

JOIN OUR MENTORSHIP THROUGH MUSIC MOVEMENT  
**BECOME A GUITARS OVER GUNS 2021 PARTNER**



# 2021 **CHOOSE YOUR SOUND**

**1** | BENEFIT CONCERT | SATURDAY, OCTOBER 16, 2021 AT 7PM

Benefits begin immediately & include  
**GOGO IN THE HOUSE AND  
CHOOSE YOUR SOUND 2021**

**LA TROPICAL**  
42 NE 25 ST  
WYNWOOD, FL 33137

PRESENTED BY

**SAVAGE**  
content



**MUSIC  
CHANGES  
EVERYTHING.**

**JOIN US.**

Guitars Over Guns is a movement that empowers our deserving youth to create, succeed and thrive through mentorship and music. We expose our students to music education and authentic mentoring relationships with professional musicians to help them overcome hardship, find their voice and reach their potential as tomorrow's leaders.



## **WHY MUSIC?**

### **Community**

High quality arts instruction during typically unsupervised hours

### **Opportunity**

Performances give students opportunities that broaden horizons

### **Guidance**

We provide a caring adult mentor to help unlock their full potential

Music lessons with our mentors means educational empowerment, dignity, and mental health stability for our students. And when people like you come together with organizations like us, our students are able to share their stories through song and dance. And that's where the magic begins.

