



SPONSOR PRESENTATION



What is Sync or Swim Music?

- Sync or Swim Music helps musicians navigate the journey into sync music licensing by providing education, networking opportunities and support through events, blogs, podcasts, workshops and social media networks.
- Events are free to vetted music creator attendees and music industry pros
- 3 weekend events a year, workshops and Sync writing weekly challenges are supported through sponsorships, grants and other fundraising activities.

A graphic illustration featuring musical notes and symbols (treble clef, sharp, bass clef) on a background of wavy lines, with the word 'Syn' in the top right corner.

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What is Sync?

Sync (or synchronisation) is a process where songs or instrumental cues are combined with moving images – film, TV series, ads, video games, trailers etc. ... The sync license gives someone the permission to use your composition in a moving picture, subject to contract regulations.

The Sync Music Industry

- Thousands of musicians worldwide currently work or are transitioning to work in the sync music industry
- The Sync industry is growing exponentially and is a market that many indie songwriters, composers and artists are able to monetize music in media through Film, TV, Documentaries.
- Advertising and video gaming production continues to grow and utilize more and more music as part of their content strategy
- Home studio technology has evolved tremendously giving musicians the ability to create broadcast quality productions without the huge cost of a traditional studio.

Who are Sync Or Swim Music Members?




- SOS members cross a widely diverse demographic group, but what they have in common is they are all music creators who love and are dedicated to their craft of sync
- Our members are songwriters, composers, engineers, producers, artists and performers across all types of instrumentation
- Products and services that can help and enhance their creative journey are welcomed and valued

Basic Demographics

- Age 25-55
- 50/50 Male/Female
- Primary Geos: Canada, USA, United Kingdom, Australia



Why Sponsor?

- Reach this growing network of sync focused music creators with your brand and products
 - Exposure to a targeted and diverse platform of creators who will actively engage with your offerings
 - Reach potential customers/clients in Canada, The US and internationally
 - Music creators are tech savvy and looking for the most up to date gear and software solutions to enhance their productions and creativity
 - Our members are also interested in brands across various categories including beverages, snacks, travel, and more
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Sponsor Benefits

- Networking event banner ads shown during Sync or Swim Music networking sessions & workshops
- Video ads designed by our creative and video editing team (:05-:30 seconds) shown during SYnc or Swim Music networking sessions & workshops
- Video ads posted to social media channels
- Spotlight interviews to promote your brand/products live during virtual events
- Branded features included in emails to Sync or Swim Music community
- Sponsor TY logo and link included in emails
- Offer discounts and prizes to the Sync or Swim Music community
- Offers promoted during events and through other marketing channels (social, email, website etc.)
- Logo and link on Sync or Swim Music website
- Consulting with Robbie Hancock
- Free access to all workshops

Sponsor Packages

Benefit	Bronze \$500	Silver \$1,000	Gold \$5,000	Platinum \$10,000	Diamond (TBD)
Banner Ads	2x per weekend event	5x per weekend event	10x per weekend event	20x per weekend event	50x per weekend weekend event
Video Ads	:05 second video, shown 1x per weekend event	:10 second video, shown 2x per weekend event	:20 second video, shown 3x per weekend event	:45 second video, shown 5x per weekend event	:60 second video, shown 10x per weekend event
Video Social Posts	(1) :10 second video posted to all social media platforms leading up to the event	(1) :20 second video posted to all social media platforms leading up to the event	:30 second video posted to all social media platforms leading up to the event	:45 second video posted to all social media platforms leading up to the event	:60 second video posted to all social media platforms leading up to the event
Spotlight Interviews	N/A	N/A	(1) 10-minute interview	(1) 15-minute interview	(1) 30 minute interview
Branded Email Feature	N/A	N/A	1x	2x	3x
Your sponsor Logo & Link	Included on website, in attendee email and thank you slide at the beginning of each day of the event	Included on website, in attendee email and thank you slide at the beginning of each day of the event	Included on website, in attendee email and thank you slide Top Placement	Included on website, in attendee email and thank you slide Premium Placement	Included on website, in attendee email and thank you slide Premium Placement



Meet Robbie Hancock

Robbie Hancock is a singer/songwriter, composer, music supervisor and music producer for film, television, documentaries and commercials. Some of his recent song and composer credits include music placed on NBC, CBS, ABC, BBC One, Netflix, Amazon Prime, Crave, HBO, A&E, AMC, CNN, Discovery ID, The History Channel, National Geographic Channel, Teletoon, The Weather Channel, TLN, MTV, Bravo, BTN, HGTV, Comedy Central, City TV, The DIY Network and Animal Planet.

Robbie runs sync clinics, offers one on one consultations and music production services for songwriters and solo artists. His clients productions have won awards in song contests including the Canadian Songwriting Competition, The International Songwriting Competition and The Nashville Women's Song Freedom Contest. Their songs have also been placed in music libraries and more recently on an episode of Young and the Restless.

Robbie created Sync or Swim as a free community for music creators as a pay forward what he has learned. Robbie also runs fundraiser events for homeless teens and has raised over \$20,000 to help end youth homelessness.



Robbie Hancock
Songwriter, Composer and Producer



Contact

Robbie Hancock
robbiejhancock@gmail.com

I am more than happy to customize
packages to meet your brand
goals, needs and objectives.
Thank you so much for your time!