

**As I've worked for you or networked with you in the past, I know how important music can be to your projects.** But today I wanted to point out some developments in the branding, music and film industries that may prove advantageous. Various productions have started to reach out to brands and sponsors. The summaries with links that I have copied below may be informative and possibly useful to you. If you think I can be of help or would like to discuss any of these articles, please feel free to contact me.

The general sense I had from networking around and reading about this topic of brand and indie film tie-ins is that a brand is more likely to be interested in a production company or producer **with a slate of upcoming films rather than just one film. Such a tie-in should involve similar values for both along with a similar audience or consumer base.** In some cases however producers may still be looking to connect with a brand on a film by film basis.

***I had previously posted some of these articles on my LinkedIn pages – you can always see me there. Also, of course, please keep me in mind for any music consulting, clearances or licensing you may need done. Thank you for your business. And if you read this to the end there is a great article about the theatrical release of a highly anticipated music doc – THE WRECKING CREW.***

1. Patagonia funds documentary – DamNation – article below. Patagonia is famous for its high-end outdoor gear such as jackets, sweatshirts and more. DamNation is the first film Patagonia has produced and 'DamNation' argues that hydroelectric power isn't environmentally clean or efficient. The company wanted to use business to inspire solutions to the environmental crisis.

[http://www.latimes.com/entertainment/movies/la-et-mn-backstage-hollywood-patagonia-damnation-20140501-story.html#page=1;](http://www.latimes.com/entertainment/movies/la-et-mn-backstage-hollywood-patagonia-damnation-20140501-story.html#page=1)

NYTimes review of the film DamNation -

<http://www.nytimes.com/2014/05/09/movies/damnation-a-documentary-wants-nature-left-alone.html?action=click&module=Search&region=searchResults&mabReward=relbias%3As&url=http%3A%2F%2Fquery.nytimes.com%2Fsearch%2Fsite%2Fsearch%2F%3Faction%3Dclick%26contentCollection%3DTechnology%26region%3DTopBar%26WT.nav%3DsearchWidget%26module%3DSearchSubmit%26pgtype%3Darticle%23%2FDamNation+film+review;>

2. Powered by the world's largest searchable sponsorship database, SponsorPitch helps professionals find, manage and measure marketing partnerships. For a monthly member fee of about \$35.00 this website lets productions, events, etc. pitch certain brands on a co-promotion or tie-in. [http://sponsorpitch.com/;](http://sponsorpitch.com/)

3. A cool mix of music - Woody Guthrie & My Morning Jacket - with a brand, North Face - encouraging the consumer towards healthy outdoor activities.

<http://www.nytimes.com/2014/10/27/business/media/telling-urbanites-to-flee-the-cities-.html?module=Search&mabReward=relbias%3As%2C%7B%22%22%3A%22R%3A16%22%7D&r=0;>

The music video – 1:51 in length [http://pitchfork.com/news/57217-my-morning-jacket-cover-woody-guthries-this-land-is-your-land/;](http://pitchfork.com/news/57217-my-morning-jacket-cover-woody-guthries-this-land-is-your-land/)

4. Ted Hope joined Steve Wax of Campfire at the MIXX conference for a discussion about the potential of collaboration between Indies & Brands on feature films. Often conflicting agendas mess everything up, but does it have to? The article includes a list of common themes that some brands and indie films have in common. [http://blogs.indiewire.com/tedhope/can\\_brands\\_indie\\_films\\_collaborate\\_with\\_out\\_sacrificing\\_integrity\\_or\\_goals;](http://blogs.indiewire.com/tedhope/can_brands_indie_films_collaborate_with_out_sacrificing_integrity_or_goals;)
5. "Samsung came to the rescue of an indie film that needed some completion financing – they had a relatable story about identify and self-expression. Also Samsung had empty hardware and the producer had 300+ hours of dynamic content." Divided into parts 1 and 2. <http://trulyfreefilm.hopeforfilm.com/2010/10/how-big-brand-sponsorship-saved-our-indie-film-pt-1-of-2.html>; <http://trulyfreefilm.hopeforfilm.com/2010/10/how-big-brand-sponsorship-saved-our-indie-film-pt-2-of-2.html>;
6. "Sponsors can also be extremely helpful during the promotion and marketing phase of the film, and many corporations have departments specifically that deal with these types of film promotions. It would be worthwhile to reach out to these departments at potential corporate sponsors to see what type of criteria they're looking for in getting involved in film and media productions, and then examine whether your approach to filmmaking aligns with their interests." [http://www.filmfinancemasterclass.com/can-i-get-advertising-sponsors-to-pay-for-my-film-the-role-of-branding-advertising-and-product-placement-in-indie-films/;](http://www.filmfinancemasterclass.com/can-i-get-advertising-sponsors-to-pay-for-my-film-the-role-of-branding-advertising-and-product-placement-in-indie-films/)
7. "Independent producers call our agency on an almost daily basis, under the impression that numerous brands have opened their pocket books to finance feature films—brand shows up onscreen and, *Abracadabra!* Money in the production's pocket. While this impression is certainly not supported by fact, corporate brand partnerships with independent feature films can indeed help a production gain a foothold to additional financing they may not have otherwise had." [http://www.hollywoodbranded.com/insight-from-the-ceo-the-truth-about-independent-films-brand-financing-2/;](http://www.hollywoodbranded.com/insight-from-the-ceo-the-truth-about-independent-films-brand-financing-2/)
8. Volkswagen to Sponsor a CNN series of documentaries - "CNN Films are also shown in movie theaters and at film festivals in addition to appearing on CNN." "Documentaries are a format viewers are interested in seeing," and CNN's ratings "have tripled in some instances" with CNN Films compared with regular news programming. [http://www.nytimes.com/2014/11/12/business/media/volkswagen-to-sponsor-a-cnn-series-.html?module=Search&mabReward=relbias%3Ar%2C%7B%221%22%3A%22Rl%3A9%22%7D&\\_r=0](http://www.nytimes.com/2014/11/12/business/media/volkswagen-to-sponsor-a-cnn-series-.html?module=Search&mabReward=relbias%3Ar%2C%7B%221%22%3A%22Rl%3A9%22%7D&_r=0);
9. **If you've made it this far – here's great news for those who love music docs – this one had been held up from a theatrical release per previous coverage because of unresolved and expensive music licensing issues. Apparently they have been resolved –**
  - a. [http://www.indiewire.com/article/magnolia-acquires-world-rights-to-music-documentary-the-wrecking-crew-20141104?utm\\_source=feedburner&utm\\_medium=email](http://www.indiewire.com/article/magnolia-acquires-world-rights-to-music-documentary-the-wrecking-crew-20141104?utm_source=feedburner&utm_medium=email);

## Magnolia Acquires World Rights to Music Documentary 'The Wrecking Crew'



By [Zack Sharf](#) | Indiewire November 4,

2014 at 5:46PM

**Does Magnolia Pictures have the next "20 Feet From Stardom" on their hands? It sure sounds like it.**

website address: <http://bgodshallclearmusic.com>

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