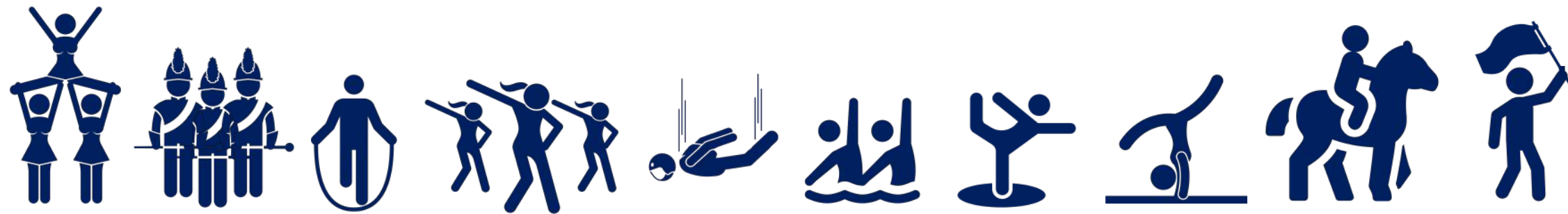




**CLICKNCLEAR<sup>®</sup>**



MUSIC LICENSING FOR  
COLOR GUARD,  
WINDS & PERCUSSION

**MUSIC INDUSTRY CONTENT**

**DRIVES SPORTS**

**PARTICIPATION,**

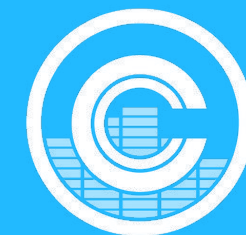
**REACH, AND**

**ENGAGEMENT.**

**BUT...**

**ACTUALLY LICENSING IT IS  
VERY CHALLENGING.**

**WE ARE THE  
SOLUTION.**



**CLICKNCLEAR®**

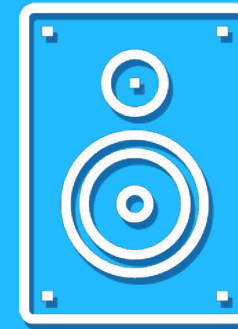




# THE PROBLEM



PERSONAL  
CD'S, Spotify, YouTube  
streams  
are for  
**INDIVIDUAL USE ONLY.**



PRO "Performing  
Rights" Societies **ONLY**  
offer the right to play\*  
music, publicly.

\*"Perform" music unedited and  
unaccompanied



There have been  
**LAWSUITS**  
for music copyright  
infringement.

Sony Music sued cheerleading  
Figure Skating are being sued for  
infringement at the Olympics

**SPORT & PERFORMING ARTS ROUTINES REQUIRE MANY  
SPECIALIST MUSIC RIGHTS**



# RIGHTS REQUIRED FOR COLOR GUARD

## Performer(s) / Group / Team and / or Club

### Performer(s) or Music Producer making the Mix



Edit and adapt an existing song

Including combining the adapted song into a mix with voiceovers, sound effects, beats

### Performer(s) performing to the Mix



Practise alone



Set choreography to the mix



Make copies of the mix for training and preparation.



Perform the routine in public with the mix: practice & competition

## Federation / Event Producer

### Federations / Event Producers for Competitions



Play music in a public venue (unedited) "Performing Right"  
Obtained via a collecting society



Sell DVDs and other memorabilia with routines



Live Stream events / virtual competitions with routines



VOD / catchup of events / routines



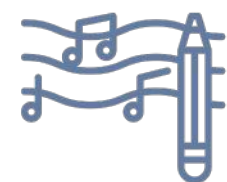
Linear media broadcast of events with routines  
(in some countries this is available through the local collecting society)



# RIGHTS REQUIRED FOR WINDS & PERCUSSION

## Performer(s) / Group / Team and / or Club

### Performer(s) or Arranger making the Arrangement



Arrangement (non-commercial) of an existing song

**OPTIONAL:**  
Edit and adapt an existing track  
Including combining the adapted track with voiceovers, sound effects, beats

### Performer(s) /Ensemble performing the Arrangement



Practise alone



Set choreography to the song(s)



