

GUITARS OVER GUNS

choose your sound

BECOME A GUITARS OVER GUNS 2023 - 2024 PARTNER
JOIN OUR MOVEMENT



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?



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



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



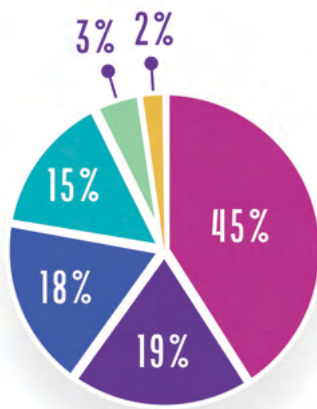
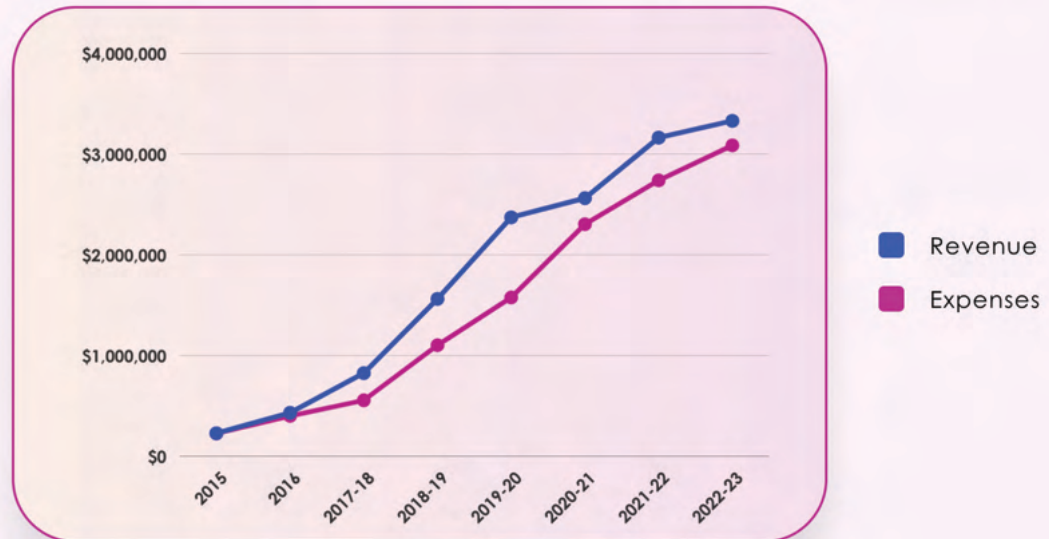
of students can identify a personal goal they set and achieved with the help of a Guitars Over Guns mentor.



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

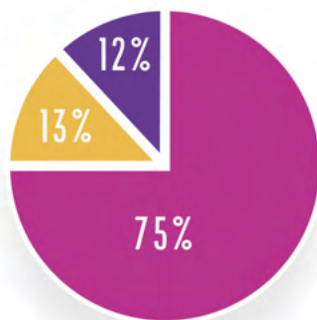
OUR IMPACT

SINCE LAUNCHING IN 2008, WE HAVE SERVED MORE THAN 8,000 STUDENTS NATIONWIDE



WHERE THE MONEY COMES FROM

- Foundation Grants & The Children's Trust
- Individual Contributions
- Government Grants
- Special Events
- Program Services & Earned Revenue
- Corporate Contributions



WHERE THE MONEY GOES TO

- Program Services
- Fundraising
- Administrative & General

Program Services Includes:

- Mentors
- Staff
- Performances
- Field Trips
- Instruments & Supplies
- Mentor Training
- Other operating expenses

** Fiscal Year: July 1, 2021 - June 30, 2022

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 student 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

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

FAMILY JAM

An annual event where the GOGO community, from school partners to students and their families, come together for a day of community-building. Live music and a big BBQ headline the event, but the relationships and bonds built between GOGO students from different neighborhoods and schools across Miami is the key takeaway.



