



JOIN OUR MENTORSHIP THROUGH MUSIC MOVEMENT BECOME A GUITARS OVER GUNS 2022 PARTNER

Benefits begin immediately and include our Choose Your Sound Benefit Concert and "GOGO in the House" showcases

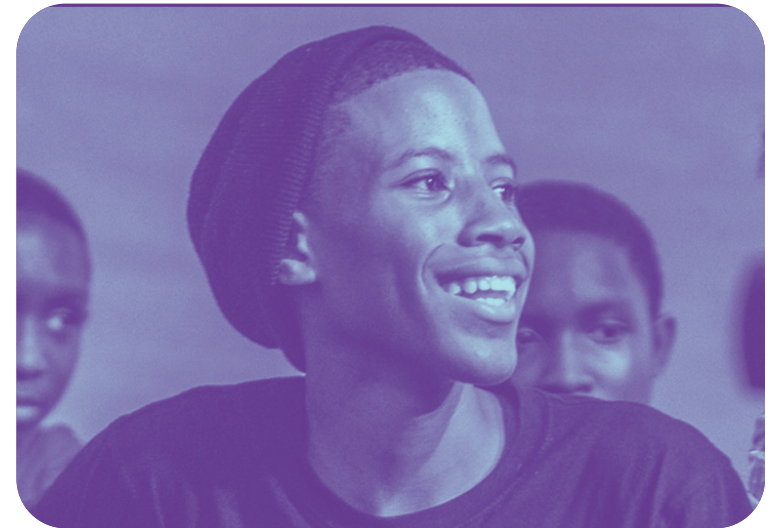
EMPOWERING YOUTH THROUGH MUSIC & MENTORSHIP

OUR MISSION

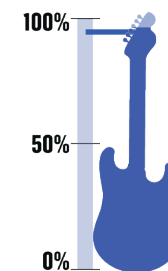
Guitars Over Guns is a movement that empowers youth to create, succeed, and thrive through mentorship and music. We provide students with music education and authentic mentoring relationships with professional musicians to help them overcome hardship, find their voice and reach their potential as tomorrow's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

WHY MUSIC?

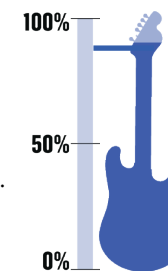
Music lessons with our mentors means educational empowerment, dignity, and mental health stability for our students. With your partnership, we are able to provide opportunities for our students to share their stories through song and dance. And that's where the magic begins.



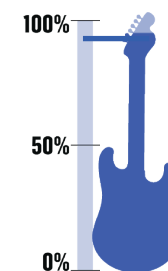
WHAT DO STUDENTS SAY?



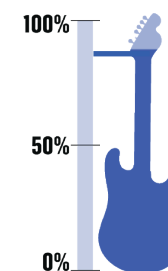
93%
of students
feel more
confident taking
healthy risks and
trying new things.



87%
of students can
identify a personal
goal they set and
achieved with the
help of a Guitars
Over Guns mentor.