Make copies of the arrangement



Perform the routine in public with music: practise & competition

## Federation / Event Producer

### Federations / Event Producers for Competitions



Play music in a public venue (unedited) "Performing Right"  
**Obtained via a collecting society**



Sell DVDs and other memorabilia with routines



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Linear media broadcast of events with routines  
**(in some countries this is available through the local collecting society)**





# THE TWO SIDES OF MUSIC RIGHTS

## MASTER



RECORDING OF A SONG  
RECORDING ARTIST



Record Labels

## PUBLISHING



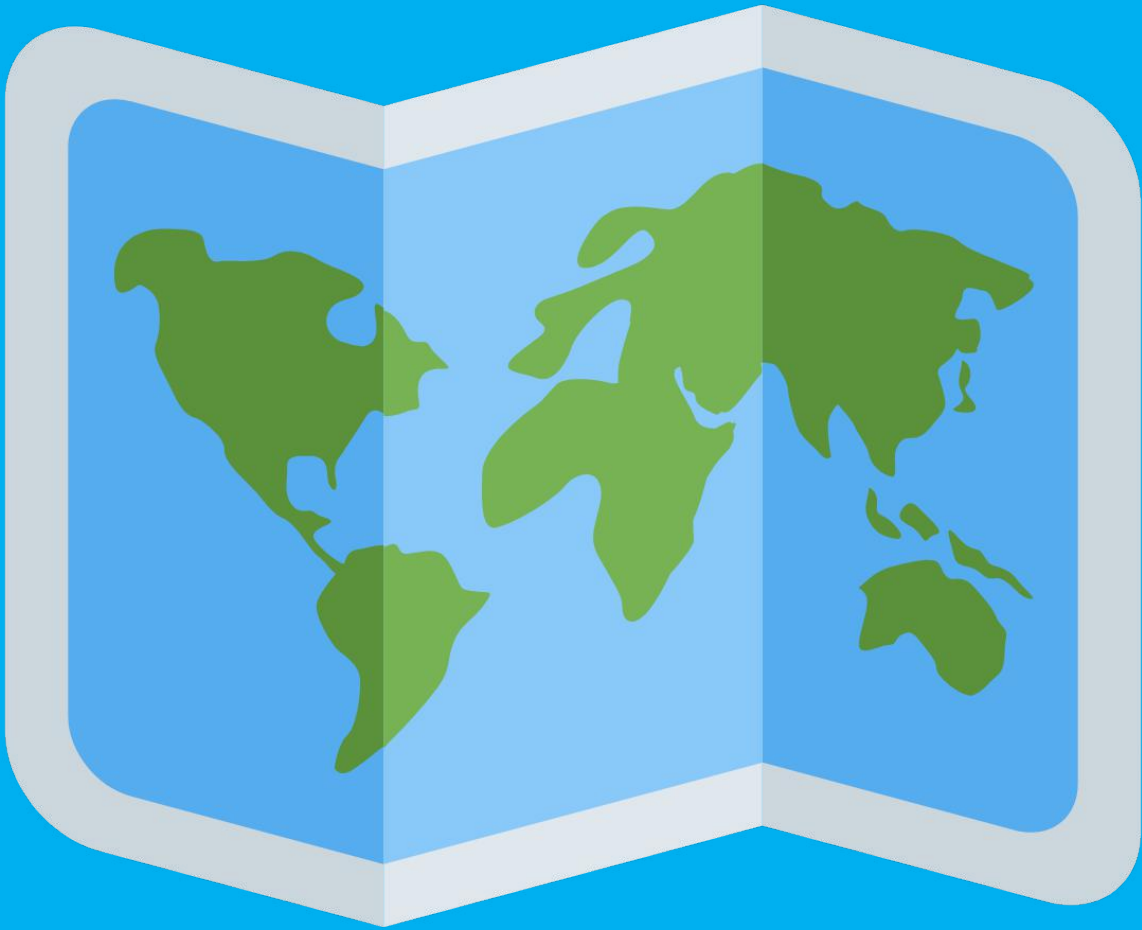
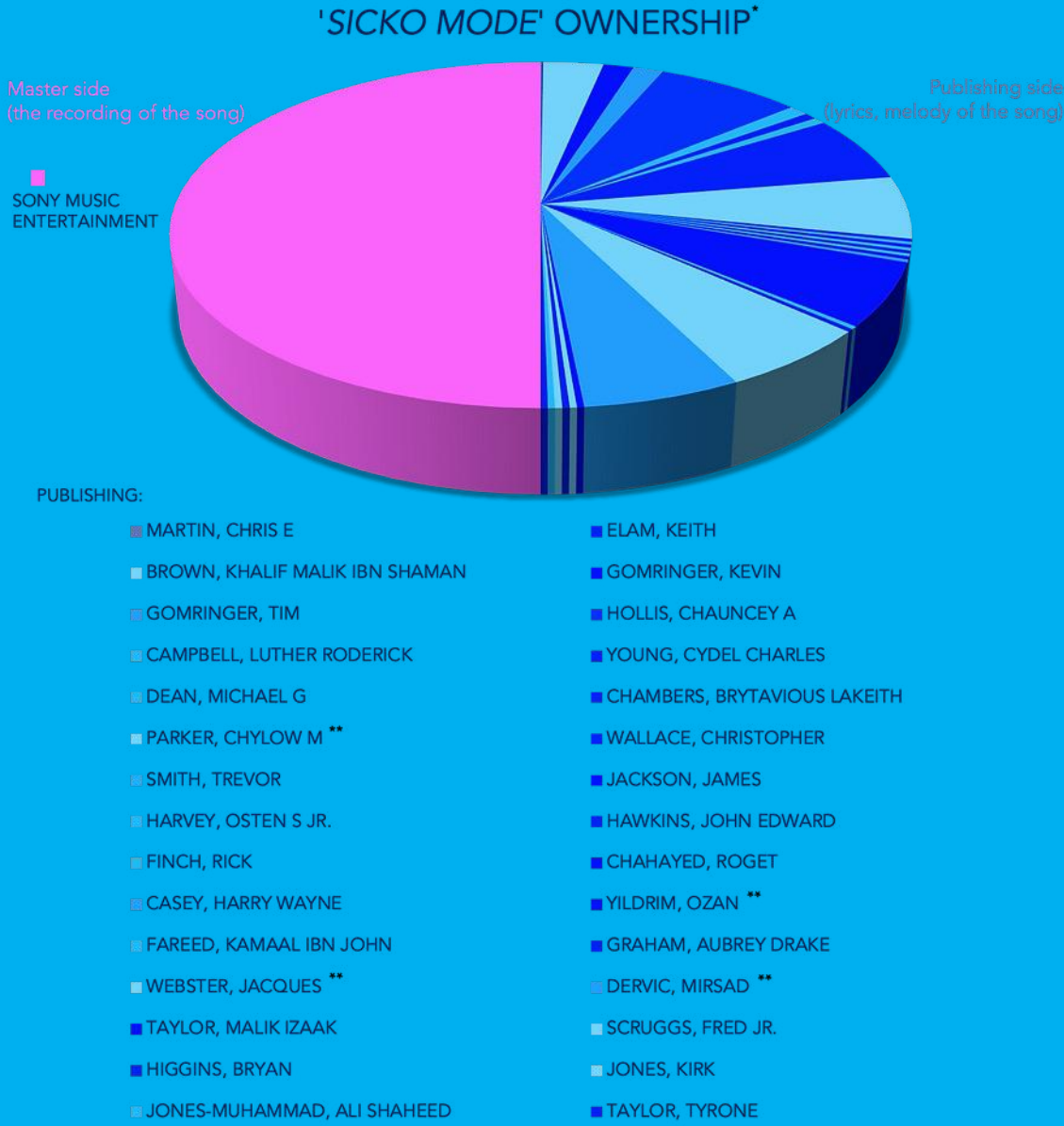
WRITTEN LYRICS AND MELODIES  
SONGWRITER(S)



Music Publishers



# COMPLICATIONS



FRAGMENTED  
RIGHTS

FRAGMENTED  
TERRITORIES

RIGHTS  
CHURN

# TRADITIONAL LICENSING PROCESS

Traditionally, all of these rights need to be cleared directly with the rightsholders.

