



BECOME A 2024-2025 GUITARS OVER GUNS 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. Through our program, youth also experience instruction in the fine arts and photography, and they receive career readiness support.



## WHAT DO STUDENTS SAY?



93% of students said that their mentor expects them to try new things and do their best



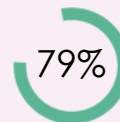
90% of students would recommend Guitars Over Guns to a friend



89% of students said that their mentor pays attention to their lives and can be counted on for help



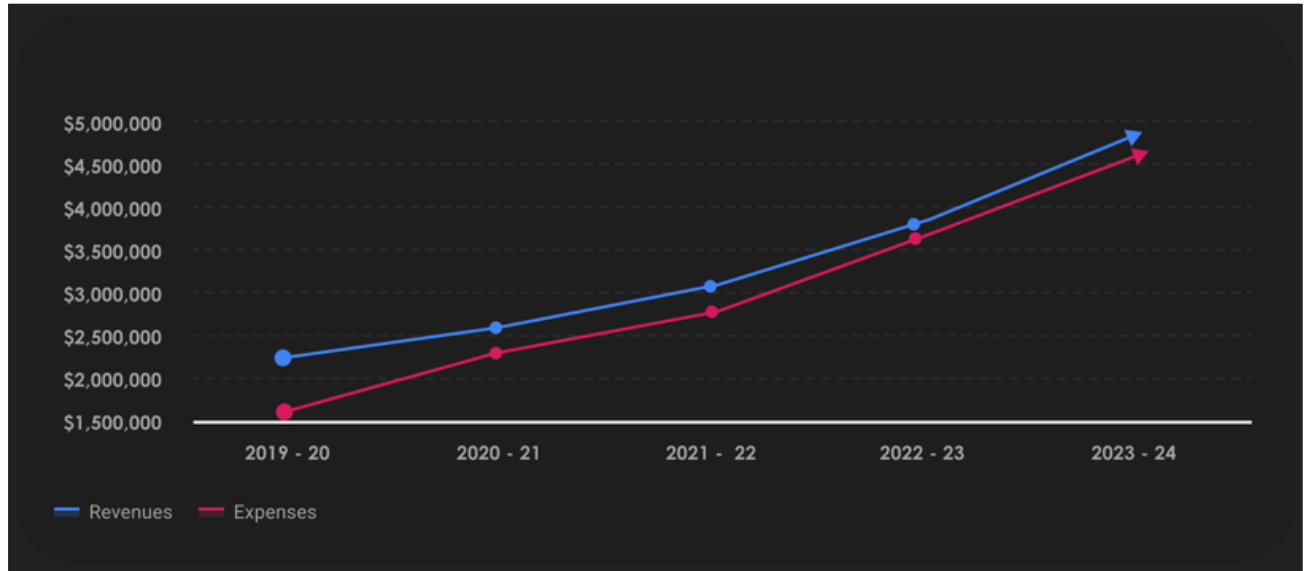
85% of students demonstrated measurable growth in multiple core Positive Youth Development capacities



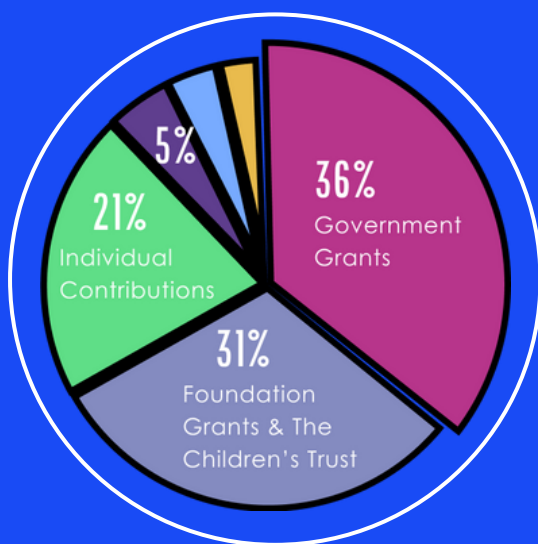
79% of students felt encouraged by their mentors to work through difficult problems

# ANNUAL BUDGET GROWTH

Over The Last 5 Years



## SOURCES OF REVENUE



- Government Grants
- Foundation Grants & The Children's Trust
- Individual Contributions
- Special Events
- Program Services & Earned Revenue (4%)
- Corporate Contributions (3%)



# 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 Gala - 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 gala takes place in Miami in the fall 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

Students from all of our 19 school and community programs gather for the End-of-Year Celebration, which 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



## STUDENT ALBUM

We're recording an album! Now for the second year, students will write and record original music for a full-length studio album. The album release will include a listening party/concert for students and families to celebrate its release.

