



Launching a Guitar League Chapter in your community

Visit: www.guitarleague.com

Start a Guitar League (GL) Chapter in your community! You'll enjoy fostering guitar enjoyment and growth for yourself and many fellow players. Guitar League's motto is "Learn ~ Play ~ Share." Our plan is to roll out GL Chapters nationwide, allowing GL members to attend a meeting anywhere in the country. We're well on our way.

OVERVIEW

The Guitar League was founded in 2005 in Syracuse, NY as a participatory educational entity, with a focus on guitar. After more than a decade of rousing success in Syracuse, Guitar League is now expanding throughout the nation to share its unique mission, message and structure. We currently have chapters throughout the country, with several more in the works.

Guitar enthusiasts of ALL skill levels are encouraged to participate. Indeed, the baseball metaphor was chosen to mimic the League concept: Rookies, Minors and Majors, and the ability to grow from one to the next. Hardly an exclusive club, the majority of our members are "living room" Rookies and Minors who never perform publicly. These folks are eager to join a community of people like themselves, to learn and share with the instrument they love.



START-UP COSTS & REVENUE

There is no "franchise" cost in starting a Guitar League chapter. Indeed, GL chapters are not franchises, nor are they social clubs. Chapters are participatory educational experiences, focused on guitar. Each chapter is locally owned and operated, with assistance from the "mother ship", Guitar League USA. Our goal is to launch several chapters around the country and generate revenue through membership growth. Chapters generate revenue to cover monthly expenses, but usually not enough excess revenue to create a tax liability. Your revenue will increase as your membership grows. You keep 88% of all membership revenue, plus 100% of local sponsorship and all other local revenue (merchandise, raffles, etc.).

The first Guitar League meeting for individual players is always free (as a no-risk sample session). After that, the person can join the Chapter for an annual fee (currently \$75 to \$120/year depending on your market). Annual "memberships" include 12 monthly meetings and many other benefits, including valuable discounts. Monthly "pay-as-you-go" fees are currently \$10-15 per visit. **You keep 88% all GL "membership" revenue and 100% of local sponsorship, merchandise sales, raffles, donations, etc.** The remaining portion of membership revenue goes to the GL parent organization for administrative costs (website, database, reporting, staff, financial mgmt., etc.).



Operating costs are modest. We encourage you to pay your Main Presenter each month (\$50 for solo, \$75 for duo, \$100 for trio or larger). You may also have a modest venue rental, unless you're able to secure a free facility as some chapters do (church halls, etc). Any other expenses are optional. State sales tax may or may not be applicable. In most states, it is not (details available upon request).

Guitar League Motto: "Learn ~ Play ~ Share"

TRAINING AND SUPPORT

Guitar League management is eager to assist and support Chapters on an ongoing basis. Phone, email and text communications are available day and night, including weekends. Although not required, we encourage someone from your organization to attend an active Guitar League meeting to experience the logistics, format and atmosphere.



GETTING STARTED – DISCUSSION POINTS FOR YOUR TEAM

Leadership:

Who will lead your organization? We will ultimately seek one point of contact with the GL parent organization, Guitar League USA. In your startup phase, you may choose to assemble a small team to execute the Chapter launch and make startup decisions. It is recommended that a small team be assembled to support the leader and possibly assume some of the Chapter tasks (discussed later).

Facility:

The first and most important thing is to find a suitable space in which to hold ongoing meetings. You will need a main meeting room that can accommodate 50 to 100 people. You will also need two other smaller rooms so that the main group can split into 3 smaller groups for the breakout sessions. A small stage or riser is helpful for the presenter, but not required. We have documents to assist with venue search.

Meeting Logistics:

Meetings are once a month for two hours. You pick the dates and times that work for you and your facility (e.g. Syracuse's are the 1st Monday of the month from 7-9 PM). All members gather in one room for the first hour for a "main presenter" after which the group breaks up into three subgroups: Rookies, Minors and Majors for the second hour. So a total of 3 physical areas will be needed where sound will not bleed into other areas. A modest PA system will be needed only for the main presentation (staging and lighting would be a bonus). Breakout areas do not need a PA. You will also need seating for everyone present, with enough room for their guitars. After the breakout sessions, the meeting is over; some folks may linger a bit to gab or play with friends.

Recruiting:

You know your area best. Use your contacts and resources to get the word out that a new GL chapter is forming in your area. Your local newspaper and radio music writers will love this unique story opportunity. Local music stores will also be quite supportive (they will see an uptick in guitar and accessory sales). We will develop for you a comprehensive marketing kit, including a Press Release, general announcement recruitment poster and flyers for distribution. Your fun and revenue will increase with membership. You will have your own page on the Guitar League website (www.guitarleague.com). You should create a Facebook Page for your Chapter. We can assist if desired.



Member Registration:

Member registration can occur through the GL website or directly at your meetings. You will receive a monthly reconciliation and payment for all paid members in that month. The GL website has a general area about Guitar League, plus a series of tabs specifically for each Chapter. In your Chapter tab area on the website, you can provide information about your upcoming presenters, breakout sessions, facility information, member news and local sponsor relationships.

In general, we have found that the duties related to running GL meetings consume roughly 4 hours per month, in addition to time spent the day of the meeting itself. One person could do it all, but it is encouraged that a small team be assembled to distribute tasks. This note is an introductory overview for launch discussion purposes. We have much more we are eager to share as you move forward. Please contact us as you so desire.

Keep on pluckin' ~

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