



# VIRTUAL

## CHOOSE YOUR SOUND BENEFIT CONCERT

Presented by: **SAVAGE**  
TICKET

# 2020

November 14, 2020  
7:00 PM EST



**GUITARS**  
Over Guns  
choose your sound.

# GROOVE WITH US!

## 7th Annual Choose Your Sound Virtual Benefit Concert presented by Savage Ticket!

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

**7:00 PM**

### Pre-Party

Enjoy electrifying tunes from our Alumni Band. Drop into a breakout room to connect with our mentors and students for storytelling and conversations you'll never forget!

**8:00 PM**

### We're LIVE!

Moving stories, special guests, memorable music, a jaw-dropping auction, and recognition of our annual award recipients.

**9:30 PM**

### After-Party

Dance the night away to tunes performed by some of Miami and Chicago's hottest talent – the mentors and alumni of Guitars Over Guns. Visit a breakout room for intimate conversations with our mentors, students and award honorees.

### Tickets

- Free General Admission \*\*Registration is required
- \$100 Includes limited edition Choose Your Sound T-shirt, 2021 Magazine and fun surprises!
- \$250 Includes a Choose Your Sound WOW Box delivered to your home
- \$500 Includes Choose Your Sound WOW box, wine & dinner for two by Michelle Bernstein or Paul Kahan delivered to your home (*Tax deductible \$450*)

*Random Choose Your Sound WOW Boxes will contain a Golden Ticket redeemable for special prizes and experiences*

Sponsorships starting at \$1,000



## READY TO ROCK?

# JAMES BEARD AWARD WINNING CHEFS

We have partnered with two James Beard Award winning chefs to provide an exquisite culinary experience for upgraded \$500 tickets and sponsor levels starting at \$1,000. Meals, wine and WOW boxes will be delivered to your home the day before Choose Your Sound with warming up and serving instructions.



## Michelle Bernstein - Miami

Chef Michelle Bernstein, a Miami native of Jewish and Latin descent, has dazzled diners and critics alike with her sublime cuisine and a personality as bright and vibrant as the Florida sun. “My food isn’t heavy handed or unnecessarily complicated,” says Bernstein, a James Beard Award winner (Best Chef South 2008) and author of *Cuisine a Latina* (Houghton Mifflin Harcourt 2008). “You don’t need heavy handed technique and over the top presentations to make a dish work. It’s about amazing ingredients, layered flavors and simplicity. My style of cooking is inspired by my own food memories and it’s the simple, soulful cooking that I remember from my travels. I cook the food I love and I think that love translates to the diners.”

Bernstein dedicates time to Common Threads, an after-school program for underprivileged kids, and regularly appears on an array of national TV shows, from *Top Chef* to *Good Morning America*. Bernstein continues to host the Emmy award-winning PBS weekly television series, *Check, Please! South Florida*. Now in its third year, Bernstein also hosts the Emmy award-winning weekly TV series on Channel 10, *SoFlo Taste* that celebrates the food of South Florida.



## Paul Kahan- Chicago

Chef and partner Paul Kahan has become the nationally recognizable face of Chicago chefs. Passionately seasonal, unconventionally creative and dedicated to the inspiration of classical cuisine, Kahan has received international acclaim for Blackbird, avec, The Publican, Big Star, Publican Quality Meats, Dove’s Luncheonette, Publican Quality Bread, Publican Tavern O’Hare, Big Star Wrigleyville and Café Cancale.

Awarded Outstanding Chef by the James Beard Foundation in 2013 and Best Chef of the Midwest in 2004, Kahan has earned the praise of many who claim him to be one of America’s most influential working chefs. In 2018, his cookbook “Cheers to the Publican, Repast and Present: Recipes and Ramblings from an American Beer Hall,” won the IACP award in the “chefs and restaurants” category. His second cookbook, “Cooking for Good Times”, was released in October 2019 and has received national accolades including a nod as a New York Times Best Seller. A Chicagoan through and through, Kahan is known for developing relationships with Midwestern farmers—leaving a permanent mark on his culinary outlook.



