



# CHOOSE YOUR SOUND BENEFIT CONCERT

## 2020



**GUITARS**  
Over Guns  
choose your sound.



# GROOVE WITH US!

## 7th Annual Guitars Over Guns Choose Your Sound Benefit Concert

**NOVEMBER 14TH, 2020 7:00 PM**

University of Miami Watsco Center  
1245 Daur Drive, Coral Gables

Top sponsors are invited to a special VIP reception beginning at 6:00

Choose Your Sound is Guitars Over Guns' signature annual fundraising event, attended by 600+ key supporters including friends, donors, entertainment industry luminaries and community stakeholders.

The event features incredible performances from Guitars Over Guns mentors, alumni and special guests, not to mention a fully-catered dinner, open bar, and an unbelievable silent auction featuring 5-star trips, experiences, fine art and so much more.

## READY TO ROCK?



# ORGANIZATION

**Be part of a movement that empowers deserving youth in our community to create, succeed and thrive.**

The 7th Annual Choose Your Sound Benefit Concert brings together Miami's community of changemakers and stakeholders to support Guitars Over Guns' arts-based mentorship programs.

Established in 2008, Guitars Over Guns is a 501(c)(3) nonprofit offering students from our most vulnerable communities a powerful combination of music education and strong mentoring relationships with professional musicians to help them overcome hardship, find their voice and reach their potential as tomorrow's leaders. With program sites throughout Miami-Dade and Chicago, the organization has served more than 4,000 youth over the past 12 years.

*"Guitars Over Guns has shifted my perspective on life and what it truly means to live a life of purpose. This organization has inspired true happiness and a desire to not only help myself but the people and community around me."*

*—Gabriel Pierre, alumnus & board member*



## 2019-20 BY THE NUMBERS

**990**  
STUDENTS

**37**  
SCHOOL & COMMUNITY PROGRAMS

**85**  
MENTORS

**60+**  
COMMUNITY PERFORMANCES

# ORGANIZATION

Our mission is to empower youth through music and mentorship.

94%

of students reported that Guitars Over Guns has helped them feel more confident taking healthy risks and trying new things

88%

of students could identify a personal goal they set and achieved with the help of a Guitars Over Guns mentor

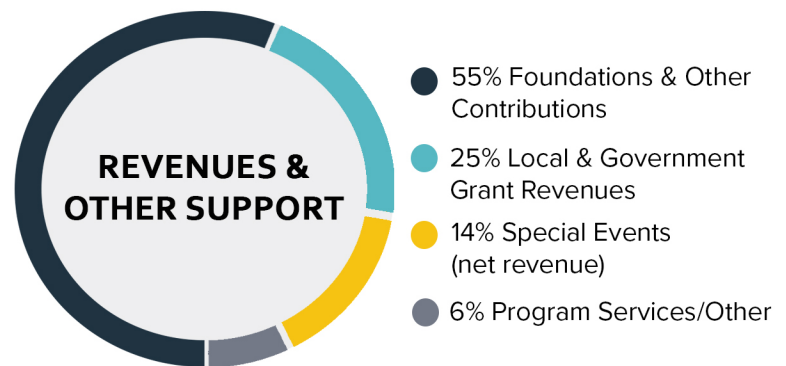
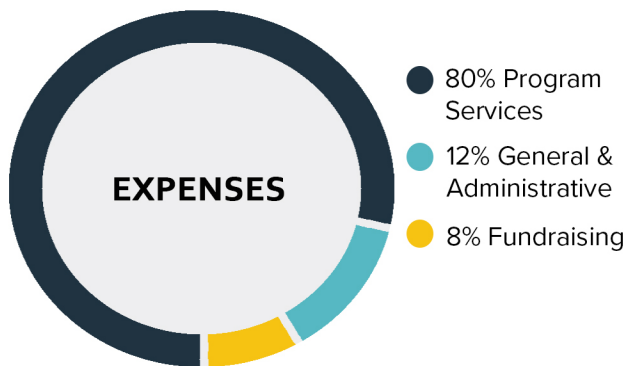
92%

of students agreed that Guitars Over Guns has helped them learn to appreciate their own talents and abilities

86%

of students reported using the skills they learned through Guitars Over Guns to help them make positive decisions in their everyday lives

## Where your support goes:



*\*Fiscal Year July 1, 2018 - June 30, 2019*

*"These students are dedicated to learning music every day, and their compassion for each other knows no bounds."*

*—Calli Scofidio, mentor*





# AUDIENCE PROFILE

## Your brand. Our spotlight.



### DIGITAL REACH

15,000+ social media followers and newsletter subscribers, as well as access to a media influencer network 50,000+ strong



### ON THE DANCEFLOOR

600+ event attendees including: young professionals, noted philanthropists, public officials, and leaders in business, the arts and the social impact sector



### ACROSS THE MAP

Stakeholders from across Miami-Dade and Broward counties as well as Chicagoland and the Midwest



### STAR POWER

Guitars Over Guns has previously collaborated with Slash, Jencarlos Canela, The Rembrandts, Luther Campbell, MAGIC!, Nicole Henry, Chad “Ochocinco” Johnson, HITS 97.3 host KimmyB and CBS Miami sports anchor Jim Berry. Our Founder & CEO, Chad Bernstein, was named a 2015 CNN Hero.