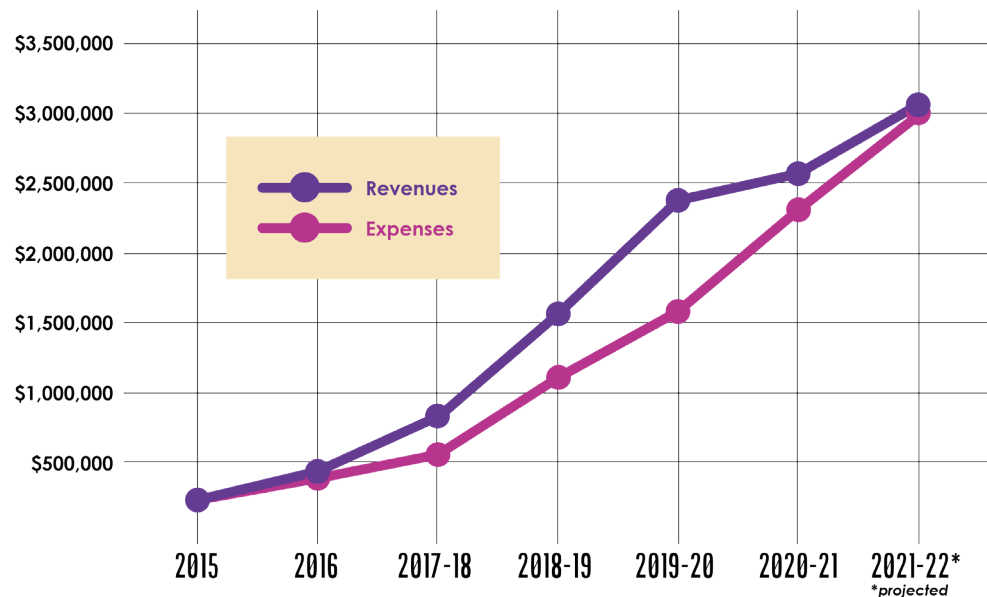


92%
of students are
more aware of
their own talents
and abilities.



85%
of students
use the skills they
learn through
Guitars Over Guns
to help them make
positive decisions
in their everyday
lives.

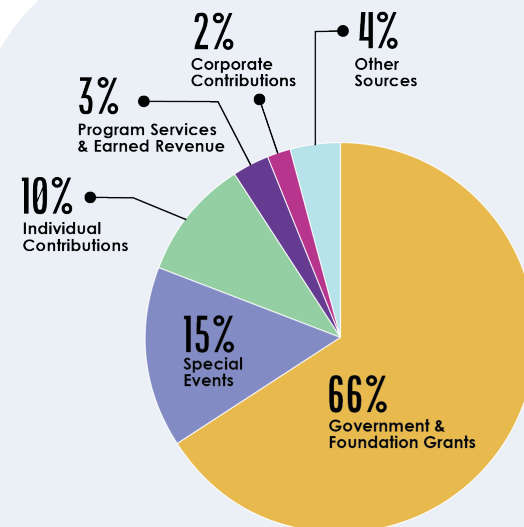
OUR IMPACT



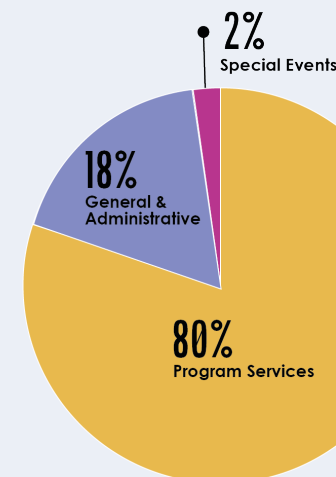
OUR GOAL IS TO SERVE 10,000 STUDENTS ANNUALLY BY THE YEAR 2030

"Guitars Over Guns has taught me to believe in others as much as I believe in myself."

—Yailin R., alumna & peer mentor



WHERE THE MONEY COMES FROM



WHERE THE MONEY GOES

PROGRAM SERVICES INCLUDES:

- Mentors
- Staff
- Performances
- Field Trips
- Instruments & Supplies
- Mentor Training
- Other Operating Expenses

MUSIC CHANGES EVERYTHING. JOIN US.

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 "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.

CHOOSE YOUR SOUND BENEFIT CONCERT

Our signature annual fundraising event that takes place in Miami is attended by key supporters including friends, donors, entertainment luminaries and community stakeholders. An evening filled with incredible performances from students, mentors, alumni, and special guests, with amazing food & drinks and an unbelievable silent auction.

"GOGO IN THE HOUSE"

Attendees gather in cities across the nation to enjoy a curated virtual showcase presented by our students and mentors. These sessions not only allow our students to celebrate their talent and efforts with Guitars Over Guns, but also promote an open space to connect our audiences and beyond.

