singers are thrilled to present their performance of *Simply the Best!* in Baraboo on March 21st at 7:00 PM at the historic Al Ringling Theater. The Singers have a long history of professional performances and community service, and we are pleased to be partnering with them on this year's concert to help raise funds for the Boys and Girls Club of Baraboo / Sauk County.

Boys and Girls Club of Baraboo/Sauk County is an after school and summer program service for youth ages 6-18 that offers a safe and positive place to be, ongoing relationships with caring, adult professionals, life enhancing programs and character development experiences, and hope and opportunity. Every program/activity offered in the club is designed to promote academic success, healthy lifestyles, and/or good character and citizenship.

We depend on engaged businesses in the community to help us underwrite the concert, and to ensure that the majority of the ticket revenue from the show can be used directly to support the Boys and Girls Club. To that end, we are running a companion patron drive for the performance, and hope that we can count on your support.

A tax- deductible contribution can be made directly to the Friends of Wisconsin Singers, by filling out the enclosed form and returning it to us, or by contacting me at trina.mevicker@qtigroup.com. Your support in any amount is very much appreciated, as we know firsthand that a small investment in local programs can have a substantial impact on those students involved.

Your contribution will be acknowledged in a special program insert and you will be recognized during the program as well.

I will follow up to see if you would be willing to contribute to this great community event, but if you have any questions in the meantime, please e-mail me at your convenience. I look forward to hearing from you!

We thank you in advance for your support.

On Wisconsin!

Frequently Asked Questions

What do sponsors normally charge for a ticket?

We recently surveyed our sponsors and found that ticket prices range from \$8-\$15 for students/seniors and \$10-\$25 for adults.

When will we be billed?

The Friends of the Wisconsin Singers will invoice you directly, approximately 10 days after the performance. That bill will reflect the concert fee and transportation as charged to us by the Badger Bus Company. Payment is due within 30 days upon receipt.

Will the Singers bring their own programs?

The Singers will bring enough programs to accommodate a full house. These will be available to you upon our arrival so you may insert your own material if necessary.

Do we need to provide an Emcee for the show?

Our show can stand by itself without an introduction but our sponsors often like to welcome the audience and recognize their own patrons.

Will the Singers take an intermission?

Whenever doing a full show, we take about a 10-minute intermission. The student staff will give a short speech prior to intermission and can announce if you are selling refreshments. Singers' representatives will be in the lobby area as well selling buttons and CDs.

Media 101

Making the Most of Your Media Efforts

Personalize your media packets

- Address your media packet to a specific and appropriate person. Do not use “To Whom This May Concern” or any other general title.
- Reword the press release to illustrate your specific community and show details in order to make it unique and seem less pre-packaged.
- Take advantage of the hometown press releases Singers provides to highlight the students in your specific area, creating a personal and local aspect of the story.

Get your press release to the appropriate editor

- Make sure the entertainment, art, or local editor gets your media packet.
- This gets your information to the correct person immediately, makes it more likely to be covered, makes it less work for a general editor and decreases the chances of being lost or ignored.

Ask about event calendars

- Some media outlets have community/event calendars, call to ask if you can get the Wisconsin Singers show listed on it.
- This is an effective and often free way to promote the show.

Ask about community feature stories

- A media outlet that serves a large area likes to cover stories about smaller surrounding communities to better serve their audience – Use this to your advantage and pitch your story about the show accordingly.
- Some media outlets do on-camera interview features about fun, upcoming events in the community. Explore this opportunity.

Make yourself available

- Provide several phone numbers where you may be easily reached for further questions and information.
- The easier it is to contact you, the more likely a reporter will follow up.

**See the interview tips for suggestions*

2022-2023 Wisconsin Singers Quick Facts

Wisconsin Singers Facts:

- Wisconsin Singers showcases 29 of the University of Wisconsin-Madison's most talented singers, dancers, instrumentalists, and technicians from a variety of majors across campus
- Student performers represent over 20 different majors on campus ranging from biology to business to English to engineering
- Entertains 50,000 people with over 35 shows annually throughout the United States with a brand-new original show every year
- Conducts free music workshops for more than 1,000 high school and junior high students every year
- Has raised more than **one million dollars** in scholarships for deserving UW students
- Raises thousands of dollars annually for service organizations, music boosters and a variety of other community initiatives throughout the state and nation
- Is a 55-year tradition of educating future leaders through performance and internships with hands-on experience in a real-world setting
- Serve as the "Official Ambassadors of Goodwill" for UW-Madison since 1967