Research  
Who Owns  
the Rights

Contact  
Them

Negotiate  
Fee

Permission  
Denied or  
Granted

You need permissions from

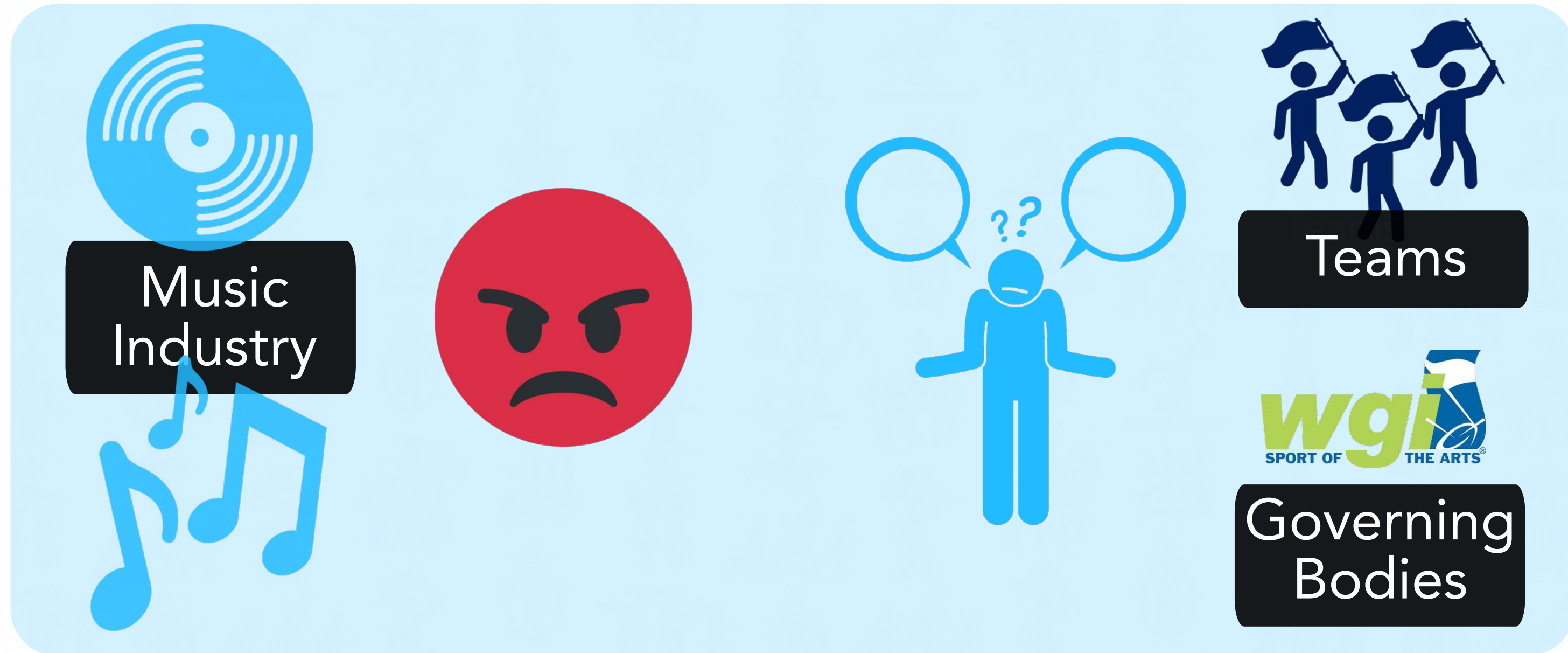
EVERY

rights holder before you can legally use a song.





# CONFUSING, FRUSTRATING, EXPENSIVE, AND TIME-CONSUMING



# INTRODUCING CLICKNCLEAR



**CLICKNCLEAR®**



**CHANTAL EPP**

FOUNDER & CEO

Head of Business Development & Sync -  
CueSongs  
Musician (Piano, Violin)  
Music Producer - Synergy Sounds  
World Champion Cheerleader (2017)  
International Cheer Union Committee  
Member.



**DAVID WALSH**

DIRECTOR

30+ years experience in software  
technology/engineering, business  
development, marketing, IP licensing and more  
in high growth B2B & B2C markets.



# LEGAL MUSIC OPTIONS

## COLOR GUARD

### USE MUSIC OUT OF COPYRIGHT



There is no library of public domain works so you MUST do your research!