***“Guitars Over Guns has taught me to believe in others as much as I believe in myself.”***

- Yailin R., alumna & peer mentor

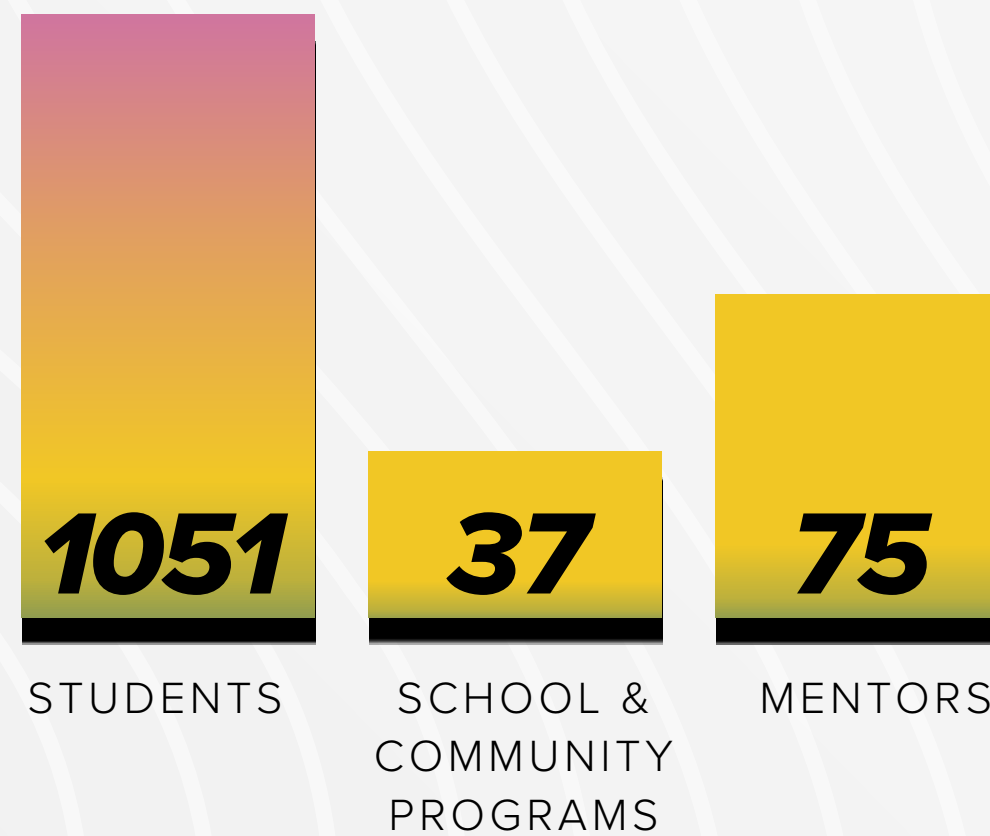


# GUITARS OVER GUNS EMPOWERS YOUTH THROUGH MUSIC AND MENTORSHIP.

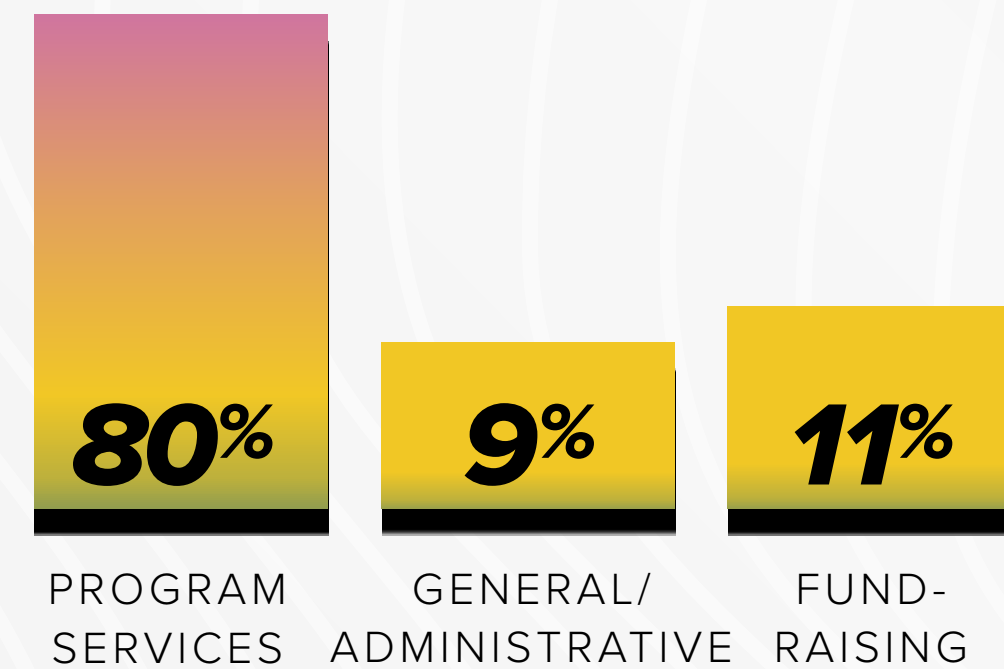
July 2019 - June 2020



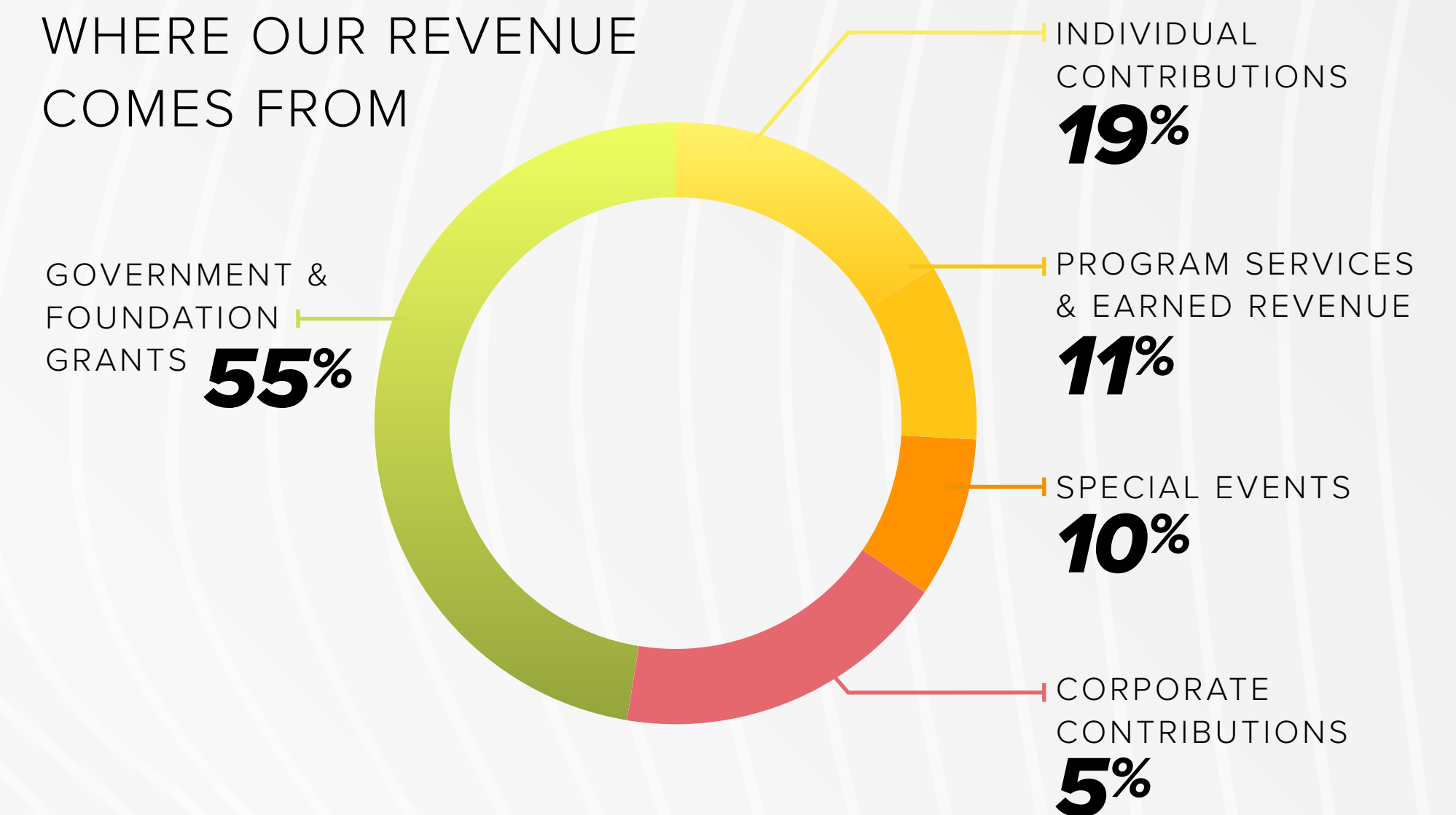
## BY THE NUMBERS



## WHERE OUR REVENUE IS SPENT



## WHERE OUR REVENUE COMES FROM



## WHAT DO THE STUDENTS SAY

**93%** FEEL THAT GUITARS OVER GUNS HAS HELPED THEM FEEL MORE CONFIDENT IN TAKING HEALTHY RISKS AND TRYING NEW THINGS

**85%** USE THE SKILLS THEY HAVE LEARNED THROUGH GUITARS OVER GUNS TO ASSIST THEM IN MAKING POSITIVE DECISIONS IN THEIR EVERYDAY LIVES

**92%** AGREED THAT GUITARS OVER GUNS HAS HELPED THEM LEARN AND APPRECIATE THEIR OWN TALENTS AND ABILITIES

**87%** CAN IDENTIFY A PERSONAL GOAL THAT WAS ACHIEVED WITH THE HELP OF A GUITARS OVER GUNS MENTOR

# OFFICIAL PARTNERS

***"Guitars Over Guns teaches me how to not give up and keep chasing for my dreams and goals in life."***

- Kimberlin P., student

**From curtain call to final bow, our Partners make an impact every step of the way.**

As an official Guitars Over Guns Partner, you're a VIP in every audience we entertain. From our monthly GOGO IN THE HOUSE showcases to our Choose Your Sound Benefit Concert -- and all things in between -- you'll groove to the music, watch our kids shine on stage, and know that you are making a difference.

All of our services are offered at no cost to our students. Partnerships enable us to create opportunities for youth to thrive in their communities.