MENTOR INSTITUTE

Mentor Institute takes place during the first week of August, just prior to the start of the school year. In an effort to build a community among professional musicians connected by the transformative power of mentoring and the arts, the Institute space is our foundation for building both individual and collective leadership among our frontline workers.

FILMING OF MUSIC VIDEO

Together, students from across all of our programs produce a collaborative music video. This program demonstrates the power of music as a universal language that can bridge neighborhood, cultural, racial, and other boundaries, finding common ground in the drive toward self-expression, connection, and empathy.



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SUMMER PROGRAM

Few opportunities exist in the summer for youth living in vulnerable communities. That's why Guitars Over Guns provides services including mentorship by professional musicians and artists with a specific focus on social/emotional learning, semi-private and group instruction in music & art, and performance experiences.

FAMILY JAM

An annual event where the GOGO family including students, family members, staff, mentors and partners come together for a day of community-building. Live music, lunch and games headline the event, but the relationships and bonds built between GOGO students from different neighborhoods and schools is the key takeaway.

MASTER CLASSES

We bring in world-class musicians to provide a deep dive into a particular discipline of art or music for students learning that same discipline. Master classes provide a great touch point for musicians who want to be involved in Guitars Over Guns but do not have the capacity to fill a mentor position.

INSTRUMENT DRIVE

This annual event is open to the entire community, and in addition to the great food and live music, it serves as a drop-off point for instrument donations for our programs. When students take possession of an instrument, they sign a contract, empowering them with a sense of accountability and responsibility.

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



CHOOSE YOUR SOUND

PRESENTED BY
SAVAGE
CONTENT

GUITARS OVER GUNS

and Roses

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

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

All partnerships include a VIP table at the event, an ad in our annual magazine, logo placement in Choose Your Sound marketing materials and more.



Scan here for
Choose Your Sound
Concert details
and additional
information



BENEFIT CONCERT

SATURDAY, OCTOBER 15, 2022, 7PM

Rockin' **Jungle Island**

1111 Parrot Jungle Trail
Miami, FL 33132

CHOOSE YOUR SOUND HONOREES



**MARIA JOSE
& FRED WRIGHT**

Maria Jose "MJ" and Fred Wright have made it their life's work to model compassion and understanding as advocates for violence prevention in our community. With a special focus on bringing resources and safe spaces to South Miami-Dade, MJ and Fred believe that education and second chances are key to providing a safer, brighter future for our youth. The Wrights have worked with Achieve Miami, RJT Foundation, Mothers Fighting for Justice, Guitars Over Guns and many other groups that support gun violence prevention as well as

organizations that support and protect young people, uplift their voices and stories, and empower them to make positive choices.

MJ and Fred's son, Jerry Wright, was one of the 49 killed at Pulse Nightclub in Orlando, Florida on June 12, 2016. Today and every day, they live with the pain, trauma, and grief of this horrific act. In Jerry's memory, MJ and Fred take every opportunity to inform, educate, and consistently remind humanity what it costs when we do not keep peace with one another and give in to hate.

The Wrights envision a hopeful future where violence is prevented before it can even begin, by investing in vulnerable communities and supporting young people as they learn and grow. Guitars Over Guns is deeply grateful to have the support and partnership of MJ and Fred Wright, and could not be more thrilled to honor their impactful work at Choose Your Sound 2022.

COMMITTEES

Bandmates (Event Committee)

Veronica Crego, Chairperson
Jim Berry
Michael Bittel
Kim Carver
Sarah Dillhay
Alyssa Harris
Ana Mantica
Melanie Masterson
Susanna Roitman
Angelica Santibanez
Adam Savage

Rockstars (Host Committee)

Lisa Anastos
Katie & Eddy Arriola
Kathy & Bob Bernstein
Hillary & Mike Cassel
Mireille Charles
Ross Dakin
Dr. May Beatrice De Leon & Jono De Leon
Jessica & Alex Dominguez
Cathy Gordon
Dr. Kimberly Green
Denise Minakowski
Wendy Traurig Perlin & Brian Perlin
Kent Savage
Chad Turner
Tamara & Dave Walsh
Robin & H Weitz