### USE ORIGINAL MUSIC



Use a work by an artist or composer that has been specifically created for you.

### LICENSE PRODUCTION MUSIC



License music from a production library. ClicknClear also has a wide selection of production tracks, often cheaper than commercial music.

### LICENSE COMMERICAL MUSIC



**CLICKnCLEAR<sup>®</sup>**

License commercial music from ClicknClear.





# LEGAL MUSIC OPTIONS

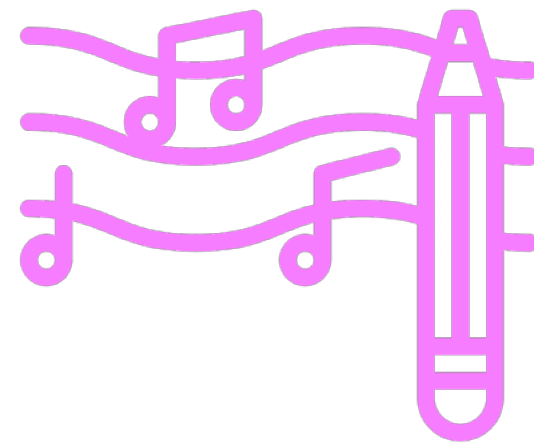
## WINDS & PERCUSSION

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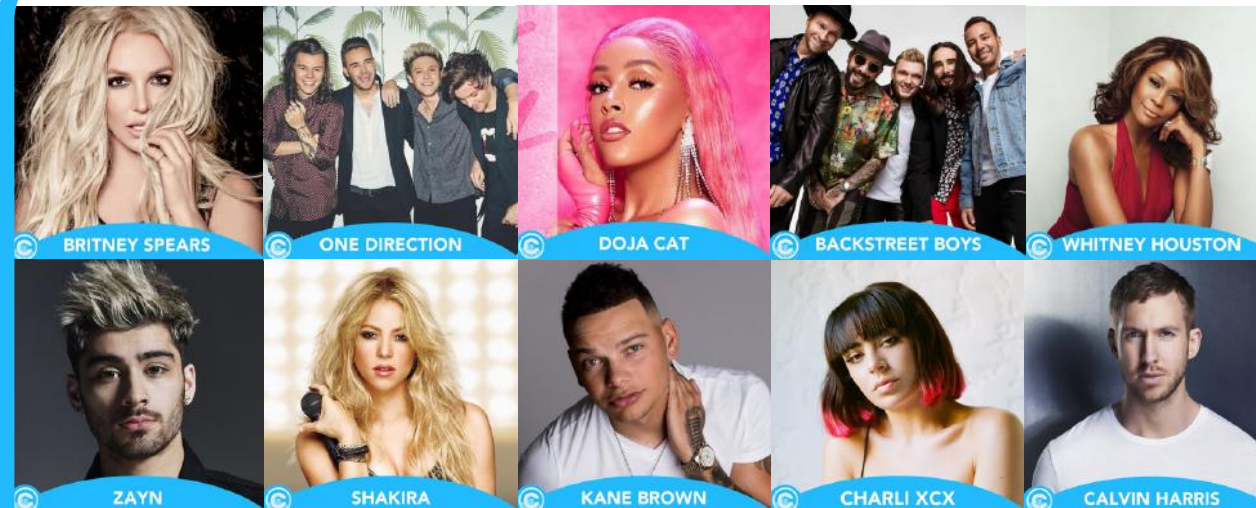
**CLICKnCLEAR<sup>®</sup>**

License commercial music from ClicknClear.



# COLOR GUARD

## MUSIC & RIGHTSHOLDERS



ROUND  
HILL  
MUSIC



BMG

WARNER MUSIC GROUP



HOSPITAL



UNIVERSAL MUSIC  
PUBLISHING GROUP



believe®



SONY MUSIC

ROUGH  
TRADE

800+ labels &  
publishers  
Pre-cleared  
\$10-\$25 per track,  
per mix for 1 year