## 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 Positive Youth Development (PYD), semiprivate and group instruction in music and art, and performance experiences.

## MASTER CLASSES

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

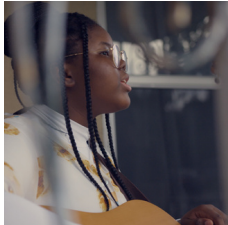
Mentor Institute, affectionately known as our "family reunion," takes place during the first week of August. In an effort to build community among professional musicians, Institute is our foundation for building both individual and collective leadership among our frontline workers. In February, we reconvene 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 support enables us to create opportunities for youth to thrive in their communities.**

# GALA 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 Gala - 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

## \$75,000 ROCK STAR

### Marketing Exposure

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

- Guitars Over Guns website home page
- Premiere recognition on stage during Choose Your Sound Gala
- Dedicated social media post announcing Partnership (Facebook, Instagram & LinkedIn)
- Three full pages in annual magazine including exclusive native advertising opportunity with premiere placement
- National & regional newsletters & e-blasts
- Credits in 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)
- Partner "Thank You" email & social media post once a year
- Unique gifts for all 25 guests

### 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 Gala 2024 (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

For other sponsorship opportunities, see page 12.



# GALA 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
- Logo display by level at Choose Your Sound Gala
- National & regional newsletters & e-blasts
- Credits in 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)
- 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 Gala 2024 (VIP seating for 25 guests, recognition during awards presentation)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration

# GALA 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 Gala - 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.



"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."

- LaurantInle 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
- Logo display by level at Choose Your Sound Gala
- National & regional newsletters & e-blasts
- Credits in 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)
- 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 Gala 2024 (VIP seating for 20 guests, recognition during awards presentation)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration

# GALA 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 Gala - 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 bandmates and mentors who support me through everything, no matter what."

- Korlna 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
- Logo display by level at Choose Your Sound Gala
- Credits in 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 Gala 2024 (VIP seating for 10 guests)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration



# GALA 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 Gala - 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 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
- Logo display by level at Choose Your Sound Gala
- 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 Gala 2024 (Seating for 6 guests)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration

## \$2,500 BAND MANAGER

### Marketing Exposure

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

- Quater-page ad in annual magazine
- Logo display by level at Choose Your Sound Gala
- 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 Gala 2024 (Seating for 4 guests)
- Filming of student music video, Family Jam, summer program and End-of-Year Celebration

For other sponsorship opportunities, see page 12.

# STUDENT EVENT SPONSORSHIP OPPORTUNITIES

## MENTOR INSTITUTE

Institute is our foundation for building both individual and collective leadership among our frontline workers. Mentors will receive 34 hours of paid training over the course of 4 days. Workshops cover instrument and song instruction, mental health and wellness, trauma informed teaching tactics, and culturally affirming teaching practices. We have dinner together every night at local Miami venues and mentors perform.

## STUDENT SHOWCASES

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. You can sponsor either showcase!

## END-OF-YEAR CELEBRATION

Students from all of our 19 school and community programs gather for the End-of-Year Celebration. This features a student art exhibition followed by the premiere viewing of GOGO Miami's 2024 music video. The event includes a very special student award ceremony and a notable keynote speaker



## SPONSORSHIP LEVELS

### \$5,000 GOLDEN

- Half-page ad in annual magazine
- Signage at chosen initiative for sponsorship (i.e. Mentor Institute, Showcases, or End-of-Year Celebration)
- Social Media recognition the week of either: Mentor Institute, Showcases, or End-of-Year Celebration
- Logo on promotional materials (flier/emails)
- Invitation to any and all: Mentor Institute, Showcases, and End-of-Year celebration
- Logo on website

### \$2,500 SILVER

- Quarter-page ad in annual magazine
- Signage at chosen initiative for sponsorship (i.e. Mentor Institute, Showcases, or End-of-Year Celebration)
- Social Media recognition the week of either: Mentor Institute, Showcases, or End-of-Year Celebration
- Logo on promotional materials (flier/emails)
- Invitation to any and all: Mentor Institute, Showcases, and End-of-Year celebration
- Logo on website