Road Crew (Logistics Committee)

Marve Afo
Chad Bernstein
Tiffany Cannava
Jono De Leon
Carlos Gonzalez
Carly Gordon
Amanda Hale
Michelle Mavorah
Walker Moseley
Amy Simons

\$100,000 TITLE PARTNER

MARKETING EXPOSURE

Your logo/company name/family name will be included at partner level on:

- ▶ Guitars Over Guns website home page
- ▶ Dedicated social media post announcing partnership (Facebook, Instagram & LinkedIn)
- ▶ Prominent logo placement throughout annual magazine and two full page ads or cover placement
- ▶ National & regional newsletters & e-blasts
- ▶ National impact video & student music video
- ▶ Choose Your Sound marketing materials including print, electronic, social media & press releases
- ▶ "GOGO in the House" webpage & invitations
- ▶ Partner webpage (w/ hyperlink to your website)
- ▶ Mentor, school & camp curriculum
- ▶ Partner "Thank You" email & social media post once a year
- ▶ Branded t-shirt design

ENGAGEMENT OPPORTUNITIES

Get up close and personal with our mission by attending:

- ▶ National/regional "GOGO in the House" showcases & master classes (in-person & virtual) with a backstage pass
- ▶ Mentor Institute
- ▶ Choose Your Sound Benefit Concert 2022
 - ▶ VIP seating for 20 guests
 - ▶ Recognition during awards presentation
 - ▶ Limited edition gifts for all guests
 - ▶ And more
- ▶ Filming of student music video, Family Jam, summer program & instrument drive



\$50,000 PRESENTING PARTNER

MARKETING EXPOSURE

Your logo/company name/family name will be included at partner level on:

- ▶ Guitars Over Guns website home page
- ▶ Dedicated social media post announcing partnership (Facebook, Instagram & LinkedIn)
- ▶ Prominent logo placement throughout annual magazine and two full page ads with premiere placement
- ▶ National & regional newsletters & e-blasts
- ▶ National impact video & student music video
- ▶ Choose Your Sound marketing materials including print, electronic, social media & press releases
- ▶ "GOGO in the House" webpage & invitations
- ▶ Partner webpage (w/ hyperlink to your website)
- ▶ Mentor, school & camp curriculum
- ▶ Partner "Thank You" email & social media post once a year

ENGAGEMENT OPPORTUNITIES

Get up close and personal with our mission by attending:

- ▶ National/regional "GOGO in the House" showcases & master classes (in-person & virtual) with a backstage pass
- ▶ Mentor Institute
- ▶ Choose Your Sound Benefit Concert 2022
 - ▶ VIP seating for 20 guests
 - ▶ Recognition during awards presentation
 - ▶ Limited edition gifts for all guests
 - ▶ And more
- ▶ Filming of student music video, Family Jam, summer program & instrument drive



\$25,000 PRODUCER

MARKETING EXPOSURE

Your logo/company name/family name will be included at partner level on:

- ▶ Guitars Over Guns website home page
- ▶ Full page ad in annual magazine with prominent placement
- ▶ National & regional newsletters & e-blasts
- ▶ National impact video & student music video
- ▶ Choose Your Sound marketing materials including print, electronic, social media & press releases
- ▶ "GOGO in the House" webpage & invitations
- ▶ Partner webpage (w/ hyperlink to your website)
- ▶ Mentor, school & camp curriculum
- ▶ Partner "Thank You" email & social media post once a year

"I get to have fun and feel like a true musician."
—Destinee P., student

ENGAGEMENT OPPORTUNITIES

Get up close and personal with our mission by attending:

- ▶ National/regional "GOGO in the House" showcases & master classes (in-person & virtual) with a backstage pass
- ▶ Mentor Institute
- ▶ Choose Your Sound Benefit Concert 2022
 - ▶ VIP seating for 20 guests
 - ▶ Limited edition gifts for all guests
 - ▶ And more
- ▶ Filming of student music video, Family Jam, summer program & instrument drive



\$10,000 COMPOSER

MARKETING EXPOSURE

Your logo/company name/family name will be included at partner level on:

- ▶ Full page ad in annual magazine
- ▶ Choose Your Sound marketing materials including print, electronic, social media & press releases
- ▶ Partner webpage (w/ hyperlink to your website)
- ▶ Partner "Thank You" email & social media post once a year

"Guitars Over Guns has given me bandmates & mentors who support me through everything, no matter what."