# 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 presented by Savage Ticket, brings together Miami & Chicago'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 5,000 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.

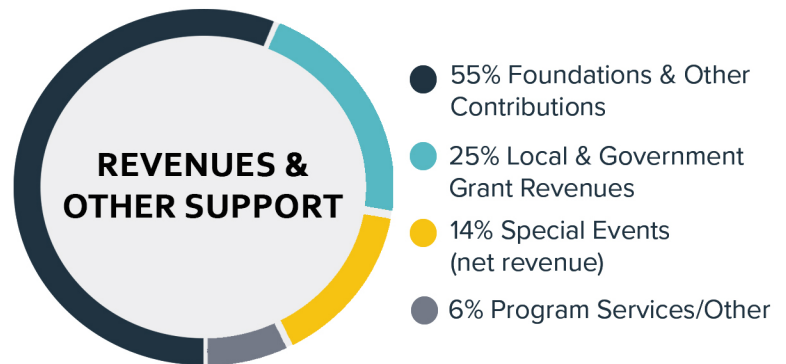
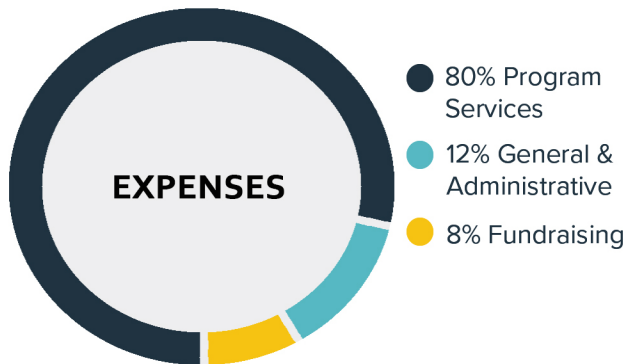
**94%** of students reported that Guitars Over Guns has helped them feel more confident taking healthy risks and trying new things

**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.

Our audience just got much wider! On a virtual platform, the possibilities are endless.



### DIGITAL REACH

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



### ON THE VIRTUAL DANCEFLOOR

Hundreds of 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; plus, a worldwide virtual audience!



### 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)

Tax deductible \$49,500

*Guitars Over Guns Choose Your Sound Benefit Concert presented by*



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

- Guitars Over Guns Showcase Series as the main sponsor leading up to Choose Your Sound, receiving all benefits associated with Diamond Level
- Website event page every location the name of the event is listed
- All designed materials including Save the Date, sponsor deck, and invitation as the “Record Exec. / Presenting” Sponsor
- Digital media, including all event social media posts
- Press releases and ads

### Event day:

- Representative spotlighted for awards presentation
- Special pre-recorded statement shown during the event
- 10 VIP Choose Your Sound WOW Boxes delivered to up to 10 locations
- VIP dinner and wine delivered to up to 10 locations for a total of 20 meals
- Logo displayed throughout the event on virtual backgrounds and slides
- Pre-event or after-party virtual private Breakout Room with a student and mentor for guests to learn about the organization
- Dedicated social media post featuring sponsor at event
- Logo on screen when requested song is played (song requested in advance)

### Lasting brand impact:

- 2 full pages of ad space in our organization magazine, provided in all Choose Your Sound WOW Boxes, digital version hosted on the Guitars Over Guns website, and link is shared multiple times a year through social media and eblasts
- 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
- Opportunity to have a branded item in the Choose Your Sound WOW Box

### Unique experiences:

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

SOLD

# SPONSOR LEVELS

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

*Tax deductible \$24,500*

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### **Name/logo placement on:**

- 5 Guitars Over Guns Showcases as the main sponsor (Platinum Level) and supporting sponsor (Gold Level) for remaining showcases leading up to Choose Your Sound, receiving benefits associated with these opportunities
- Website event page in prominent location
- All designed materials including Save the Date, sponsor deck, and invitation as the “Producer” Sponsor
- Digital media, including event social media posts
- Press releases and ads

