

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



2021 **CHOOSE YOUR SOUND** VIRTUAL CONCERT

SATURDAY, OCTOBER 23, 2021 AT 7PM EST

BENEFITS BEGIN IMMEDIATELY AND INCLUDE
GOGO IN THE HOUSE AND CHOOSE YOUR SOUND 2021

PRESENTED BY



**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.”

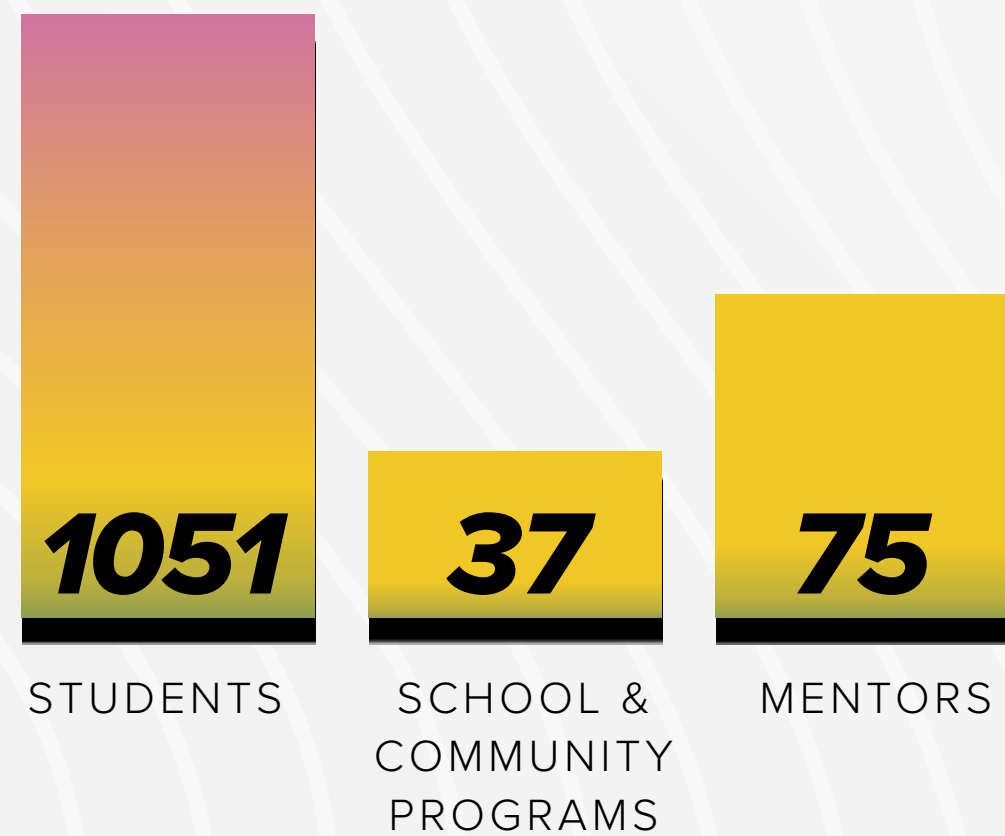
- Yailin R., alumna & peer mentor

GUITARS OVER GUNS EMPOWERS YOUTH THROUGH MUSIC AND MENTORSHIP.