### IN THE NEWS

Recent press coverage of Guitars Over Guns has included People Magazine, CBS Miami, NBC South Florida, The CW South Florida, Miami NewTimes, Miami Herald, SocialMiami, FOX Chicago and NBC Chicago



# SPONSOR LEVELS

## Record Exec (\$50,000 – Exclusive Presenting Sponsor)

*Guitars Over Guns Choose Your Sound Benefit Concert presented by  
[YOUR COMPANY LOGO / FAMILY NAME]*

### Leading up to event, name/logo placement on:

- Website event page every location the name of the event is listed
- All printed materials including Save the Date card, sponsor deck, invitation
- Digital media, including all event social media posts
- Press releases and ads

### Event day:

- Representative on stage for awards presentation
- Special recognition during program
- 2 VIP tables of 10, preferred location
- Pre-event VIP reception access for all guests
- Logo display on stage screens and jumbotron
- Option to host Guitars Over Guns student or mentor at each table
- Dedicated social media post featuring sponsor at event

### Lasting brand impact:

- 2 full pages of ad space in our organization magazine, provided to all event attendees and distributed nationally to 600+ stakeholders and influencers year-round
- Logo/name featured prominently in the 2020 event highlight video which will be shared following the event on our website, to 15,000+ digital subscribers and to a media influencer network 50,000+ strong

### Unique experiences:

- VIP invitations to various programmatic events throughout the year to see our mission in action

## Producer (\$25,000 – Stage Sponsor)

### Name/logo placement on:

- Website event page in prominent location
- Listing on all printed materials including Save the Date card, sponsor deck, invitation as the “producer” sponsor
- Digital media
- Press releases and ads

### Event day:

- Stage branded with sponsor’s name/logo throughout the evening
- Special recognition during program
- 2 VIP tables of 10, preferred location
- Pre-event VIP reception access for all guests
- Option to host Guitars Over Guns student or mentor at each table
- Dedicated social media post featuring sponsor at event
- Logo display on stage screens and jumbotron

### Lasting brand impact:

- 1 full-page ad in our organization magazine, provided to all event attendees and distributed nationally to 600+ stakeholders and influencers year-round
- Logo/name featured in the 2020 event highlight video which will be shared following the event on our website, to 15,000+ digital subscribers and to a media influencer network 50,000+ strong

### Unique experiences:

- VIP invitations to various programmatic events throughout the year to see our mission in action



# SPONSOR LEVELS

## Composer (\$10,000)

### Name/logo placement on:

- Website event page
- Marketing collateral as a “composer” sponsor
- Digital media
- Press releases and ads

### Event day:

- 1 VIP table of 10, preferred location
- Pre-event VIP reception access for all guests
- Option to host Guitars Over Guns student or mentor at VIP table
- Dedicated social media post featuring sponsor
- Logo display as composer sponsor on stage screens and jumbotron
- Opportunity to brand one of the following:
  - VIP pre-party (logo on VIP cocktail napkins and VIP pre-party sign)
  - Bars (logo on all bars)
  - Food stations (logo on all food stations)
  - Silent auction (logo on all bid sheets)
  - Centerpieces (logo on every table)
  - Photo booth (logo/signage display and on printouts)
  - Favor/giveaway branded with your company logo for all guests
  - Merchandise booth (logo placed around merchandise area)
  - Side stage (one side stage branded with logo)

### Lasting brand impact:

- Half-page ad in our organization magazine, provided to all event attendees and distributed nationally to 600+ stakeholders and influencers year-round

### Unique experiences:

- VIP invitations to various programmatic events throughout the year to see our mission in action

## Musician (\$5,000)

### Name/logo placement on:

- Website event page
- Marketing collateral as “musician” sponsor
- Digital media including a social media post highlighting sponsorship

### Event day:

- 1 VIP table of 10
- Option to host Guitars Over Guns student or mentor at VIP table

### Lasting brand impact:

- Quarter-page ad in our organization magazine, provided to all event attendees and distributed nationally to 600+ stakeholders and influencers year-round

## Band Manager (\$2,500)

### Name/logo placement on:

- Website event page
- Marketing collateral as “band manager” sponsor
- Digital media including a social media post highlighting sponsorship

### Event day:

- 1 VIP table of 10
- Option to host Guitars Over Guns student or mentor at VIP table

### Lasting brand impact:

- Logo featured in our organization magazine, provided to all event attendees and distributed nationally to 600+ stakeholders and influencers year-round

# SPONSORSHIP FORM

## Sponsorship Payment Form Deadline: October 23

Or, purchase your sponsorship online at [guitarsoverguns.org/chooseyoursound](http://guitarsoverguns.org/chooseyoursound)