### \$1,000 BRONZE

- Signage at chosen initiative for sponsorship (i.e. Mentor Institute, Showcases, or End-of-Year Celebration)
- Social Media recognition the week of either: Mentor Institute, Showcases, or End-of-Year Celebration
- Logo on promotional materials (flier/emails)
- Invitation to any and all: Mentor Institute, Showcases, and End-of-Year celebration
- Logo on website



**GUITARS OVER GUNS MIAMI**  
2916 N MIAMI AVE.  
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MIAMI, FL 33127

**BRAX TINKLER,**  
DIRECTOR OF COMMUNITY  
ENGAGEMENT & ADVANCEMENT

[brax@guitarsoverguns.org](mailto:brax@guitarsoverguns.org)

# GUITARS OVER GUNS TEAM

## NATIONAL HQ



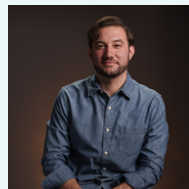
**Dr. Chad Bernstein**  
President & CEO



**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



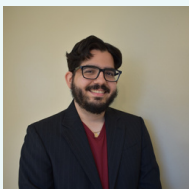
**Natasha Santana-  
Viera, RCSW**  
Director of Mental  
Health & Wellness



**Jessica Davidson**  
Manager of Culture &  
People



**Zaya Walker**  
Alumni Coordinator



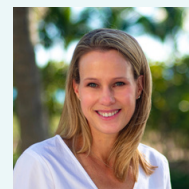
**Carlos Gonzalez**  
Development Specialist



**Larry Cohen**  
Accountant



**Dr. Marte Siebenhar**  
Fundraising Consultant  
Founder & Principal, The  
Business Healer



**Tiffany Cannava**  
Development  
Consultant  
VP. GKollaborative



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Chairman & Treasurer



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President & CEO



**Lisa Anastos**



**Sarah Feil Lewin**



**Ebony Howard**



**Scott Jacobson**



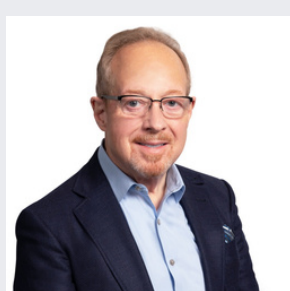
**Kellie O'Connell**



**Gabriel Pierre**



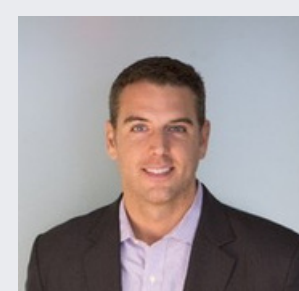
**Sheila Roche**



**Kent Savage**



**Andrew Stroth**



**Dave Walsh**



**H Jordan Weitz**

# GUITARS OVER GUNS MIAMI TEAM



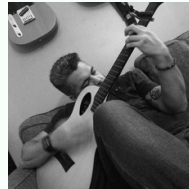
**Walker Moseley**  
Regional Director,  
Miami



**Brax Tinkler**  
Director of Community  
Engagement &  
Advancement



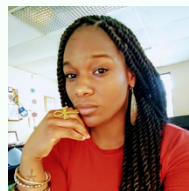
**Cameron Underwood**  
Programs Director



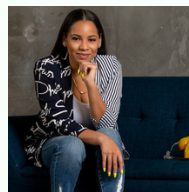
**Antonio Correa**  
Programs Manager,  
Miami-Dade South



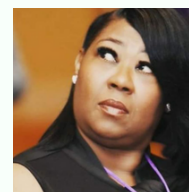
**Jesse "Ron Got the Recipe" Dalrymple**  
Programs Manager,  
Miami-Dade Central



**Tenisha Lane**  
Programs Manager,  
Miami-Dade North



**Tiffany "Tif Boom" Lusan**  
Regional Coordinator



**Romania Dukes**  
Community  
Coordinator



**J. Howard**  
Community  
Engagement  
Coordinator



**Caleb Alcime**  
Programs Associate

## MIAMI BOARD

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Chad Turner  
Yonathan Yehezkel





# MUSIC CHANGES LIVES. JOIN US.

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