We work closely with our Partners to develop mutually-beneficial fundraising campaigns, media, and experiences that have an incredible impact on youth.

## ***Student Performances***

Attendees gather in cities across the nation to enjoy a curated show presented by our students and mentors. These sessions allow students to not only celebrate their talent and efforts with Guitars Over Guns, but also promote an open space to connect our audiences and beyond. The growing archive of GOGO IN THE HOUSE showcases are humbling. From alumni legends to hometown heroes, students are able to showcase their talents based on our monthly themes



***When you join us, we make it official***

Our partners understand our mission, so as soon as you make it official, you will receive access to a full library of logos, photos, videos, and stories from the field. These tools may be used throughout the year to introduce others within your inner-circle to Guitars Over Guns.



# CHOOSE YOUR SOUND

## EVENT DETAILS

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

This year, we have returned to an in-person event, re-imagined and curated in partnership with one of Miami's coolest new venues, La Tropical, located in Wynwood.

Join us for an evening filled with incredible performances from students, mentors, alumni & special guests, amazing food & drinks and an unbelievable silent auction.

**7:00 PM - 8:30 PM**

COCKTAILS & AUCTION

**8:30 PM – 10:30 PM**

CHOOSE YOUR SOUND CONCERT & MAIN EVENT

**10:30 PM – 12:30 AM**

AFTER PARTY CONCERT CONTINUES



42 NE 25TH ST, WYNWOOD, FL 33137



Scan here for  
**Choose Your Sound**  
Concert details  
and additional  
information



# CHOOSE YOUR SOUND

## HONOREE



### **KENT SAVAGE**

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Kent Savage is an active philanthropist and social entrepreneur who has become, in a short time, a significant supporter and partner to Guitars Over Guns. In addition to being recognized as an international expert in the field of supply chain technologies, Kent was once a jazz musician himself, and his appreciation of music immediately connected him with the students, staff, mentors and other stakeholders of Guitars Over Guns. Kent understands the unifying power of music and how its healing powers can bring hope and light to the world. This past year, our

communities, students and mentors stood strong through many challenges. Kent provided the support and dedication to inspire our mentors and students to voice their feelings and advocate for social justice through music. He shared the vision for our students and mentors to conceive and create an album of their own voices, in their own words, as a way to articulate what we all experienced in 2020. A true partner and friend to Guitars Over Guns, Kent has also supported our Mentor Relief Fund and is one of the largest contributors to our Choose Your Sound Benefit Concert through his own artistic platform, Savage Content. Kent has become a part of the organization and is active in meetings, serving on committees and sharing the mission of Guitars Over Guns with those around him.



### **THE RAIN MAY BE POURING**

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*The mentors and students of Guitars Over Guns inspired Kent Savage to support a unique musical journal entry reflecting this moment in human history. The Rain May Be Pouring album features original music by emerging talent and spans genres from spoken word to rap, pop and jazz. The diverse musical styles are representative of the brilliant Miami and Chicago artists who work with students in the cities' most vulnerable neighborhoods.*



# **CINDY HUTSON**

EXECUTIVE CHEF / OWNER



In 1994 award-winning chef Cindy Hutson met her life partner, Delius Shirley. With an inherent passion for cooking, but no formal training and three kids to care for, Hutson was hesitant to open her first restaurant venture. Against the odds and with the extra support of Shirley, Hutson took the leap of faith and that same year opened Norma's on the Beach. Rave reviews touted Hutson's cuisine as "the best Caribbean restaurant in South Florida" and international support from USA Today, The New York Times, London Times, Chicago Tribune, Chef Magazine and Eater, who named Hutson "Chef of the Year" (2012), helped set the pace for what would develop into a thriving culinary future. Hutson's culturally diverse and seasonally driven culinary style is heavily influenced by her extensive travel and food history. Her signature "Cuisine of the Sun" is a self-coined approach that means to create without limits and cook everything under the sun, infusing nuances of her famous island flavors throughout. More than 25 years later Hutson and Shirley have built a culinary empire with award-winning concept restaurants including Ortanique on the Mile and Zest (Miami) along with Copra (Baltimore, MD) and Bogwalk (Destin, FL.) Hutson's first cookbook, From the Tip of My Tongue (Story Farm), received the prestigious Gourmand World Cookbook Award for Best Woman Chef Cookbook in the United States. When Hutson is not in the kitchen, she can be found lending her culinary expertise to the food community by hosting events, intimate cooking classes and mentoring young women through the James Beard Foundation's Women in Culinary Leadership program about breaking through the culinary world's "glass ceiling."





