

GUITARS OVER GUNS

choose your sound

BECOME A GUITARS OVER GUNS 2024 - 2025 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.



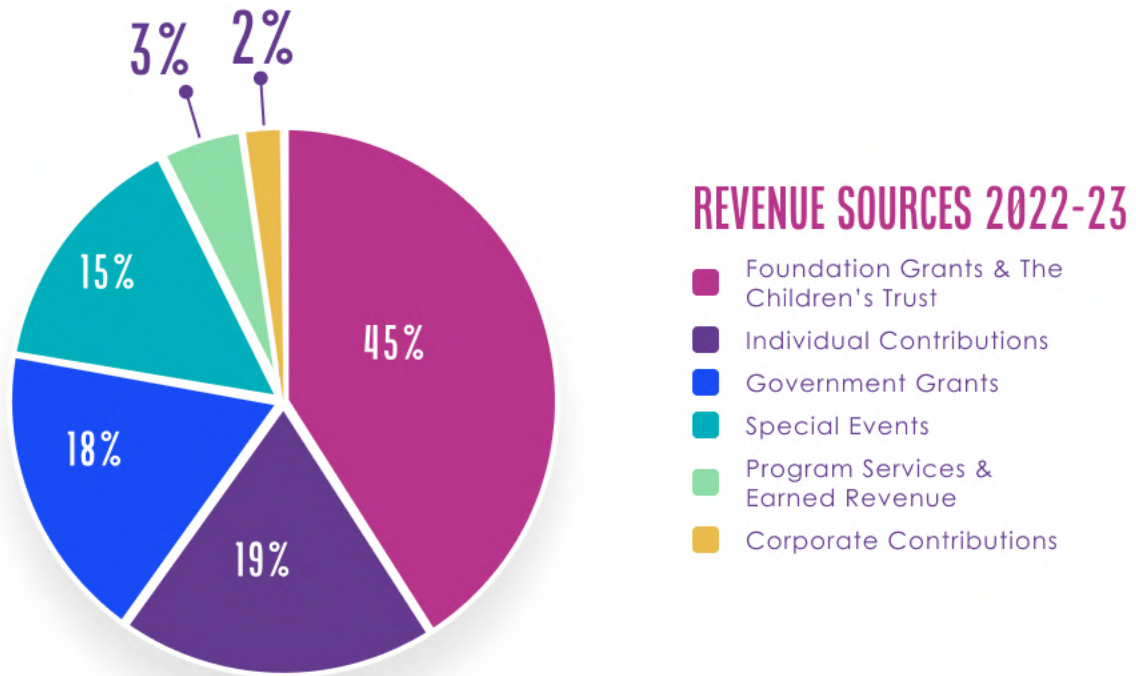
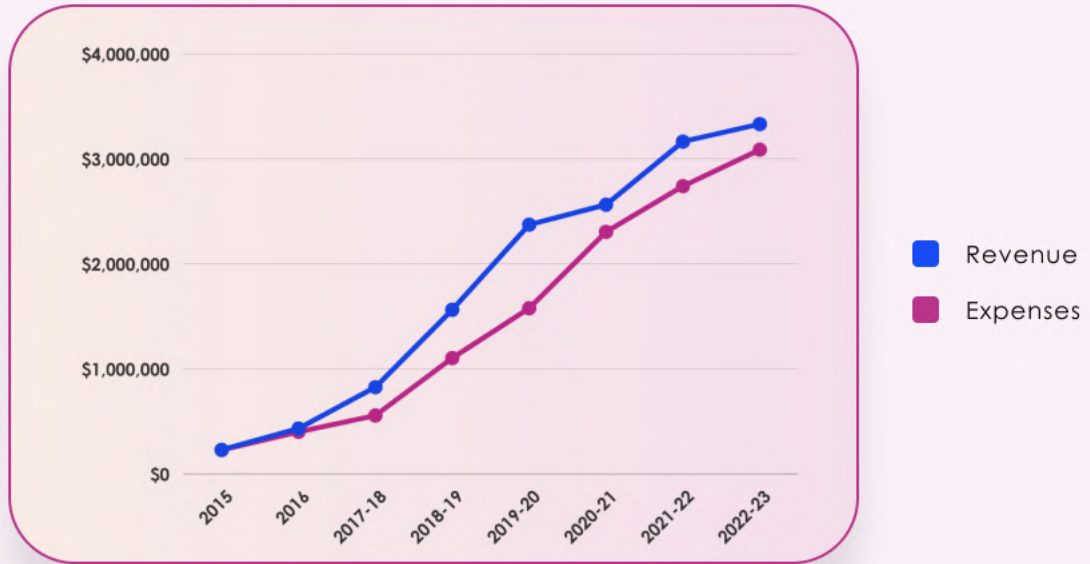
of students can identify a personal goal they set and achieved with the help of a Guitars Over Guns mentor.



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 NEARLY 10,000 STUDENTS NATIONWIDE



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.