### Sponsorship Pricing

- ☐ Record Exec – Presenting Sponsor (\$50,000)
- ☐ Producer – Stage Sponsor (\$25,000)
- ☐ Composer (\$10,000)
- ☐ Musician (\$5,000)
- ☐ Band Manager (\$2,500)

### Billing Information

- ☐ Check: Payable to Guitars Over Guns
- ☐ Credit Card    ☐ Visa    ☐ Mastercard    ☐ American Express



Card Number: \_\_\_\_\_

CVV: \_\_\_\_\_ Expiration Date (MM/YYYY): \_\_\_\_\_ Billing ZIP Code: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

### Contact Information

Company Name (print as it should appear on publications)

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State & ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please return Sponsorship Payment Form by email to [tiffany@guitarsoverguns.org](mailto:tiffany@guitarsoverguns.org) or by post to:

Guitars Over Guns  
169 E Flagler Street, Suite 1134  
Miami, FL 33131

*Sponsorships are tax-deductible to the extent allowed by law. If your contribution includes a seat to our event, the fair market value is estimated to be \$75 per person. Guitars Over Guns Organization is registered as a public charity under section 501(c)(3) of the IRS Code Federal Tax ID #26-2644682. If you have any questions please contact Tiffany Cannava at [tiffany@guitarsoverguns.org](mailto:tiffany@guitarsoverguns.org).*



# MAGAZINE AD FORM

## Magazine Advertising Form Deadline: October 23

Or, purchase your magazine ad at [guitarsoverguns.org/chooseyoursound](http://guitarsoverguns.org/chooseyoursound)

Our 2020-21 organization magazine will be given to all event attendees plus distributed nationally to 600+ stakeholders and influencers year-round.

### Advertising Pricing

<input type="checkbox"/>	Back Outside Cover [SOLD]	\$5,000
<input type="checkbox"/>	Center Spread*	\$5,000
<input type="checkbox"/>	Inside Front Cover*	\$2,500
<input type="checkbox"/>	Inside Back Cover*	\$2,500
<input type="checkbox"/>	Full Page	\$1,000
<input type="checkbox"/>	Half Page	\$500

\*Please reach out to [carly@guitarsoverguns.org](mailto:carly@guitarsoverguns.org) to ensure selection is still available

All artwork will be printed in full color and must be submitted in a print-ready format. Convert all colors to 4 color process, no RGB, Pantone or PMS colors will be accepted. Preferred file formats are PDF1XA, or high-resolution print-ready PDF. Other accepted file formats: JPG, TIFF, PSD. Please include crop marks and bleed on all files. Create all fonts to outlines. All artwork should be a minimum of 300 DPI.

### Advertising Specifications

All covers include  
bleed

Ad size: 8.5 x 8.5 +  
bleed: 1/8"

Final ad size should  
be: 8.75 x 8.75

All full page ads  
include bleed

Ad size: 8 x 8"

Final ad size should  
be: 8.125 x 8.125

All half page ads in  
horizontal format

Ad size: 8 x 3.875

### Contact Information

Company Name (print as it should appear on publications)

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State & ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Billing Information

☐ Check: Payable to Guitars Over Guns ☐ Credit Card: ☐ Visa ☐ Mastercard ☐ American Express

Card Number: \_\_\_\_\_

CVV: \_\_\_\_\_ Expiration Date (MM/YYYY): \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Billing ZIP Code: \_\_\_\_\_

Signature: \_\_\_\_\_



# SILENT AUCTION FORM

## Auction Item Donor Form Deadline: October 27

### Auction Item Information

Item Title (print as it should appear on auction materials)

\_\_\_\_\_

Item Description (please be as detailed as possible): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Item Retail Value: \$ \_\_\_\_\_

Restrictions, Limitations or Expiration Date: \_\_\_\_\_

\_\_\_\_\_

#### Contact Information

Company Name (print as it should appear on publications)

\_\_\_\_\_

Donor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State & ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Donor Rep. Signature: \_\_\_\_\_

Acquired by: \_\_\_\_\_

Please return Auction Item Donor Form by email to [amy@detailsetc.net](mailto:amy@detailsetc.net) or by post to:

Guitars Over Guns c/o Amy Simons  
14590 SW 98th Court  
Miami, FL 33176

**Auction items can be mailed to the address above. All items and corresponding forms must be received  
no later than October 27, 2020.**

*Auction item donations are tax-deductible to the extent allowed by law. Guitars Over Guns Organization is registered as a public charity under section 501(c)(3) of the IRS Code Federal Tax ID #26-2644682. All items become property of Guitars Over Guns. If you have any questions please contact Amy Simons at [amy@detailsetc.net](mailto:amy@detailsetc.net).*





For additional information or questions, please contact:

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Tiffany Cannava  
Director of Advancement & Donor Impact  
[tiffany@guitarsoverguns.org](mailto:tiffany@guitarsoverguns.org)

Guitars Over Guns  
169 E Flagler Street, Suite 1134  
Miami, FL 33131

[www.guitarsoverguns.org](http://www.guitarsoverguns.org)