# ***PARTNERSHIP BENEFITS***

From curtain call to final bow, our Partners make an impact every step of the way. As an official Guitars Over Guns Partner, you're a VIP in every audience we entertain. From our monthly GOGO IN THE HOUSE showcases to our Choose Your Sound Benefit Concert -- and all things in between -- you'll groove to the music, watch our kids shine on stage, and know that you are making a difference.



 **\$100,000**  
TITLE PARTNER

- ▶ Title Partner status on all Choose Your Sound marketing materials including print, electronic, social media and press releases before, during and post concert
- ▶ All GOGO In The House showcase series benefits associated with Diamond Level Sponsorship
- ▶ Dedicated email and social media post announcing Title Partner status
- ▶ Prominent placement on Choose Your Sound event page of website
- ▶ Recognition during awards presentation with a representative on stage
- ▶ VIP dinner seating (up to 20 guests total) at concert
- ▶ Limited edition gift for each guest
- ▶ Option to host a Guitars Over Guns student at table
- ▶ Logo/name on limited edition concert t-shirt
- ▶ Prominent placement of logo/name throughout Choose Your Sound concert including auction site and on screens in between concert performances
- ▶ Inside cover or outside back cover full page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Prominent placement of logo/name in 2021 post-concert highlight video
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances



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**\$50,000**

PRESENTING PARTNER

- ▶ Presenting Partner status on all Choose Your Sound marketing materials including print, electronic, social media and press releases before, during and post concert
- ▶ All GOGO In The House showcase series benefits associated with Diamond Level Sponsorship
- ▶ Dedicated email and social media post announcing Presenting Partner status
- ▶ Prominent placement on Choose Your Sound event page of website
- ▶ Recognition during awards presentation with a representative on stage
- ▶ VIP dinner seating (up to 20 guests total) at concert
- ▶ Limited edition gift for each guest
- ▶ Option to host a Guitars Over Guns student at table
- ▶ Logo/name on limited edition concert t-shirt.
- ▶ Prominent placement of logo/name throughout Choose Your Sound concert including auction site and on screens in between concert performances
- ▶ Two full page ads in Guitars Over Guns magazine (print and digital versions)
- ▶ Prominent placement of logo/name in 2021 post-concert highlight video
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances



# **PARTNERSHIP BENEFITS**

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**CASSEL & CASSEL**  
ATTORNEYS AT LAW



 **\$25,000**  
PRODUCER

- ▶ Logo/name on all Choose Your Sound marketing materials including print, electronic, social media and press releases before, during and post concert
- ▶ All GOGO In The House showcase series benefits associated with Platinum Level Sponsorship
- ▶ Dedicated social media post announcing partnership highlighted in email blast
- ▶ Logo/name on Choose Your Sound event page of website
- ▶ VIP dinner seating (up to 20 guests) at concert
- ▶ Limited edition gift for each guest
- ▶ Option to host a Guitars Over Guns student at table
- ▶ Logo/name shown during Choose Your Sound Concert including prominent placement on auction site and on screens in between concert performances
- ▶ One full page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in 2021 post-concert highlight video
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances



# PARTNERSHIP BENEFITS

From curtain call to final bow, our Partners make an impact every step of the way. As an official Guitars Over Guns Partner, you're a VIP in every audience we entertain. From our monthly GOGO IN THE HOUSE showcases to our Choose Your Sound Benefit Concert -- and all things in between -- you'll groove to the music, watch our kids shine on stage, and know that you are making a difference.



