

# LEVENWORKS

Music Clearances & Licensing



# Paige Reese

## *Founder*



Leven Works was created to help brands, artists, and producers easily get the rights to use meaningful music in their content. Music Clearances for branded content, music videos, documentaries, interpolations for cover songs and more are a focus for the company. In addition, with over 15+ years of experience in live events and operations, we can provide business consulting services for inter-office procedures, systems, and resourcing forecasts to help you, your company or your events run more efficiently.

# Music Clearances

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## **Branded Content/Advertising**

From worldwide ad campaigns, Super Bowl spots, to local digital or social content posted by any brand or artist

## **TV/Film**

Episodic television, films, documentaries for TV, Film, Streaming or VOD platforms

## **Samples/Interpolations**

Identify rightsholders of the original composition and/or recording for new songs and negotiate usage and share of ownership

## **Other**

Secure rights as needed: PRO licenses for live events/venues, print lyric approval for merchandise, mechanical licenses for CDs, and more

# Boost Sponsorships or Endorsements with Music

**Music can touch our emotions in a very different way to visual stimulus alone..** We see a strong relationship between consumers who enjoy the music in an ad, and see a 63 point increase in the average feel-good factor between those who enjoyed the music most and those who didn't enjoy it.

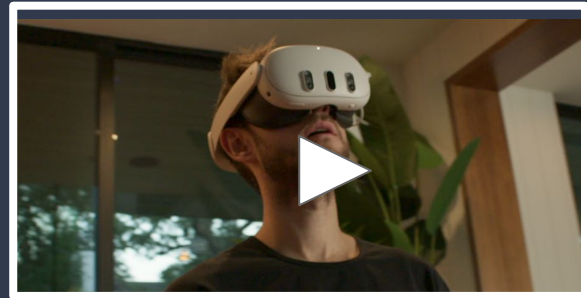
Further, when people enjoy the music in the ad, we see a **20 point increase in the average involvement score when the music is also well-known.**

Music can also significantly enhance appeal to your target audience, so it is important to make sure they know it, and that it is emotionally congruent and culturally relevant. **Music is one of the main creative enhancers of receptivity to ads across all generations, but especially so amongst Gen Z who are also more receptive to advertising on music platforms themselves.**



**MSC Cruises USA**  
“Bittersweet Symphony”  
*2024 US branding campaign*

**Meta Quest 3 x Zedd**  
“Adrenaline”  
*Digital & social advertising for Meta’s  
Quest 3 VR headset*

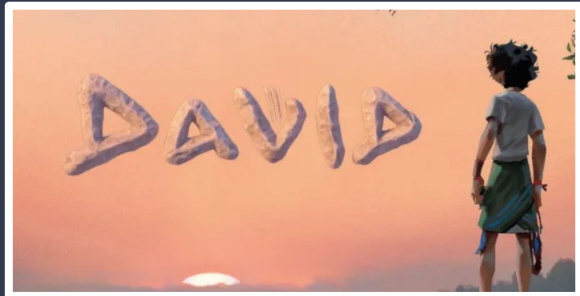
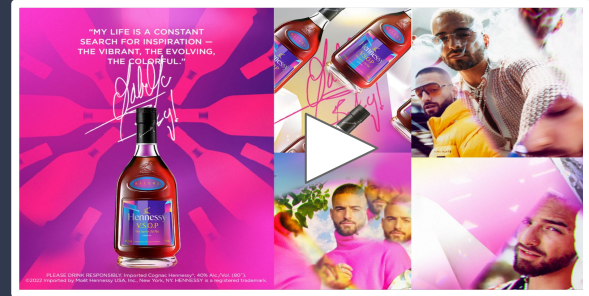


**Dia de los Muertos**  
Televised Concert Performance  
*4 bands performed for this special which  
aired on PBS and was available on DVD and  
audio-only CDs*

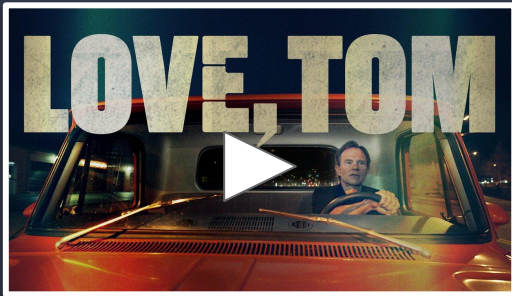


**Chase Rice x Bud Light Seltzer**  
"Drinkin Beer. Talkin' God. Amen"  
*Social paid promotion for upcoming concert sponsored by BL Seltzer*

**Maluma x Hennessy**  
"Cositas de la USA"  
*Digital & social advertising for Maluma's new product line with Hennessy*



**DAVID Movie**  
Custom Film Soundtrack  
*Composer search with work-for-hire license & term negotiations*



## Love, Tom Documentary

Movie Soundtrack/Performances  
*10 chart-topping songs written by famed  
Nashville songwriter, Tom Douglas*

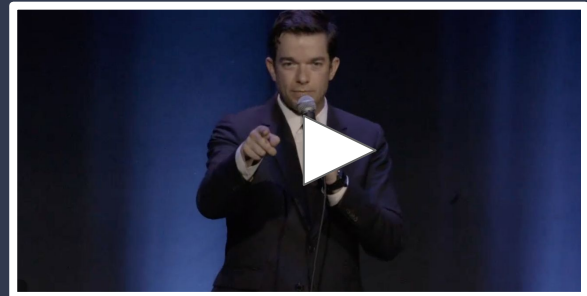
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## John Mulaney Tour Ad

"Can You Get To That"

*SNL premiere and national promotion for  
his From Scratch tour*

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## Discovery Education x CMA

Virtual Field Trip Series  
*6 episodes featuring Thomas Rhett, War &  
Treaty, Kyshona, and others relating music  
to STEM learning in school*

# Entertainment Services

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## **Music Clearances**

Secure all rights for publishing and master usage for Brands or Artists to use in video content

## **Publishing Administration**

Manage songwriter's shares, approvals and income for licenses

## **Event Consulting**

Event Overviews & Planning, Staff/Vendor Contracts, Sponsorship Opportunities, Logistics & ROS management

## **Talent Bookings/Sponsorship**

Talent research, outreach and negotiation for brand deals or private events



# Business Services

## **Company Operations**

Review and assist with inter-company processes, procedures, and systems to improve efficiency

## **Project Management**

Lead specific projects, including budget management, timelines and deliverables with employees and/or clients

## **Other Services**

Content Strategy, Video Production, HR/Talent Recruitment and more upon request

Thank You.

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