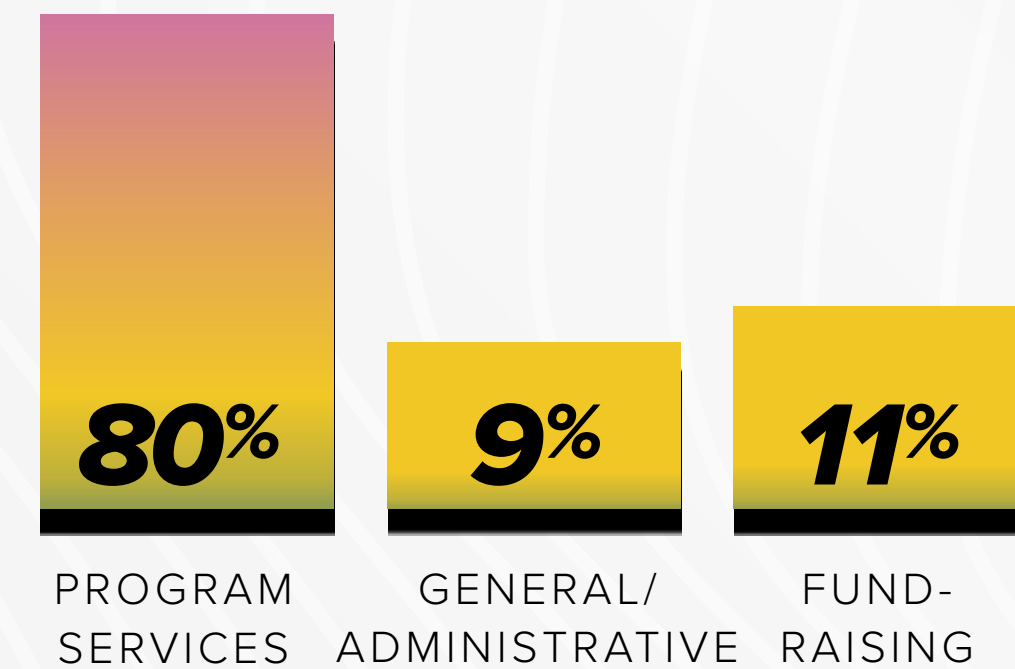
July 2019 - June 2020



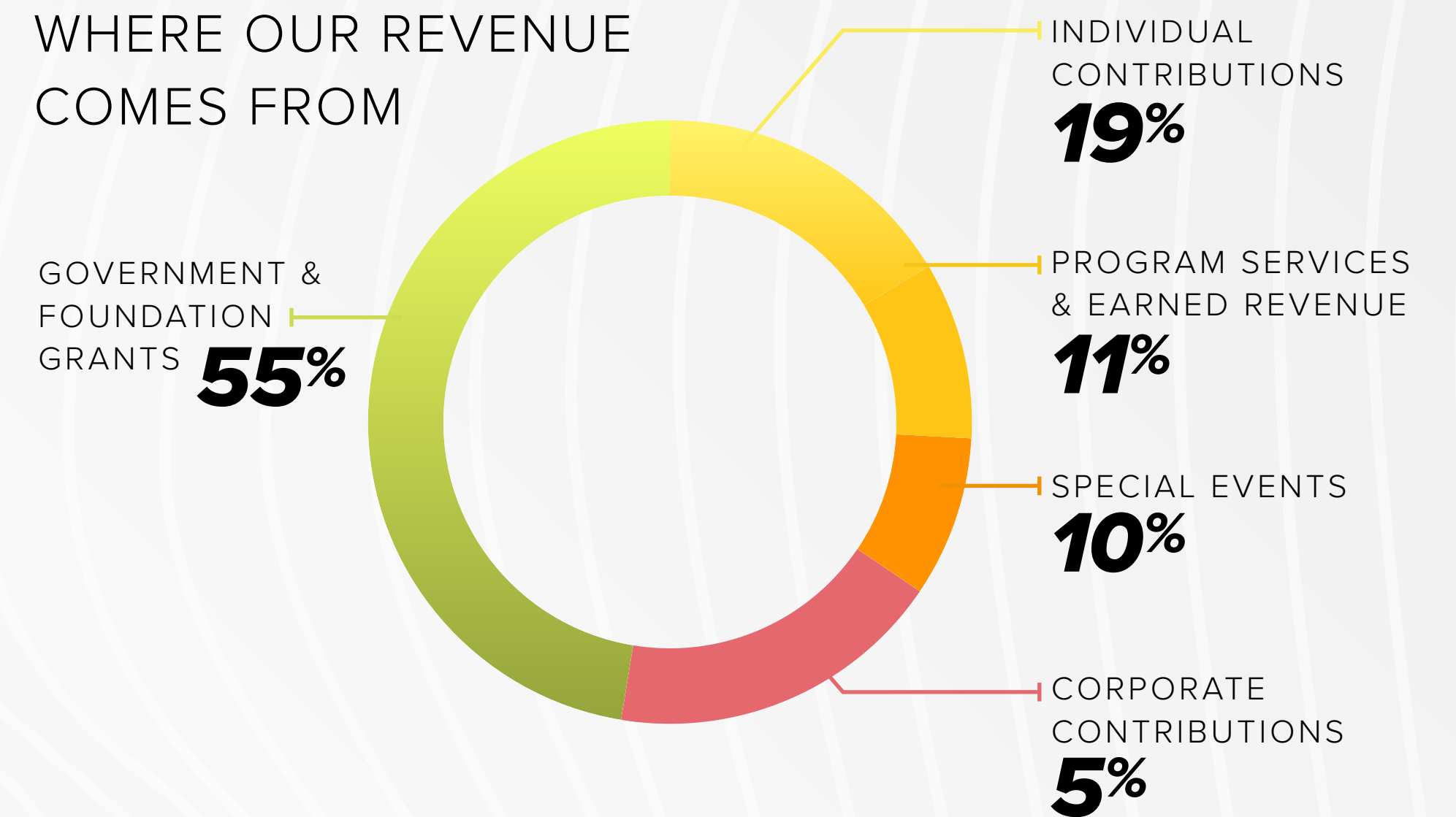
BY THE NUMBERS



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

Started in 2013, Choose Your Sound is the biggest night of the year for Guitars over Guns. By moving the event to a virtual platform, we are able to showcase the talented youth we serve in Miami and Chicago.

Choose Your Sound attracts the best and brightest in the music business and creative communities, as well as government leaders, students with their families, and fans of all ages.

This event offers a unique experience that will provide exposure for your company. Your message will be heard in front of many of the industry's key artists, community and business leaders, as well as our 2000+ audience.

7PM EST COCKTAIL PARTY COUNTDOWN

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

9PM EST THE CHOOSE YOUR SOUND BAND

Dance the night away to tunes performed by some of Miami & Chicago's hottest talent - the mentors & alumni of Guitars Over Guns.

8PM EST CHOOSE YOUR SOUND LIVE

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

10PM EST THE AFTER-PARTY

Visit the after-party room to hang out with our mentors.



Scan here for
Choose Your Sound
Concert details
and additional
information

CHOOSE YOUR SOUND

HONOREE



KENT SAVAGE

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

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.

CHOOSE YOUR SOUND

TICKETS



Two James Beard award winning chefs will be providing a unique culinary experience for those purchasing a \$500 ticket package and partnerships beginning at \$1000. Dinner, wine and **Wow** boxes will be delivered to your home and/or your guests' homes, prior to the concert.

A WOW box and dinner complete the concert experience and allow you the opportunity to support Guitars Over Guns AND receive some amazing gifts.



\$500

GUITAR SOLO

Choose Your Sound **WOW** box,
wine & dinner for two delivered to your home.

\$250

MELODY

Choose Your Sound **WOW** box
delivered to your home.

\$100

RHYTHYM

Choose Your Sound limited edition concert
t-shirt, GOGO magazine and other gifts.

***General admission is free
(pre-registration is required)***

CHOOSE YOUR SOUND

MIAMI CHEF

Chef Michelle Bernstein,

a Miami native of Jewish and Latin descent, James Beard Award winner (Best Chef South 2008) and author of *Cuisine a Latina* (Houghton Mifflin Harcourt 2008).