 **\$10,000**  
COMPOSER

- ▶ Logo/name on all Choose Your Sound marketing materials including print, electronic, social media and press releases before, during and post concert
- ▶ GOGO In The House showcase series benefits associated with Gold Level Sponsorship (4 showcases)
- ▶ Logo/name on Choose Your Sound event page of website
- ▶ VIP dinner seating (up to 10 guests total) at concert
- ▶ Limited edition gift for each guest
- ▶ Option to host a Guitars Over Guns student at table

- ▶ Logo/name shown during Choose Your Sound Concert including auction site and on screens
- ▶ One full page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in 2021 post-concert highlight video
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances



# **PARTNERSHIP BENEFITS**

From curtain call to final bow, our Partners make an impact every step of the way. As an official Guitars Over Guns Partner, you're a VIP in every audience we entertain. From our monthly GOGO IN THE HOUSE showcases to our Choose Your Sound Benefit Concert -- and all things in between -- you'll groove to the music, watch our kids shine on stage, and know that you are making a difference.



 **\$5,000**  
MUSICIAN

- ▶ Logo/name on all Choose Your Sound marketing materials including print, electronic, social media and press releases before, during and post concert
- ▶ GOGO In The House showcase series benefits associated with Gold Level Sponsorship (2 shows)
- ▶ VIP dinner seating (up to 6 guests) at concert
- ▶ Limited edition gift for each guest
- ▶ Logo/name on Choose Your Sound event page of website
- ▶ Logo/name shown during Choose Your Sound Concert
- ▶ One half-page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in 2021 post-concert highlight video
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances

 **\$2,500**  
BAND MANGER

- ▶ Logo/name on all Choose Your Sound marketing materials including print, electronic, social media and press releases before, during and post concert
- ▶ Logo/name on Choose Your Sound event page on website
- ▶ VIP dinner seating (up to 4 guests) at concert
- ▶ Limited edition gift for each guest
- ▶ Logo/name shown during Choose Your Sound Concert
- ▶ Quarter-page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in 2021 post-concert highlight video



# THANK YOU TO OUR 2021 PARTNERS

\$50,000 RECORD EXEC



\$25,000 PRODUCERS



\$10,000 COMPOSERS



\$5,000 MUSICIANS



\$2,500 BAND MANAGERS







## **Bandmates**

### EVENT COMMITTEE

Lisa Anastos

Nicky Bernstein

Jessi Berrin

Jim Berry

Michael Bittel

Kim Carver

Stephanie Cruz

Jason Domark

Janell Goense

Alyssa Harris

Dana Levi

Karen Lithgow

Ana Mantica

Melanie Masterson

Jill Olster

Jacquie O'Malley

Nikki Packer

Susanna Roitman

Angelica Santibanez

Jeff Schweiger

Karen Sepsenwol

Amy Simons

John Spradlin

## **Rockstars**

### HOST COMMITTEE

Eddy & Katie Arriola

Bob & Kathy Bernstein

Mike & Hillary Cassel

Tracey & Christopher Carter

Veronica Crego

Alex & Jessica Dominguez

Cathy Gordon

Sharon & Bruce Prolow

Dr. Kimberly Green & Mireille Charles

Denise Minakowski

Brian Perlin & Wendy Taurig Perlin

Adam Savage

Kent Savage

Mary-Beatrice Squire

Chad Turner

Dave & Tamara Walsh

H & Robin Weitz

## **Road Crew**

### LOGISTICS COMMITTEE

Chad Bernstein

Tiffany Cannava

Andrew DeMuro

Carly Gordon

Amanda Hale

Olivia Lehman

Jono De Leon

Michelle Mavorah

Phil Jacobson

Walker Moseley

For more information or to secure  
your sponsorship, please contact

**Tiffany Cannava**

**Director of Advancement and Donor Impact**  
[tiffany@guitarsoverguns.org](mailto:tiffany@guitarsoverguns.org)

[guitarsoverguns.org](http://guitarsoverguns.org)  
[@guitarsoverguns](https://www.instagram.com/guitarsoverguns)