USC Trojan Marching Band
A case for support
Our band.

Uniting our Trojan Family in song for more than 125 years.
Performing the most distinctive college marching band soundtrack in America.

Our sound.
Preserving our legacy of excellence depends on you.
The Trojan Marching Band is the “Soundtrack of USC”—a shared experience that connects Trojans to the university and binds the Trojan Family together. And while today we are internationally known and celebrated as “Hollywood’s Band,” our beginnings were much more modest.

We’ve come a long way since the early 1970s, when the band didn’t own any instruments except tubas and drums, didn’t travel to away football games, and only had a $5,000 budget. My first football game as band director at the Los Angeles Memorial Coliseum, featured just 80 students. The following year, we raised $30,000 for uniforms, which marked the beginning of a new era.

Today the band features 300 students and performs almost every day of the year all over the globe. The band began traveling to every away football game in 1987 and to date has performed at more than 350 consecutive home and away games. And finally, all band members play matching instruments and wear iconic uniforms, greatly contributing to our distinctive sound and signature look.

Over the nearly 50 years that I have led The Spirit of Troy, I have had the privilege of working with many
generous supporters who have helped transform the band into a USC treasure—and arguably the most recognizable university marching band in the nation. Your support over the years has helped build this program into a powerhouse that has performed for presidents and movie stars. We take the most pride, however, in performing for the Trojan faithful—our cherished students, athletes, alumni, parents, and friends.

To ensure the ongoing success of our program, we are launching a historic $15 million fundraising initiative that will endow scholarships for every band member, support the band’s football trips, and help renew and upgrade our inventory of instruments and uniforms every eight to 10 years.

The Spirit of Troy’s remarkable journey has been made possible by the generosity of the Trojan Family. This is your band. We thrive because of your support. I encourage you to learn more about this ambitious initiative—the largest in our band’s history—and join us as we secure the Trojan Marching Band’s legacy for future generations.

Fight On!

Dr. Arthur C. Bartner

*Director, USC Trojan Marching Band*
THE USC TROJAN MARCHING BAND INITIATIVE
Honoring the Legacy of Arthur C. Bartner

Join The Greatest Marching Band in the History of the Universe

While USC has emerged as one of the nation’s top private research universities, it is equally recognized for its fervent school spirit and time-honored traditions that unite students, alumni, and friends to a degree unmatched by most institutions. At the core of this treasured college atmosphere is the USC Trojan Marching Band, providing the university with both its heart and its rallying cry.

The Trojan Marching Band, led by Director Arthur C. Bartner, is nationally recognized as one of the most innovative and entertaining college marching bands in America. Nicknamed “The Spirit of Troy” for its unwavering support of USC Athletics, the Trojan Marching Band also relishes serving as the university’s chief goodwill ambassador—whether performing at the Rose Bowl, the Grammy Awards, or on the Great Wall of China.

For years the band, as the largest spirit organization on campus, has supported its mission with fundraising concerts, direct mailings to alumni, and annual appeals to former band members and football season ticket holders.

The USC Trojan Marching Band Initiative, however, will require unprecedented generosity from donors to secure the band’s legacy of excellence and honor Dr. Bartner’s leadership. Your investment in The Spirit of Troy will have an immediate and lasting effect on the band and heighten Trojans’ enthusiasm for the entire university.

Together, we will ensure that the Trojan Marching Band continues to make history for many years to come.

“I’m serious by nature, but when the Trojan Marching Band comes roaring down Trousdale Parkway, my goose bumps get goose bumps.”

—CHRIS ERSKINE, LOS ANGELES TIMES COLUMNIST
Wearing dark sunglasses and gleaming helmets, the USC Trojan Marching Band members are the University of Southern California’s resident rock stars, with fans seeking to take photos with them at every turn. The reason? The Spirit of Troy embodies the essence of USC.

Throughout the football season, band, silks, and prop crew members spend more than 10 hours a week in rehearsals. During the summer, the band travels around the country and the world as a goodwill ambassador for the university. In total, the Trojan Marching band performs annually at nearly 350 engagements, including nearly 100 USC Athletics events and numerous charity appearances.

The Spirit of Troy is deeply dedicated to representing the university’s ideals, but the band’s schedule makes it difficult for students to work part-time to offset their tuition and living expenses. As of June 30, 2015, the USC Trojan Marching Band Scholarship Endowment had a value of $2.34 million. A larger scholarship endowment would make a world of difference.

By raising $5 million for the band scholarship endowment, we could recognize every band member—from the tuba player to the piccolo player—for his or her commitment to the program. This increased endowment would create a sustainable revenue source that would provide band members with an average annual award of $800 in perpetuity and provide stipends for the band’s graduate student teaching assistants.

The Spirit of Troy has enriched the lives of Trojans for more than 125 years. Today we invite you to honor the band’s unparalleled service to USC by playing a key role in safeguarding its future.

**Endowment Opportunities**

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<tr>
<th>Scholarship Type</th>
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“Football’s Baddest Band”  
—THE WALL STREET JOURNAL
As one of the most in-demand college marching bands in America, The Spirit of Troy has performed with world-renowned symphony orchestras, platinum-selling rock bands, and Grammy-winning rappers.

But for the Trojan faithful, the USC Trojan Marching Band’s heart-thumping percussion, adrenaline-pumping brass, and soul-stirring woodwind sections are a call for unity, whether on the football field or on campus during freshman orientation.

To maintain The Spirit of Troy’s unparalleled level of success, we are asking for your support to ensure the band continues to sound—and look—its best.

In 2006, the Trojan Marching Band’s fundraising efforts financed the purchase of a matching set of instruments for every band member, greatly improving its performances.

The cost to replace the band’s instruments in 2020 is estimated to exceed $220,000. Investing in the USC Trojan Marching Band Instrument Endowment will fund repairs and instrument replacement every 10 years to protect the band’s signature sound in perpetuity.

With the band making nearly 350 performances a year all over the world, including a lengthy list of film and television appearances, its trademark uniforms and helmets also suffer considerable wear.

Uniforms and helmets are replaced every eight years, with upcoming replacement costs expected to exceed $300,000. Supporting the USC Trojan Marching Band Uniform Endowment will help protect one of the most recognizable and cherished symbols of USC’s past, present, and future.

Sustaining Our Signature Sound and Look

Endowment Opportunities

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“It was a sublime marriage of two completely different worlds.”

— LINDSEY BUCKINGHAM, MEMBER OF FLEETWOOD MAC, ON THEIR HIT SONG "TUSK"
USC Trojan Marching Band members are real-life road warriors.

For almost 30 years, The Spirit of Troy has traveled more than 330,000 miles to attend every away football game.

Trojan football players depend on the band to ignite the team and fans would be hard-pressed to cheer USC to victory without The Spirit of Troy. Action on the field is always punctuated by the band’s unmistakable sound, while its trips to the Notre Dame and UCLA games are among the most revered USC traditions.

The Trojan Marching Band is among a select group of American college bands that attend every away football game. The Spirit of Troy is also one of the few college bands in the nation that raises the majority of its football travel budget itself—currently $325,000 a year. With travel costs continually on the rise, this fundraising effort is becoming more challenging.

By investing in the USC Trojan Marching Band Travel Endowment, you will help finance the band’s yearly football trips, guaranteeing that its travel traditions continue and allowing the performers to focus on the primary mission—playing the Trojans to a win.

These extraordinary trips broaden students’ perspectives and positively influence their artistic and personal growth. With your help, more band members will be able to participate in these travel opportunities to continue supporting the Trojan football team’s legacy of success.

### Endowment Opportunities

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For more information, please contact:
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