STUDENT SHOWCASE

Watch our students shine on the big stage! This event is hosted at a live music venue and students work with their mentors for months to be ready for their big performance. This year, we will have two student showcases in the spring, open to community audiences in North and South Miami-Dade County.

END-OF-YEAR CELEBRATION

The End-of-Year Celebration features a student art exhibition followed by the premiere viewing of GOGO Miami's 2023 music video. The event includes a very special student award ceremony and a notable keynote speaker.

WINTER SHOWCASE

Our programs and school sites celebrate the holiday season with performances for family and friends in the winter months. Guitars Over Guns typically presents our student performances in collaboration with each school's existing winter assemblies and programming.



MUSIC VIDEO FILMING

Every spring, students from across all of our Miami programs professionally film and record a collaborative music video. This annual project demonstrates the power of music as a universal language that can bridge neighborhood, cultural and other boundaries, finding common ground in the drive toward self-expression, connection, and empathy.



SUMMER PROGRAM

Few opportunities exist in the summer for youth living in vulnerable communities. Services provided include mentorship by professional musicians and artists focused on Social Emotional Learning (SEL), semi-private and group instruction in music and art, and performance experiences.

MASTERCLASSES

Masterclasses entail a professional musician, outside our core staff of mentors, providing a deep dive into a particular discipline of art or music for students learning that same discipline. Masterclasses provide an opportunity for community musicians who want to be involved in Guitars Over Guns.



MENTOR INSTITUTE & RE-INSTITUTE

Mentor Institute, affectionately known as our "family reunion," takes place during the first week of August. In an effort to build community among professional musicians, Institute is our foundation for building both individual and collective leadership among our frontline workers. In February, we reconvene for Re-Institute, an opportunity to refresh and reinspire these learnings.



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

MENTEE MOMENTS



PARTNERSHIP LEVELS

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 student 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.



"I will always remember that there are many people who support me and care about me. I feel at home when I am in ``Guitars Over Guns."

— Lee-Yahna L., student

\$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
- Title inclusion in Choose Your Sound Benefit Concert
- Dedicated social media post announcing Partnership (Facebook, Instagram & LinkedIn)
- Four full pages in annual magazine including exclusive native advertising opportunity 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
- Webpage & invitation inclusion for all signature events (Family Jam, student showcases, End-of-Year Celebration)
- Partner webpage (w/ hyperlink to your website)
- Mentor, school & camp curriculum
- Partner "Thank You" email & social media post once a year
- Limited edition branded T-shirt design

Engagement Opportunities

You will be invited to:

- Invitations to winter and spring student showcases with a backstage pass
- Mentor Institute & Re-Institute
- Choose Your Sound Benefit Concert 2023 (VIP seating for 30 guests, recognition during awards presentation, limited edition gifts for all guests and more)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration

PARTNERSHIP LEVELS

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 student 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.



"My mentor helped me when I was going through a tough time. They gave me good advice that not many people would have suggested. I didn't feel lonely."

— Ashley R., student

\$50,000 RECORD EXEC (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
- Webpage & invitation inclusion for all signature events (Family Jam, student showcases, End-of-Year Celebration)
- Partner webpage (w/ hyperlink to your website)
- Mentor, school & camp curriculum
- Partner "Thank You" email & social media post once a year

Engagement Opportunities

You will be invited to:

- Invitations to winter and spring student showcases with a backstage pass
- Mentor Institute & Re-Institute
- Choose Your Sound Benefit Concert 2023 (VIP seating for 25 guests, recognition during awards presentation, limited edition gifts for all guests and more)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration

PARTNERSHIP LEVELS

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 student 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.



"Guitars Over Guns has given me an outlook on family and what family can mean."

