



2023
AUSTIN, TEXAS

ETIQUETTE OF THE BALL

HAVE AN INCREDIBLE TIME! But...

WANT TO HAVE A CONVERSATION?
GO OUTSIDE TO A BAR.

SOMEONE SHUSHES YOU?
STOP TALKING. SERIOUSLY.

**WHEN THE MUSIC STARTS, THE
TALKING STOPS.**

*(SHHHH... PRETEND YOU'RE AT THE
ALAMO DRAFTHOUSE, ONLY WITH
CLAPPING AND HOLLERING AND
SINGING ALONG AT APPROPRIATE
MOMENTS.)*

THANK YOU.

**Our city and music needs your support!
This year has been difficult for all mission
based organizations, which makes your
support that much more important. Please
consider donating tonight.**

**please text
LOVEYOURMUSIC
to 44321 to donate**



Guidestar Gold rating
for 2023



Fully audited financials
for 2020, 2021 and 2022.

Thank you to sponsor
Maxwell, Locke & Ritter
for your past and future
guidance.

**(By the way, you can become a member at
sonicguild.org/join, too!)**

OUR MISSION:
BUILD COMMUNITY TO
SUPPORT THE CREATION
AND PERFORMANCE OF
EXCEPTIONAL LOCAL
MUSIC.

YOUR MEMBER DUES
FUEL **MILLIONS**
OF DOLLARS AND
PRICELESS SUPPORT TO
OUR LOCAL MUSICIANS
AND MUSIC ECOSYSTEM.

SINCE 2013, YOU HAVE
CONTRIBUTED **\$5,000,000**
IN MEMBER DUES.

\$2,500,000 HAS BEEN
PAID TO MUSIC VENUES
AND BUSINESSES.

OVER **\$2,500,000** IN
GRANTS HAVE BEEN
AWARDED TO ARTISTS.

\$1,300,000 HAS BEEN PAID
TO ACTS TO PERFORM AT
OUR EVENTS.

IN TOTAL YOU HAVE HELPED
PROVIDE OVER

**\$6.3
MILLION**

IN DIRECT ECONOMIC
IMPACT TO OUR MUSIC
COMMUNITY AND CULTURE.

WHEN COMBINED WITH SPONSORSHIPS,
GRANTS and DONATIONS, **EVERY \$1 IN
MEMBER DUES** RESULTS IN

\$1.26 IN IMPACT!

With chapters in Austin, Seattle, Colorado, and the Ozarks our impact will continue to grow with your help.

Your participation has created gravity to provide opportunity for our artists beyond just our performance and grant opportunities...

THE HOPDODDY TUNEDIN PROGRAM

For the past two years, Hopdoddy, with the generous assistance of Tito's Handmade Vodka, has fueled \$87,000 in grants to musicians from cities wherever delish Hopdoddy burger can be found. This year's group of artists was nominated by Hopdoddy Team Members and then voted on by Hopdoddy guests, resulting in a great class of seven artists who received \$37,000 in grants. Let's

hear it for Madison Baker of Austin, Texas (\$10,000 grant recipient), Overshare of Dallas, Texas (\$9,000), Ramakahndra (\$8,000), Rockodillians of Tallahassee, Florida (\$3,000), Kibi James of Atlanta (\$3,000), Robert Ellis of Houston, Texas (\$2,000) and Meernaa of Los Angeles, California (\$2,000). Thank you Hopdoddy



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THE SONIC RANCH CREATION EXPERIENCE

Because of your membership, the Cain Family Foundation has funded the Sonic Ranch Creation Experience for the last two years. With a \$120,000 donation, we have taken dozens of artists, writers, musicians and producers to Sonic Ranch in 2022 and 2023. Sonic Ranch features five recording studios on a 3,300 acre pecan orchard on the Mexico Border. Over 60 songs have been created in our two trips to the orchard. Most importantly, we have changed the lives of the artists we've brought there. Keep your eye out for the stories and your ears peeled for the

magic that was created there. You made it happen.



THE GEORGE REIFF PRODUCER'S GRANT

George Reiff was a pillar in the Austin music community. A prestigious bass player who toured the nation, a mentor to many, and one of our city's most sought after producers. George served as a member of Sonic Guild's Advisory Board and was a dear friend to us. George passed away in May 2017 after a valiant battle with brain cancer.

Sonic Guild Member Chris Armour discovered George's legacy and has spent scores of hours interviewing folks who knew George well and benefited from his expertise and spirit. Based on a grant model initially brought to us by Jim Eno, producer and member of the band Spoon, these grants honor George by enabling producers to work with bands of their choice who otherwise could not afford their services.

We are proud to announce the first recipients of the George Reiff Producer's Grant. \$30,000 will be distributed to:

Beto Martinez, Austin, TX
Angélica Rahe, Austin, TX
Dylan Wall, Seattle, WA
Lilian Blair, Seattle, WA

Thank you so much to George for your immeasurable impact. And to The Armour Family for keeping this legacy alive.



TO **ALL** OF THE

MEMBERS

MUSICIANS

SPONSORS

DONORS

VOLUNTEERS

ARTIST MENTORS and

ADVISORS

TO **EVERYONE** WHO MADE
THIS POSSIBLE...

THANK YOU!

Speaking of membership...

Sonic Guild is a member-based organization. Our members join, nominate the bands they love and attend almost 50 events a year in our Austin chapter. Our members help fuel our musical ecosystem.

With multiple membership levels and both monthly and annual payment options we hope you will consider **filling your life with music in 2024 while you send a message to our city's musicians that their music and hard work matters and makes our lives better.**

Please renew your membership or become a new member today!

BECOME A MEMBER

ACT 1

RUTHIE CRAFT

ANASTASIA HERA and the HEROES

THEBROSFRESH

GOOD LOOKS

FLORA and FAWNA

SAN GABRIEL

GIULIA MILANTA

JANE LEO

WE DON'T RIDE LLAMAS

30 MINUTE INTERMISSION

ACT 2

COMO LAS MOVIES

COURTNEY SANTANA

THE STACKS

ANDREA MAGEE

BETTYSOO

BIG BILL

DIE SPITZ

SABRINA ELLIS

FINALE

AFTER PARTY!

THANK YOU TO OUR SPONSORS

Deloitte.



SONIC GUILD 2023 ARTISTS

Click an image to learn more...

ANASTASIA HERA AND THE HEROES



ANDREA MAGEE





BETTYSOO

BIG BILL



CHIEF CLEOPATRA





COMO LAS MOVIES



COURTNEY SANTANA

DIE SPITZ



FLORA AND FAWNA



GIULIA MILANTA



PHOTO CREDIT: BILLIE MARTIN

GOOD LOOKS





JANE LEO

LUNA LUNA





RATTLESNAKE MILK

RUTHIE CRAFT





SABRINA ELLIS

SAN GABRIEL



THE BROS FRESH





THE STACKS



Antone's
RECORD
SHOP

WE DON'T RIDE LLAMAS

CLICK ON A BUTTON TO TAKE ACTION.

BECOME A MEMBER

BECOME A SPONSOR

REFER A FRIEND

VOLUNTEER

and please text
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