2022-2023 *Something's Coming!* Show Facts:

- The 55th season show, *Something's Coming!*, entertains audiences with a Broadway-caliber revue of the past four decades of American pop music.
- Fast-paced 90-minute performance showcasing incredible song and dance, big band sound, Badger spirit, and explosive energy.
- Features more than 40 songs by award-winning artists from Elton John and Lady Gaga to Queen and Katy Perry.
- Movie and musical theater fans will be entertained by songs from favorite motion-pictures like *Moulin Rouge*, *Singin' in the Rain*, and *Footloose*.
- Kids of all ages will delight in their favorite songs from *Encanto* and *High School Musical!*
- The renowned Wisconsin Singers band will showcase its special blend of jazz, funk, and classic rock like never before with hits like Bon Jovi's "Livin' on a Prayer"
- Includes music from the Wisconsin Badgers' famous "Fifth Quarter"
- Is arranged, choreographed, and directed, by professional artists, Taras Nahirniak, Michael Stanek, Luke Hrovat-Staedter, Jerry Kember, and Kayla Jenerson

Theater Specifications

Arrival Time:

- Wisconsin Singers normally arrive at concert site about 4½ hours ahead of show time:
 - 2½ hours of unload, setup, sound check, and rehearsal
 - 45 minutes for meal
 - 1½ hours for costume, makeup, and warm-ups
 - 90-minute show
 - 20 minutes to sell apparel/CD's and mingle with crowd
 - 30 minutes of change costumes, strike set, and load bus

***If the Singers are working in a workshop with area schools, expect that the Singers will arrive 75 minutes earlier.**

Stage Facilities:

- The Wisconsin Singers show needs a stage or floor space area of 36 feet width by 34 feet depth with about 3 feet of wing space on either side. We ask that you notify us immediately your stage is smaller than this.
- The stage and wings should be completely clear of all props and equipment before our arrival.

Dressing Rooms

- The Wisconsin Singers need 2 dressing rooms that can accommodate up to 15 people each. These should be made available to the group upon arrival at the site. At least one dressing room should have ample electrical outlets for curling irons, etc. and several mirrors. These should not be public restrooms and should be able to be secured during performance time with access available to change costumes at intermission.

Warm-Up Rooms

- The Singers need one warm-up room 45 minutes prior to show time as well as a room upon arrival in the afternoon. The room need only have clear space for stretching and dance warm-ups (no piano required).

House Set-up

- We travel with a full sound amplification system. We will need guidance as to where to set up our soundboard so that we interfere with as few audience seats as possible.

Lighting

- It is the responsibility of the sponsor to provide a trained person to run the spotlight(s), and Wisconsin Singers will provide someone to run your light board. We travel with several strip lights and movers that our tech crew will setup whenever applicable.

2022-2023 Wisconsin Singers Professional Staff

Executive Producer.....	Abby Pritzl
Director of Business Operations, Sound Engineer.....	Chris Novotny
Arranger.....	Taras Nahirniak
Choreographer.....	Michael Stanek
Assistant Choreographer.....	Kayla Jenerson
Vocal Specialist.....	Luke Hrovat-Staedter
Instrumental Specialist.....	Jerry Kember

2022-2023 Wisconsin Singers Student Staff & Interns

Administrative Assistant.....	Paige Lawrence (Green Bay, WI)
Assistant Music Director.....	Parker Von Haden (Menomonee Falls, WI)
Company Manager.....	Lauren Meyer (Neenah, WI)
Production Manager.....	Erin Ranum (Waukeesh, WI)
Vocal Captain.....	Chase Kozak (Saint Paul, MN)
Dance Captain.....	Rachel Moldenhauer (Watertown, WI)
Assistant Dance Captain.....	Trent Joyce (Englewood, CO)
Lighting Technician.....	Timo Diep (Eagan MN)
Lighting Technician.....	Georgia Krukar (Mayville, WI)
Stage Manager.....	Nelson Lu (Portage, WI)
Project Manager.....	Luke Franda (Sherwood, WI)
Project Manager.....	Abby Feuer (Woodbury, MN)
Project Manager.....	Emily Chin (Lincolnwood, IL)
Marketing/PR.....	Ben Hamilton (Waukesha, WI)
Marketing/PR.....	Bri Warren (Kenosha, WI)
Social Media.....	Emma Schwarzenbacher (Waukesha, WI)
Social Media.....	Katarina Wickman (New London, WI)
Graphic Design.....	Cree Faber (Madison, WI)
Graphic Design.....	Jayda Martin (Lancaster, WI)