Bernstein and her husband/business partner David Martinez, own/operate MBC Michelle Bernstein Catering Company in addition to their newest endeavor, Café La Trova, a Cuban-inspired bar and café located in Little Havana combining innovative and traditional Cuban-style and technique.

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.



CHOOSE YOUR SOUND

CHICAGO CHEF

Chef 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 avec, avec River North, The Publican, Big Star, Publican Quality Meats, Dove's Luncheonette, Publican Quality Bread, Publican Tavern O'Hare and Big Star Wrigleyville. 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.



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 us 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
- ▶ 20 VIP **WOW** boxes and 40 VIP dinner/wine experiences (chef dinners delivered to no more than 20 locations in South Florida and Chicago)
- ▶ Logo/name on limited edition concert t-shirt and **WOW** box
- ▶ Prominent placement of logo/name throughout Choose Your Sound concert
- ▶ Pre-recorded video highlighting partnership to be shown during concert
- ▶ Private VIP party Zoom room for Choose Your Sound Concert
- ▶ Inside cover or outside back cover full page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in Choose Your Sound Concert program book
- ▶ Prominent placement of logo/name in 2021 post-concert highlight video
- ▶ Opportunity to include a branded item in over 300 **WOW** boxes
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances
- ▶ Intimate in-person concert with VIP reception (10 guests total)

PARTNERSHIP BENEFITS

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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
- ▶ 10 VIP **WOW** boxes and 20 VIP dinner/wine experiences (chef dinners delivered to no more than 10 locations in South Florida and Chicago)
- ▶ Logo/name on limited edition concert t-shirt and **WOW** box
- ▶ Prominent placement of logo/name throughout Choose Your Sound concert
- ▶ Pre-recorded video highlighting partnership to be shown during concert
- ▶ Private VIP party Zoom room for Choose Your Sound Concert
- ▶ Two full page ads in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in Choose Your Sound Concert program book
- ▶ Prominent placement of logo/name in 2021 post-concert highlight video
- ▶ Opportunity to include a branded item in over 300 **WOW** boxes
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances
- ▶ Intimate in-person concert with VIP reception (8 guests total)

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.