Including ALL rights  
needed

+

Legal Indemnity

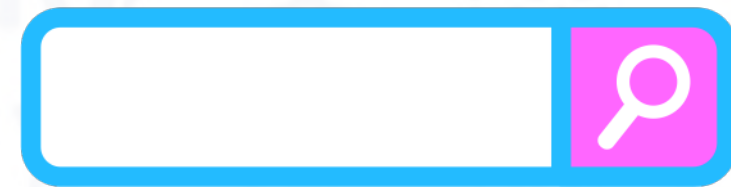




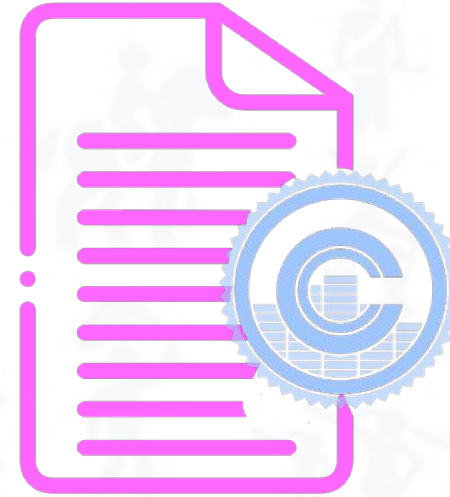
## THE PROCESS:



**CLICKNCLEAR®**



Search



Receive  
your  
license  
instantly

View your  
licenses at  
any time





# WINDS & PERCUSSION

## MUSIC & RIGHTSHOLDERS



12.5M+ works  
available to search,  
+  
request ANY work.

POA.

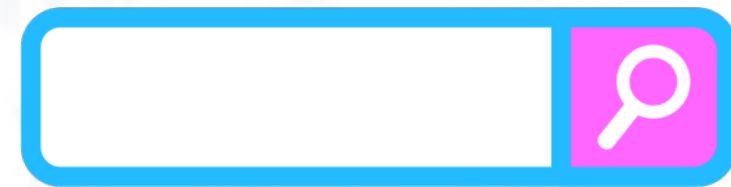
Including ALL rights  
needed  
+  
Legal Indemnity



# THE PROCESS:



**CLICKNCLEAR®**



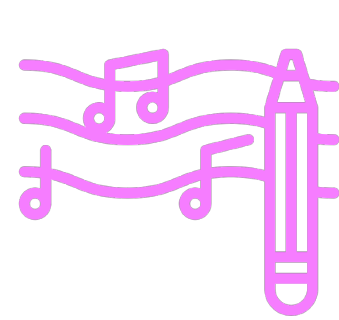
Search



Select 1 or  
more songs



# THE PROCESS: APPROVAL OF WORKS



Describe your use, budget, and timescale



Our system identifies and notifies the right Publishers to respond to your request.



Publishers accept, reject or offer an alternative price.



You are notified of the Publishers response.



CLICKNCLEAR®





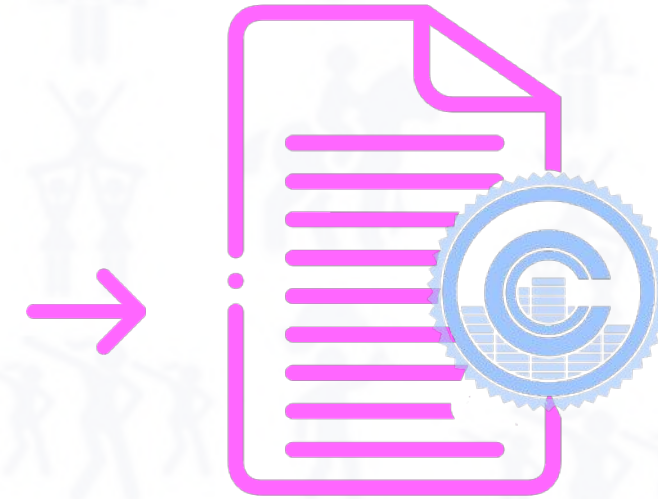
## THE PROCESS:



