Label
22
RECORDING & MANAGEMENT

A Nashville-Based Nonprofit Record Label for Military Veterans

Located in the RCA Studio A Office Building
Suite 156, 30 Music Sq West
Nashville, TN 37203
EIN: 99-1827845
Website: www.label22records.org

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OUR MISSION

Our mission is to support military veterans in their pursuit of music as both a professional path and a means of personal growth. Through artist development, recording, and mentorship, we elevate veteran voices while cultivating an engaged audience that values their stories—strengthening a community that supports and sustains veteran artists across the broader musical landscape.

OUR GOALS

Artist Development

- ❑ Provide mentorship and support for military veterans seeking careers in the music industry.

Industry Access

- ❑ Provide digital distribution and assist artists with strategies for charting and playlisting.

Community & Education

- ❑ Create recording opportunities for military veterans.
- ❑ Curate an engaged audience that continually supports veteran artists.

Fundraising / Financial Support

- ❑ Develop a network of financial supporters who routinely support projects that drive our mission.

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Operations

We work directly with veterans aiming to make a career in the music industry! We create a record label experience designed to support them as they grow as artists and navigate the industry. While we can’t guarantee success, we provide an environment conducive to the unique needs of military veterans as well providing training and mentorship along the way! Where record labels must focus on bottom lines, our nonprofit model can focus on artist growth and development for military veterans.

We hope to be a music-career launching pad for military veterans who come to us for support!

Executive Director

The Executive Director bridges governance and execution by serving as both a member of the Board of Directors and the organization's chief operating leader. Empowered by the Board to lead daily operations, the Executive Director develops strategic initiatives, builds industry partnerships, oversees organizational growth, and guides the implementation of the Board's vision. Through servant leadership and accountable stewardship, the Executive Director ensures that Label 22 remains mission-focused while creating sustainable opportunities for veteran artists through education, production, and professional development.

Leadership, Operations, and Vision

Board of Directors

The Board of Directors serves as the governing body of Label 22 Recording & Management. Board members provide strategic direction, ensure compliance with nonprofit regulations, oversee financial stewardship, and safeguard the organization's mission. Working alongside executive leadership, the Board helps establish long-term goals, evaluate organizational performance, and ensure that donated resources are used responsibly to create meaningful opportunities for veteran artists.

Governance, Stewardship, and Strategic Oversight

Advisory Council

The Industry Advisory Council is composed of music industry professionals, business leaders, educators, and community advocates who support Label 22 through mentorship, expertise, and professional networking. While not responsible for governance, council members serve as trusted advisors, helping connect artists with opportunities, providing insight into industry trends, and expanding the organization's reach through strategic relationships and collaboration.

Guidance, Expertise, and Industry Access

Sponsorship Board

The Sponsorship Board consists of individuals, businesses, and organizations committed to supporting the mission of Label 22 through recurring financial contributions and advocacy. Members provide quarterly donations that help fund artist development, music production, education initiatives, marketing campaigns, and outreach programs. Beyond financial support, Sponsorship Board members serve as ambassadors for the organization, helping build awareness and foster community partnerships that advance opportunities for veteran musicians.

Investing in Veteran Artists and Sustainable Growth

Artist Development & Lasting Impact

Label 22 is proud to represent a growing roster of veteran artists who have signed recording agreements with our organization. Our artist-first 90/10 model ensures that the overwhelming majority of revenue remains with the artists, while the label's share is reinvested directly into our nonprofit mission—creating new opportunities for the next generation of veteran musicians. Every release helps build a sustainable cycle of mentorship, education, and artist development.

One of our proudest success stories is **Sal Gonzalez**, whose journey with Label 22 led to performances on the **Grand Ole Opry—not once, but twice.** Along the way, he released a professionally produced album accompanied by a music video, expanding both his audience and his career opportunities.

Stories like Sal's represent more than individual success—they demonstrate what becomes possible when veterans are given professional resources, industry guidance, and a platform to share their voices. Every artist who succeeds through Label 22 becomes an example for other veterans pursuing careers in music and a reminder that service, resilience, and creativity can continue to inspire long after military service has ended.

How YOU can HELP…

Label 22 Recording & Management is a 501(c)(3) nonprofit organization. It thrives on the support of those willing to support elevating veteran voices through charitable donations. From operational expenses to supporting recording projects, we need your support!

Please visit www.label22records.org/give-now.php for more information!

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