

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 mean 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.



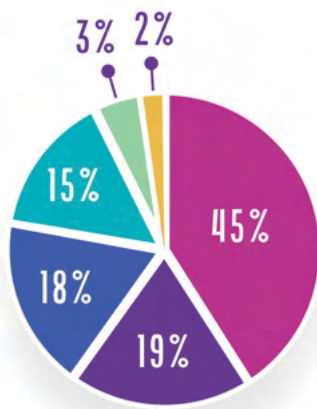
of students can identify a personal goal they set and achieved with the help of a Guitars Over Guns mentor.



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

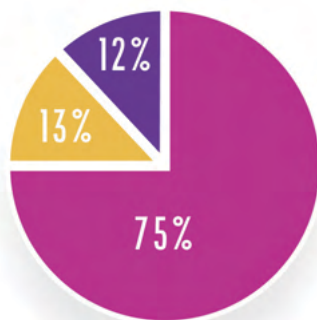
OUR IMPACT

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 annual celebration, you'll groove to the music, watch our kids shine on stage, and know that you are making a difference.

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.

MENTOR MIXER

Mentor Mixers provide an engaging experience for GOGO staff, donors and mentors to network, build relationships, and hear stories from our professional musician mentors who work with youth across Chicago.

END-OF-YEAR CELEBRATION

The End-of-Year Celebration features a student art exhibition and performances prepared during our spring programs. 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 Chicago 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 engaging opportunities exist in the summer for youth living in vulnerable communities. Services provided include mentorship by professional musicians and artists with a specific focus on Social Emotional Learning (SEL), semi-private and group instruction in music and art, and performance experiences.



IN THE YARD

Our open mic summer series 'In the Yard' takes place outside Haven Studio. Haven Studio is located in the Bronzeville neighborhood and is open on weekdays at no cost to youth ages 14-21 who wish to pursue pathways to the music industry or are in need of mentorship. Peer-to-peer writing, engineering, and producing allow youth to explore their musical interests, as mentees self-enroll and earn a personal ProTools music folder after two weeks of regular attendance. Since 2016, the program has grown organically to serve nearly 300 students, over 80% of whom have been guided to further employment, educational, vocational, and volunteer opportunities in their communities.

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

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"During performances, it was easier for the group to connect with each other. I will always remember how the performances were so fun. My goal was to be able to play music for others without being uncomfortable."

— Alejandro M., 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
- 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
- Annual Celebration marketing materials including print, electronic, social media & press releases
- Webpage & invitation inclusion for all signature events (Annual celebration, student showcase, End-of-Year Celebration)
- Partner webpage (with 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:

- Student showcases with a backstage pass
- Annual Celebration (VIP tickets for 10 guests, recognition during awards presentation, limited edition gifts for all guests and more)
- Filming of student music video, summer program and End-of-Year Celebration

PARTNERSHIP LEVELS

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"I love whenever we go on a field trip and connect as individuals. I've learned skills that could help me in the future, and have grown as a person."

— Geovani L., 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
- Annual Celebration marketing materials including print, electronic, social media & press releases
- Webpage & invitation inclusion for all signature events (Annual Celebration, student showcases, End-of-Year Celebration)
- Partner webpage (with 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:

- Student showcases with a backstage pass
- Annual Celebration (VIP seating for 10 guests, recognition during awards presentation, limited edition gifts for all guests and more)
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PARTNERSHIP LEVELS

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"Don't say you can't do something. You can and will be able to do it with a little help. I used to doubt myself, and Guitars Over Guns helped."

— Laurantinie I., student

\$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
- Annual Celebration marketing materials including print, electronic, social media & press releases
- Webpage & invitation inclusion for all signature events (Annual Celebration, student showcases, End-of-Year Celebration)
- Partner webpage (with 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:

- Student showcases
- Annual Celebration (VIP seating for 10 guests, recognition during awards presentation, limited edition gifts for all guests and more)
- Filming of student music video, summer program and End-of-Year Celebration

PARTNERSHIP LEVELS

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

— Korina L., alumna & peer mentor

\$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
- Annual Celebration marketing materials including print, electronic, social media & press releases
- Partner webpage (with hyperlink to your website)
- Partner "Thank You" email & social media post once a year

Engagement Opportunities

You will be invited to:

- Student showcases
- Annual Celebration (VIP seating for 10 guests)
- Filming of student music video, summer program and End-of-Year Celebration

PARTNERSHIP LEVELS

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"My goal was to overcome my fears of performing in front of people. I ended up making good friends and I had a thrilling experience."

— Bruziah, 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
- Annual Celebration marketing materials including print, electronic, social media & press releases
- Partner webpage (with 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
- Annual Celebration marketing materials including print, electronic, social media & press releases
- Partner webpage (with hyperlink to your website)
- Partner "Thank You" email & social media post once a year

Engagement Opportunities

You will be invited to:

- Student showcases
- Annual Celebration (VIP seating for 6 guests)
- Filming of student music video, summer program and End-of-Year Celebration

Engagement Opportunities

You will be invited to:

- Student showcases
- Annual Celebration (VIP seating for 4 guests)
- Filming of student music video, 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

CHICAGO STAFF



Andre "Add-2" Daniels
Regional Director



Lisa Thompson
Director of Donor
Impact, Chicago



**Dominic "I.B"
Pettis EL**
Programs Director



Mark Anderson
High School
Programs Manager



De'Jah Perkins
Regional Coordinator



**Jeremiah
"RE@L" Fristoe**
Studio Director



**Christopher
"F.A.B.L.E" Horace**
Production Director



Dennis Thompson
Mixed Media Specialist

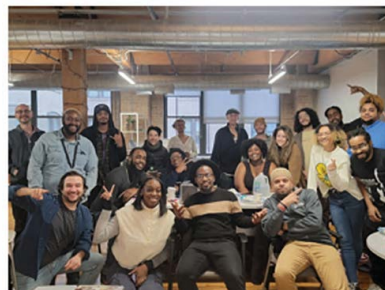
IMPACT COMMITTEE MEMBERS

Shelley Gupta
Amanda Hale
Lauri Hofherr
Ebony Howard

Liz Mayer
Jennifer Mercer
Sarah Moss
Kellie O'Connell

For more information or to secure
your Partnership, please contact
Lisa Thompson, Director of Donor Impact

lisa@guitarsoverguns.org



CHICAGO TEAM

THANK YOU TO OUR 2022-2023 PARTNERS

RECORD EXEC \$50,000



MJ & FRED WRIGHT

PRODUCER \$25,000



COMPOSER \$10,000



MUSICIAN \$5,000



BAND MANAGER \$2,500



ENSEMBLE \$1,000 (CHICAGO ONLY)