**CLICKNCLEAR®**



Pay



Receive  
your  
license  
instantly

View your  
licenses at  
any time

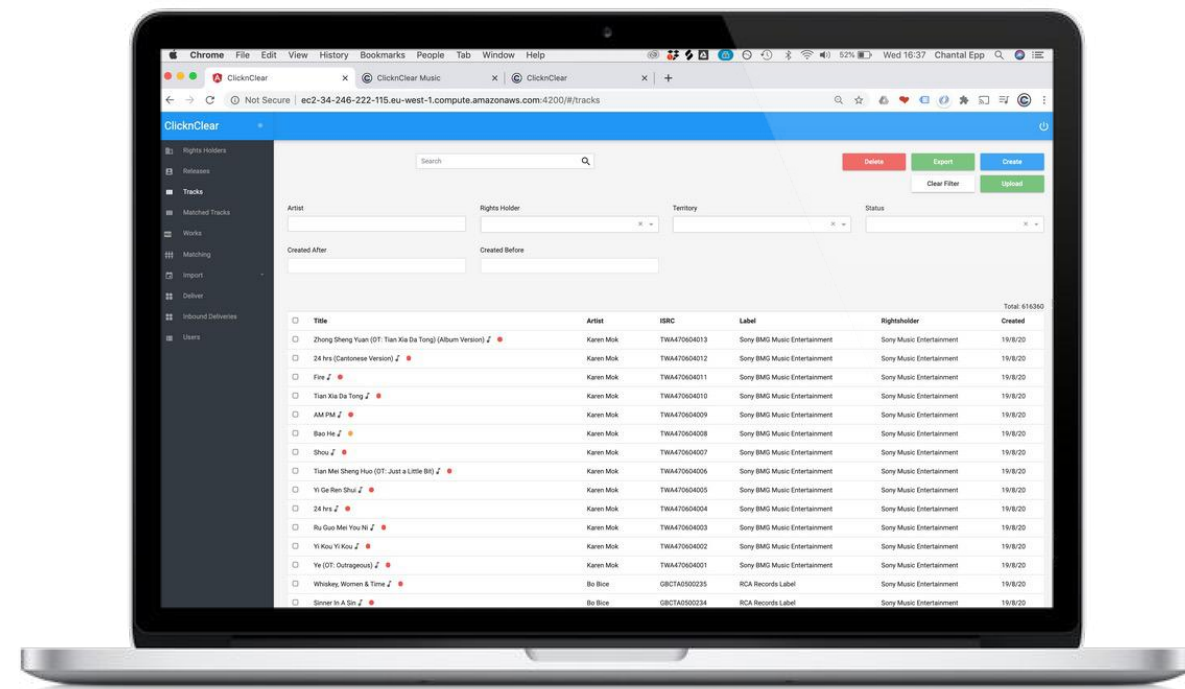


# HOW WE MAKE IT WORK

There are 3 parts to our technology.