—Korina L., alumna & peer mentor

ENGAGEMENT OPPORTUNITIES

Get up close and personal with our mission by attending:

- ▶ National/regional "GOGO in the House" showcases & master classes (in-person & virtual) with a backstage pass
- ▶ Mentor Institute
- ▶ Choose Your Sound Benefit Concert 2022
 - ▶ VIP seating for 10 guests
 - ▶ Limited edition gifts for all guests
 - ▶ And more
- ▶ Filming of student music video, Family Jam, summer program & instrument drive



\$5,000 MUSICIAN

MARKETING EXPOSURE

Your logo/company name/family name will be included at partner level on:

- ▶ Half page ad in annual magazine
- ▶ Choose Your Sound marketing materials including print, electronic, social media & press releases
- ▶ Partner webpage (w/ hyperlink to your website)
- ▶ Partner "Thank You" email & social media post once a year

ENGAGEMENT OPPORTUNITIES

Get up close and personal with our mission by attending:

- ▶ National/regional "GOGO in the House" showcases & master classes (in-person & virtual) with a backstage pass
- ▶ Mentor Institute
- ▶ Choose Your Sound Benefit Concert 2022 (VIP seating for 6 guests, limited edition gifts for all guests and more)
- ▶ Filming of student music video, Family Jam, summer program & instrument drive

\$2,500 BAND MANAGER

MARKETING EXPOSURE

Your logo/company name/family name will be included at partner level on:

- ▶ Quarter page ad in annual magazine
- ▶ Choose Your Sound marketing materials including print, electronic, social media & press releases
- ▶ Partner webpage (w/ hyperlink to your website)
- ▶ Partner "Thank You" email & social media post once a year

ENGAGEMENT OPPORTUNITIES

Get up close and personal with our mission by attending:

- ▶ National/regional "GOGO in the House" showcases & master classes (in-person & virtual) with a backstage pass
- ▶ Mentor Institute
- ▶ Choose Your Sound Benefit Concert 2022 (VIP seating for 4 guests, limited edition gifts for all guests and more)
- ▶ Filming of student music video, Family Jam, summer program & instrument drive

GUITARS OVER GUNS TEAM

BOARD OF DIRECTORS

Dr. Chad Bernstein, President & CEO
Bob Bernstein, Chairman
Lisa Anastos
Jim Berry
Ebony Howard
Scott Jacobson
J. Gerard Legagneur
Kellie O'Connell
Jacquie O'Malley
Gabriel "Junior" Pierre
Chad Turner
Dave Walsh
H Jordan Weitz

MIAMI IMPACT COMMITTEE

Byron Anderson
Bryce Bottomly
Veronica Crego
Mary De Leon
Alex Dominguez
Cathy Gordon
Denise Minakowski
Angelica Santibanez
Chad Turner

HQ + MIAMI STAFF

Marve Afo
Caleb Alcime
Chad Bernstein
Larry Cohen
Jono De Leon
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Tenisha Lane
Deondre Marshall
Michelle Mavorah
Walker Moseley
Natasha Santana-Viera
Calli Scofidio
Sarah Stephens
Marte Siebenhar



For more information or to secure your partnership, please contact
Michelle Mavorah, Manager of Donor Impact at Michelle@guitarsoverguns.org



THANK YOU TO OUR PARTNERS

PRESENTING | \$50,000



PRODUCER | \$25,000



COMPOSER | \$10,000



MUSICIAN | \$5,000



BAND MANAGER | \$2,500