— John A., alumnus

\$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
- Webpage & invitation inclusion for all signature events (family jam, student showcases, end-of-year celebration)
- Partner webpage (w/ hyperlink to your website)
- Mentor, school & camp curriculum
- Partner "Thank You" email & social media post once a year

Engagement Opportunities

You will be invited to:

- Invitations to winter and spring student showcases
- Mentor Institute & Re-Institute
- Choose Your Sound Benefit Concert 2023 (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 and End-of-Year Celebration

PARTNERSHIP LEVELS

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 student 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.



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

— Kimberlin P., student

\$10,000 COMPOSER

Marketing Exposure

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

- Full-page ad in annual magazine
- National impact video & student music video
- 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

You will be invited to:

- Invitations to winter and spring student showcases
- Mentor Institute & Re-Institute
- Choose Your Sound Benefit Concert 2023 (VIP seating for 10 guests)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration

PARTNERSHIP LEVELS

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 student 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.



"I learned to never stop trying until you got it. My mentors would encourage me to try my best no matter what happens in life, and that really helps me."

— Gabriel T., student

\$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

\$2,500 MUSICIAN

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

You will be invited to:

- Invitations to winter and spring student showcases
- Mentor Institute & Re-Institute
- Choose Your Sound Benefit Concert 2023 (VIP seating for 6 guests)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration

Engagement Opportunities

You will be invited to:

- Invitations to winter and spring student showcases
- Mentor Institute & Re-Institute
- Choose Your Sound Benefit Concert 2023 (VIP seating for 4 guests)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration

GUITARS OVER GUNS TEAM

NATIONAL HQ



Dr. Chad Bernstein
President & CEO



Jono De Leon
Chief Operating Officer



Carly Gordon
Special Assistant to the
President & CEO



Andrew DeMuro
Director of Program
Quality



Amanda Hale
Director of Marketing



**Natasha
Santana-Viera, RCSWI**
Director of Mental
Health & Wellness



Tiffany Cannava
Development
Consultant
VP, GKollaborative



Marte Siebenhar
Fundraising Consultant
Founder & Principal,
Cultured Innovations



Carlos Gonzalez
Development Specialist



Larry Cohen
Accountant



MENTOR INSTITUTE 2022

GUITARS OVER GUNS TEAM

BOARD OF DRIECTORS



Dr. Chad Bernstein
President & CEO



Bon Bernstein
Chairman & Treasurer



Lisa Anastos



Ebony Howard



Scott Jacobson



J. Gerard Legagneur
Secretary



Kellie O'Connell



Jacquie O'Malley



Gabriel "Junior" Pierre



Andrew Stroth



Chad Turner



Dave Walsh



H Jordan Weitz

GUITARS OVER GUNS TEAM

MIAMI STAFF



Walker Moseley
Regional Director



Brax Tinkler
Director of
Community
Engagement &
Advancement



Antonio Correa
Programs Manager,
Miami-Dade South



Tenisha Lane
Programs Manager,
Miami-Dade North



Sarah Stephens
Programs Manager,
Miami-Dade Central



Tiffany "Tif Boom" Lusan
Regional Coordinator,
Miami



Romania Dukes
Community Coordinator



Caleb Alcime
Programs Associate
Guitars Over Guns
Alumni

For more information or to secure
your Partnership, please contact
Brax Tinkler, Director of Community
Engagement & Advancement

brax@guitarsoverguns.org



SPRING SHOWCASE 2022

THANK YOU TO OUR 2022-2023 PARTNERS

RECORD EXEC \$50,000



**MJ & FRED
WRIGHT**



**THE INVICTUS
COLLECTIVE**



**GENSTONE
REALTY**



COMPOSER \$10,000



**WYNN & JEFF
ADAM**

**BOB & KATHY
BERNSTEIN**

**SCOTT & BECKI
ETZLER
FOUNDATION**

MUSICIAN \$5,000



AMBAL, INC.

**THE BLUHM FAMILY
CHARITABLE FOUNDATION**

BAND MANAGER \$2,500



ROSS DAKIN

**MEDINA FAMILY
FOUNDATION**