

# Submitting music for sync opportunities

## Submitting Music for Sync Opportunities

Sync opportunities refer to the placement of music in various media such as films, TV shows, advertisements, video games, and more. As an independent artist, submitting your music for sync opportunities can provide an excellent platform to gain exposure and generate revenue. In this tutorial, we will explore the process of submitting music for sync opportunities and provide you with useful tips to increase your chances of success.

### 1. Understanding Sync Licensing:

Sync licensing entails obtaining permission from the copyright holder of a musical composition to synchronize the music with visual media. It is essential to have a clear understanding of what sync licensing involves before submitting your music. Familiarize yourself with the different types of sync licenses, including master licenses (for the sound recording) and synchronization licenses (for the composition).

### 2. Researching Potential Opportunities:

Before submitting your music, it is crucial to conduct thorough research on potential sync opportunities. Identify companies, production houses, music libraries, and platforms that specialize in sync licensing. It is essential to target opportunities that align with the style and genre of your music. Consider researching licensing opportunities for specific industries, such as film, television, advertising, or gaming, as each may have different requirements and preferences.

### 3. Preparing Your Music:

To increase the chances of your music being chosen for sync opportunities, ensure that your tracks are of high quality and are properly mixed and mastered. Your music should be in a format that is easily accessible and compatible with different media platforms. Additionally, it is important to have instrumental versions and stems available for potential customization or editing.

### 4. Creating a Professional Press Kit:

Having a professional press kit is essential when submitting your music for sync opportunities. A press kit typically includes a biography, high-resolution press photos, album artwork, reviews or testimonials, and any relevant media coverage. Make sure your press kit highlights your unique selling points and showcases your music in the best possible light.

### 5. Preparing Metadata and Clearances:

When submitting your music for sync opportunities, it is crucial to provide accurate and detailed metadata. Metadata includes information such as the title, composer, publisher, and copyright details for your music. Additionally, ensure that you have obtained all necessary clearances and permissions for any samples, vocal performances, or copyrighted material used in your compositions. Clearances are essential to prevent legal issues and ensure that your music can be licensed without any complications.

### 6. Choosing the Right Submission Platforms:

There are various submission platforms and music libraries where you can submit your music for sync opportunities. Research and choose platforms that are reputable and have a track record of successful placements. Some popular platforms include Music Gateway, Songtradr, Taxi, and Pond5. Make sure to read their submission guidelines and follow them carefully to increase your chances of being considered.

#### 7. Tailoring Your Submissions:

When submitting your music, it is crucial to tailor your submissions to the specific opportunity. Research the project, campaign, or media that you are submitting for and align your music accordingly. For example, if submitting music for an action film, select tracks that have an energetic and intense feel. Personalizing your submissions shows that you have taken the time to understand the project's requirements and increases your chances of being chosen.

#### 8. Building Relationships:

While submitting your music for sync opportunities, it is essential to build relationships with industry professionals, music supervisors, and sync agents. Attend industry events, conferences, and online networking platforms to connect and collaborate with these individuals. Building relationships can lead to future sync opportunities and ensures that your music is on their radar for future projects.

#### 9. Track Your Submissions:

Maintain a comprehensive spreadsheet or document that tracks all your music submissions, including the date, submission platform, opportunity details, and any follow-up actions you need to take. Tracking your submissions allows you to assess which opportunities are more successful and helps you stay organized in the submission process.

#### 10. Persistence and Patience:

The world of sync licensing can be competitive, and it may take time before your music is selected. Maintain a persistent and patient approach while submitting your music. Continue to improve your craft, explore new opportunities, and adapt your submissions based on feedback and industry trends. Remember, every rejection is an opportunity to learn and grow as an artist.

By following these steps and guidelines, you will be on your way to submitting your music for sync opportunities successfully. Remember to be proactive, professional, and persistent as you navigate the world of sync licensing. Good luck!