### **Event day:**

- Representative spotlighted during the event
- Recognition during pre-recorded video shown at the event
- 10 Choose Your Sound WOW Boxes delivered to up to 10 locations
- Dinner and wine delivered to up to 10 locations for a total of 20 meals
- Logo displayed throughout the event on virtual backgrounds and slides
- Pre-event or after-party virtual private breakout room with a student and mentor for guests to learn about the organization
- Dedicated social media post featuring sponsor at event
- Logo on screen when requested song is played (song requested in advance)

### **Lasting brand impact:**

- 1 full-page ad in our organization magazine, provided in all Choose Your Sound WOW Boxes, digital version hosted on the Guitars Over Guns website and link is shared multiple times a year through social media and eblasts
- 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
- Opportunity to have a branded item in the Choose Your Sound WOW Box

### **Unique experiences:**

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



# SPONSOR LEVELS

## Composer (\$10,000)

*Tax deductible \$9,750*

### Name/logo placement on:

- 1 Guitars Over Guns Showcase as the main sponsor (Platinum Level) or supporting sponsor (Gold Level) for remaining showcases leading up to Choose Your Sound, receiving benefits associated with these opportunities
- Website event page
- Marketing materials as a “Composer” sponsor
- Digital media, including event social media posts
- Press releases and ads

### Event day:

- Representative spotlighted during the event
- 5 Choose Your Sound WOW Boxes delivered to up to 5 locations
- Dinner and wine delivered to up to 5 locations for a total of 10 meals
- Logo displayed throughout the event on sponsor slide
- Pre-event or after-party virtual private breakout room with a student and mentor for guests to learn about the organization
- Dedicated social media post featuring sponsor
- Logo on screen when requested song is played (song requested in advance)

### Lasting brand impact:

- 1 full-page ad in our organization magazine, provided in all Choose Your Sound WOW Boxes, digital version hosted on the Guitars Over Guns website and link is shared multiple times a year through social media and eblasts
- Logo/name 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
- Opportunity to have a branded item in the Choose Your Sound WOW Box

### Unique experiences:

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



# SPONSOR LEVELS

## Musician (\$5,000)

Tax deductible \$4,750

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

- Website event page
- Marketing materials as a “Musician” Sponsor
- Digital media including, including event social media posts
- Supporting sponsor (Gold Level) for 5 Guitars Over Guns Showcases leading up to Choose Your Sound, receiving benefits associated with this opportunity

### Event day:

- Shoutout to sponsor during the event
- 2 Choose Your Sound WOW Boxes delivered to up to 2 locations
- Dinner and wine delivered to up to 2 locations for a total of 10 meals
- Logo displayed throughout the event on sponsor slide
- Pre-event or after-party virtual breakout room with a student and mentor for guests to learn about the organization

### Lasting brand impact:

- Half-page ad in our organization magazine, provided in all Choose Your Sound WOW Boxes, digital version hosted on the Guitars Over Guns website and link is shared multiple times a year through social media and eblasts
- Logo/name 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
- Opportunity to have a branded item in the Choose Your Sound WOW Box

### Unique experiences:

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



# SPONSOR LEVELS

## Band Manager (\$2,500)

*Tax deductible \$2,250*

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

- Website event page
- Marketing materials as a “Band Manager” Sponsor
- Digital media, including event social media posts
- Supporting sponsor (Gold Level) for a Guitars Over Guns Showcase leading up to Choose Your Sound, receiving benefits associated with this opportunity

### Event day:

- Choose Your Sound WOW Box delivered to 1 location
- Dinner and wine delivered to 1 location for up to a total of 10 meals
- Logo displayed throughout the event on sponsor slide
- Pre-event or after-party virtual breakout room with a student and mentor for guests to learn about the organization

