



# 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

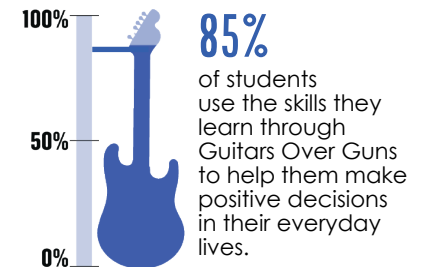
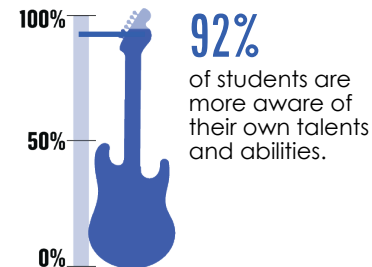
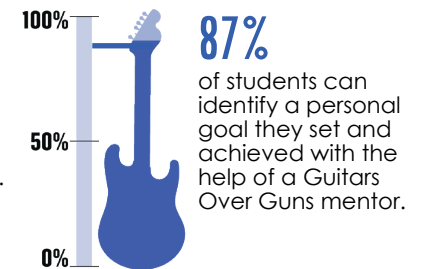
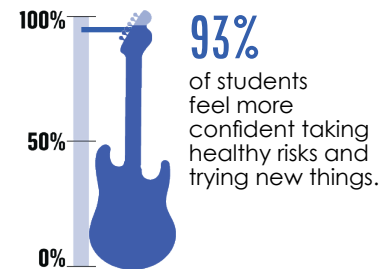
Guitars Over Guns is a movement that empowers youth to create, succeed, and thrive through mentorship and music. We provide students with music education and authentic mentoring relationships with professional musicians to help them overcome hardship, find their voice and reach their potential as tomorrow's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

## WHY MUSIC?

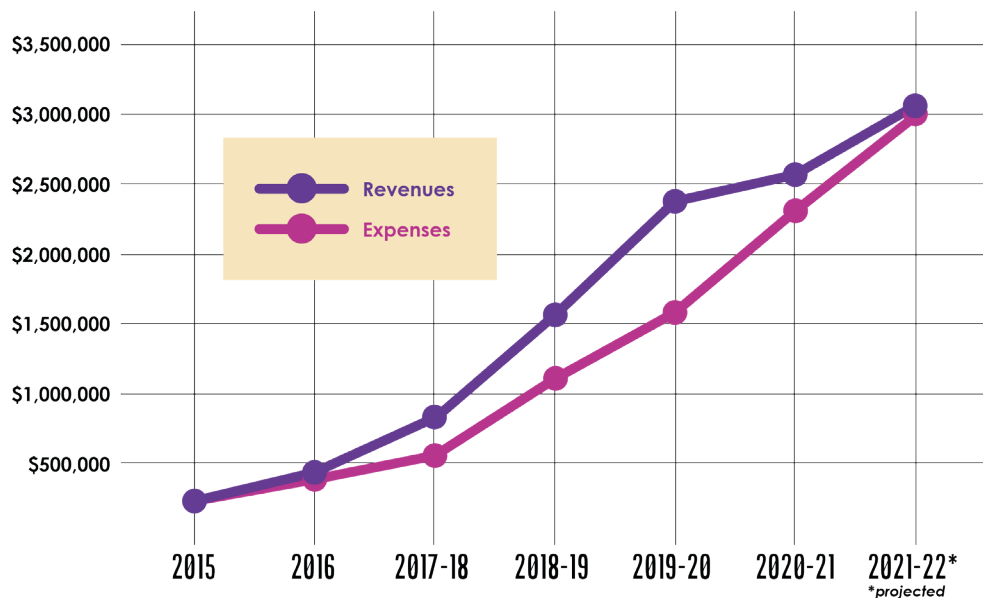
Music lessons with our mentors means educational empowerment, dignity, and mental health stability for our students. With your partnership, we are able to provide opportunities for our students to share their stories through song and dance. And that's where the magic begins.



## WHAT DO STUDENTS SAY?



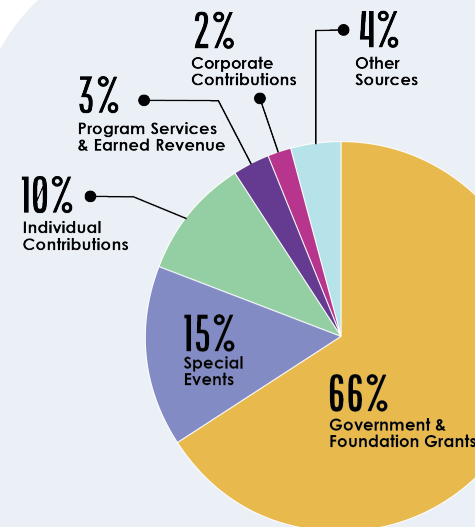
# OUR IMPACT



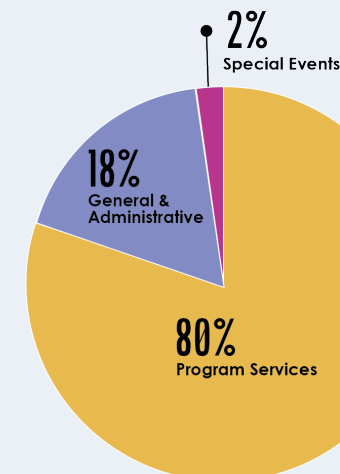
**OUR GOAL IS TO SERVE 10,000 STUDENTS ANNUALLY BY THE YEAR 2030**

*"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.**





# \$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

# THANK YOU TO OUR 2021 - 2022 PARTNERS

## PRESENTING | \$50,000



## PRODUCER | \$25,000



## COMPOSER | \$10,000



## MUSICIAN | \$5,000



## BAND MANAGER | \$2,500



# GUITARS OVER GUNS TEAM

## BOARD OF DIRECTORS

Dr. Chad Bernstein, President & CEO  
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Denise Minakowski  
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Deondre Marshall  
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Sarah Stephens  
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For more information or to secure your partnership, please contact Michelle Mavorah, Manager of Donor Impact at [Michelle@guitarsoverguns.org](mailto:Michelle@guitarsoverguns.org)