- ▶ 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
- ▶ Logo/name on Choose Your Sound event page of website
- ▶ 10 VIP **WOW** boxes and 20 VIP dinner/wine experiences (chef dinners delivered to no more than 10 locations in South Florida and Chicago)
- ▶ Logo/name shown during Choose Your Sound Concert
- ▶ Private VIP party Zoom room for Choose Your Sound Concert
- ▶ One full page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in Choose Your Sound Concert program book
- ▶ Logo/name in 2021 post-concert highlight video
- ▶ Opportunity to include a branded item in over 300 **WOW** boxes
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances
- ▶ Intimate in-person concert with VIP reception (*6 guests total*)

PARTNERSHIP BENEFITS

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\$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
- ▶ 5 VIP **WOW** boxes and 10 VIP dinner/wine experiences (chef dinners delivered to no more than 5 locations in South Florida and Chicago)
- ▶ VIP party ZOOM room for Choose Your Sound Concert
- ▶ Logo/name shown during Choose Your Sound Concert
- ▶ One full page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in Choose Your Sound Concert program book
- ▶ Logo/name in 2021 post-concert highlight video
- ▶ Opportunity to include a branded item in over 300 **WOW** boxes
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances
- ▶ Intimate in-person concert with VIP reception (*4 guests total*)

PARTNERSHIP BENEFITS

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 **\$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)
- ▶ Logo/name on ChooseYour Sound event page of website
- ▶ 2 VIP **WOW** boxes and 10 VIP dinner/wine experiences (chef dinners delivered to no more than 2 locations in South Florida and Chicago)
- ▶ Logo/name shown during Choose Your Sound Concert
- ▶ One half-page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in Choose Your Sound Concert program book
- ▶ Logo/name in 2021 post-concert highlight video
- ▶ Opportunity to include a branded item in over 300 **WOW** boxes
- ▶ VIP invitations to events and programs throughout year including GOGO In The House showcase series, Mentor Institute and student performances
- ▶ Intimate in-person concert with VIP reception (2 guests total)

PARTNERSHIP BENEFITS

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 **\$2,500**
BAND MANAGER

- ▶ 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 **WOW** box and 10 VIP dinner/wine experiences (chef dinners delivered to one location in South Florida or Chicago)
- ▶ Logo/name shown during Choose Your Sound Concert
- ▶ Quarter-page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in Choose Your Sound Concert program book
- ▶ Logo/name in 2021 post-concert highlight video
- ▶ Opportunity to include a branded item in over 300 **WOW** boxes

 **\$1,000**
ENSEMBLE



- ▶ 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 **WOW** box and 10 VIP dinner/wine experiences (chef dinners delivered to one location in South Florida or Chicago)
- ▶ Logo/name shown during Choose Your Sound Concert
- ▶ Quarter-page ad in Guitars Over Guns magazine (print and digital versions)
- ▶ Logo/name in Choose Your Sound Concert program book
- ▶ Logo/name in 2021 post-concert highlight video
- ▶ Opportunity to include a branded item in over 300 **WOW** boxes



Rockstars

HOST COMMITTEE

Eddy & Katie Arriola

Bob & Kathy Bernstein

Mike & Hillary Cassel

Tracey & Christopher Carter

Veronica Crego

Alex & Jessica Dominguez

Cathy Gordon

Dr. Kimberly Green & Mireille Charles

Brian Perlin & Wendy Traurig Perlin

Sharon & Bruce Prolow

Kent Savage

Adam Savage

Chad Turner

Dave & Tamara Walsh

H & Robin Weitz

Bandmates

EVENT COMMITTEE

Rachel Angel

Nicky Bernstein

Jessi Berrin

Jim Berry

Kim Carver

Jason Domark

Janell Goense

Dana Levi

Karen Lithgow

Ana Mantica

Melanie Masterson

Denise Minakowski

Jill Olster

Jacque O'Malley

Nikki Packer

Susanna Roitman

Angelica Sanchez

Jeff Schweiger

Karen Sepsenwol

Amy Simons

John Spradlin

Mary-Beatrice Squire

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

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