### Lasting brand impact:

- Quarter-page ad in our organization magazine, provided in all Choose Your Sound WOW Boxes, digital version on the Guitars Over Guns website and link is shared multiple times a year through social media and eblasts
- Logo/name 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
- Opportunity to have a branded item in the Choose Your Sound WOW Box

## Ensemble (\$1,000)

*Tax deductible \$900*

### Leading up to the event, name on:

- Website event page

### Event day:

- Choose Your Sound WOW Box delivered to 1 location
- Dinner and wine delivered to 1 location for up to a total of 4 meals
- Pre-event or after-party virtual breakout room with a student and mentor for guests to learn about the organization

### Lasting brand impact:

- Listing in our organization magazine, provided in all Choose Your Sound WOW Boxes, digital version on the Guitars Over Guns website and link is shared multiple times a year through social media and eblasts

# SPONSORSHIP FORM

## Sponsorship Payment Form Deadline: October 1

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

### Sponsorship Pricing

- Record Exec – Presenting Sponsor (\$50,000) **SOLD**
- Producer – Stage Sponsor (\$25,000)
- Composer (\$10,000)
- Musician (\$5,000)
- Band Manager (\$2,500)
- Ensemble (\$1,000)



### 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. 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 1

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 17,000 stakeholders and influencers year-round.

### Advertising Pricing

<input type="checkbox"/> Back Outside Cover	\$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 15

### Auction Item Information

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

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Item Description (please be as detailed as possible):

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Item Retail Value: \$

Restrictions, Limitations or Expiration Date:

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### Contact Information

Company Name (print as it should appear on publications)

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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 15, 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).*

# EVENT CHAIRS AND COMMITTEES

## Choose Your Sound 2020 Co-Chairs



Carolina García Jayaram



Vivek Jayaram

Carolina García Jayaram is a Guitars Over Guns Board Member and is the Inaugural Executive Director of the Elevate Prize Foundation. Over the past two decades, she has led national institutions and initiatives dedicated to enriching and shaping social impact, cultural, and philanthropic communities around the United States, most recently serving as CEO & President of the National YoungArts Foundation. Her husband Vivek Jayaram is the founder of Jayaram Law.

### Rockstars

(Host Committee)

Eddy & Katie Arriola  
Ricky Arriola  
Bob & Kathy Bernstein  
Mike & Hillary Cassel  
Tracey & Christopher Carter

Jeff & Julie Diermeier  
Alex & Jessica Dominguez  
Cathy Gordon  
Dr. Kimberly Green & Mireille Charles  
Brian Perlin

Kent Savage  
Jeff Schweiger & Julia Stutts  
Chad Turner  
Dave & Tamara Walsh  
H & Robin Weitz

### Bandmates

(Event Planning Committee)

Nicky Bernstein  
Jessi Berrin  
Jim Berry  
Nicole Bostick  
Kim Carver  
Joseph Cloud  
Veronica Crego  
Jason Domark  
Gabe Gianninoto  
Janell Goense  
Patricia Lenza  
John-Paul Madariaga

Ana Mantica  
Denise Minakowski  
Ivan Mladenovic  
Adriana Oliva  
Jacquie O'Malley  
Nikki Packer  
Sharon Prolow  
Susana Roitman  
Angelica Sanchez  
John Spradlin  
Brett Ury  
Leslie Zigel

### Road Crew

(Logistics Committee)

Chad Bernstein  
Tiffany Cannava  
Joanna Casas  
Jono De Leon  
Andrew DeMuro  
Carly Gordon  
Phil Jacobson  
Melanie Masterson  
Janu Mendel  
Walker Moseley  
Adriana Oliva



For additional information or questions, please contact:

Tiffany Cannava  
 Director of Advancement & Donor Impact  
 tiffany@guitarsoverguns.org

## Sponsors

Record Exec (\$50,000)



Producer (\$25,000)



Composer (\$10,000)

Wynn & Jeff Adam

Bob & Kathy  
Bernstein



Musician (\$5,000)



Band Manager (\$2,500)



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

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

#aoinight

Official Communications Agency of Guitars Over Guns