BAND TOGETHER | September

Guitars Over Guns' annual Chicago fundraiser highlights and celebrates the impact of music and mentorship on our youth! At Band Together 2024 we will celebrate 10 years of GOGO in Chicago and share all of the amazing accomplishments we have experienced in the Chicago region. There will be live performances from students, mentors, and more. Donor only event.



MENTOR MIXER | October & May

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.

DAY OF GRATITUDE | December

This annual event is GOGO's way of expressing gratitude to all of our amazing partners and celebrating the hard work and accomplishments of our mentors and students. The event includes performances, interactive activities, and an awards ceremony.



MUSIC VIDEO FILMING | March

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.

STUDENT SHOWCASE | May

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.

CAMP GOGO | June

Hosted amid the natural beauty of Lake Geneva, Wisconsin. Guitars Over Guns staff, mentors, and high school volunteers lead an annual, four-day summer experience for 7th and 8th grade mentees. This whirlwind of creativity, growth, and bonding consists of music-making, M-Power wellness sessions, outdoor activities, and a songwriting intensive culminating in the release of an original student EP.

SUMMER PROGRAM | June- August

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 | June- August

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

In 2022-23, our Chicago region had **30** professional musician-mentors serving **486** students at **20** unique programs across the city. Here are some highlights!



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, Spring Showcase)
- 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 Spring Showcase

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, Spring Showcase)
- 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
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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, Spring Showcase)
- 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 Spring Showcase

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 Spring Showcase

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 annual celebration, 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
- 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 Spring Showcase

\$2,500 BAND MANAGER

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:

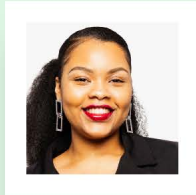
- Student showcases
- Annual Celebration (VIP seating for 4 guests)
- Filming of student music video, summer program and Spring Showcase

GUITARS OVER GUNS TEAM

Chicago Staff



**Andre "Add-2"
Daniels**
Regional
Director



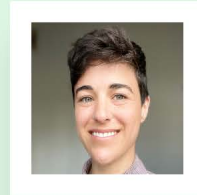
Ayrika Craig
Director of
Community
Engagement &
Advancement



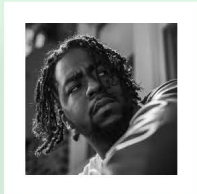
**Dominic "I.B"
Pettis EL**
Programs
Director



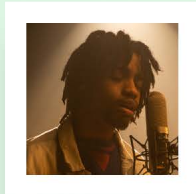
Mark Anderson
High School
Programs
Manager



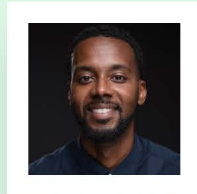
**Alex Peyton-
Levine**
Regional
Coordinator



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



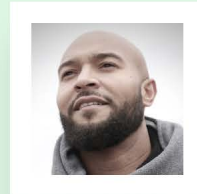
**Christopher
"Robbin"
Horace**
Production
Director



**Dennis
Thompson**
Mixed Media
Specialist



Dr. Larry Reiner
Ed.D.,
Legislative
Liaison/
Program
Advocate



Jeremy Jarvis
Studio Director,
Mosaic Hub

REGIONAL BOARD

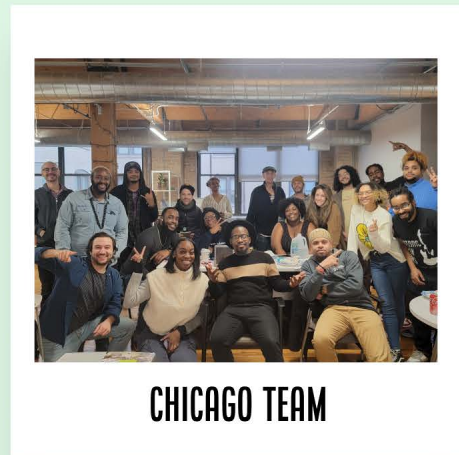
Kerry Jordan
Mark McShane
Carl Washington
Jason Hawkins
Lauren O'neil
Jack Yamin

IMPACT COMMITTEE MEMBERS

Vanessa Abron
Sarah Moss
Brandon Kossack

For more information or to secure your Partnership,
contact Ayrika Craig, Director of Community
Engagement & Advancement.

ayrika@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, LCSW**
Director of Mental
Health & Wellness



Isaiah "Zaya" Walker
Alumni Coordinator



Marte Siebenhar
Fundraising Consultant
Founder & Principal,
Cultured Innovations



Carlos Gonzalez
Development Specialist



Larry Cohen
Accountant



GUITARS OVER GUNS TEAM

National Board of Directors



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Bernstein**
President &
CEO



Bon Bernstein
Chairman
& Treasurer



Lisa Anastos



Ebony Howard



Scott Johnson



**Kellie
O'Connell**



**Gabriel
"Junior" Pierre**



Andrew Stroth



Dave Walsh



H Jordan Weitz



Kent Savage



Sheila Roche



**Sarah Feil
Lewin**