1

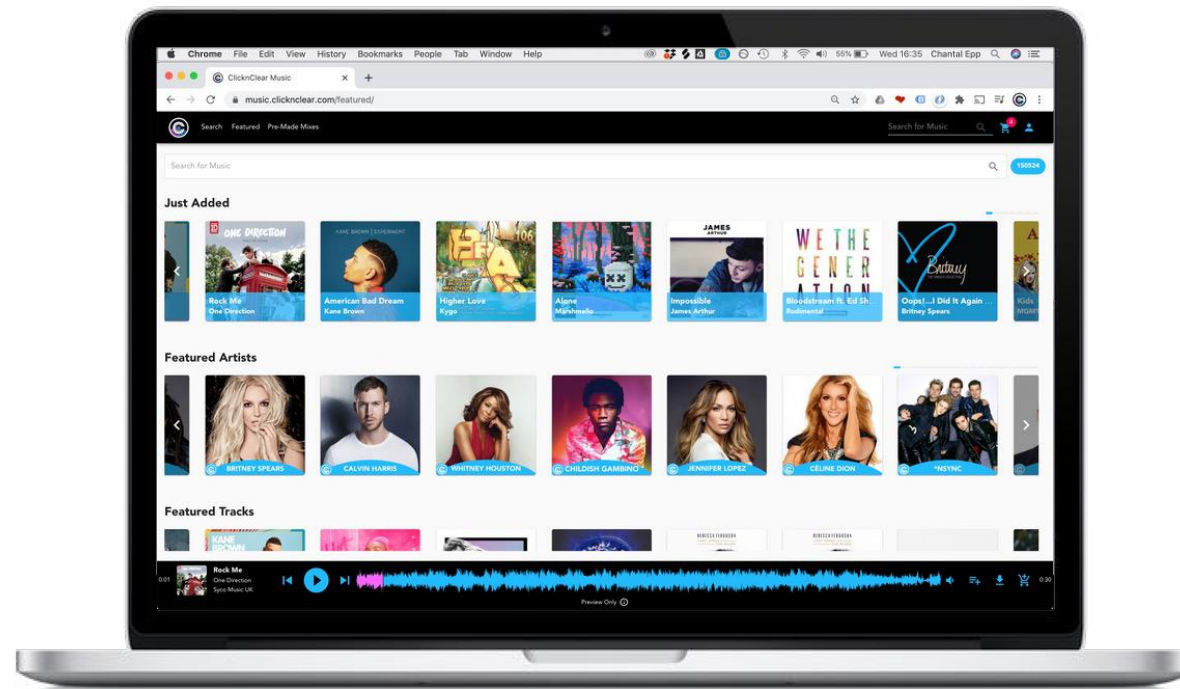
Rights Management Database



Ingests & matches music industry data (DDEX, CWR, Excel).  
Matches Master and Publishing Rights.  
Uploads 100% fully cleared music.

2

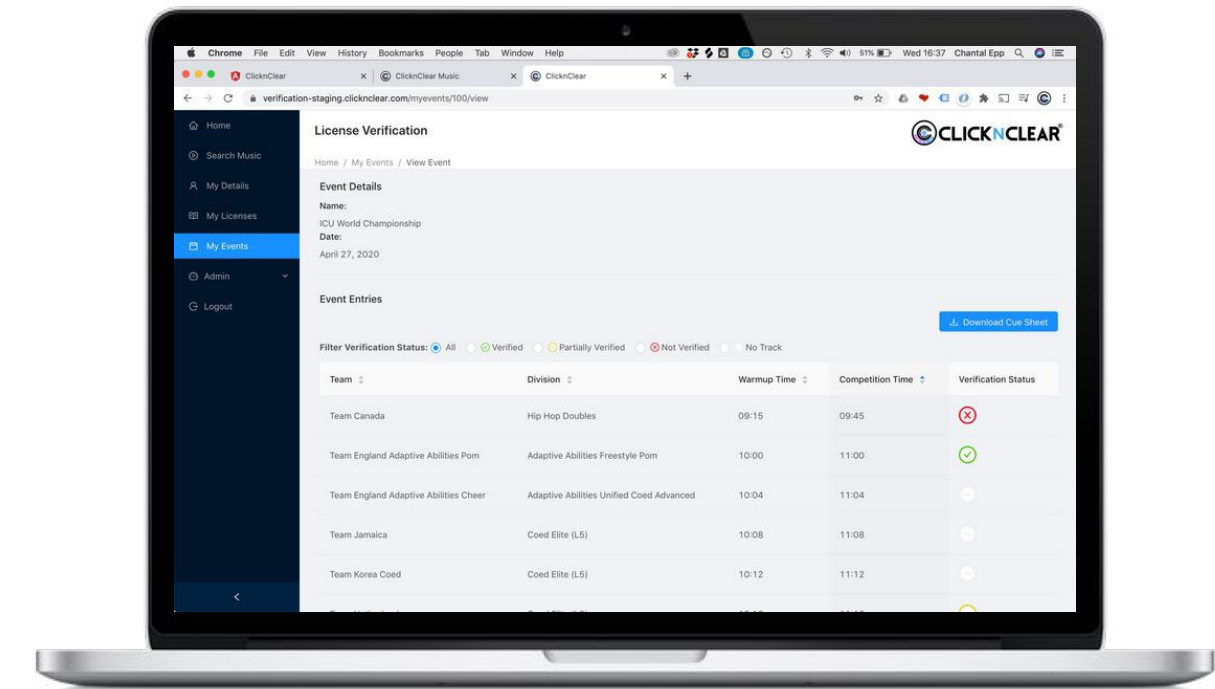
Licensing Platform



A marketplace for teams to instantly license music at:  
\$10, \$15, \$20 or \$25 per track,  
per mix for 1 year.

3

License Verification System



Ingests teams music mixes.  
Recognises the music being used.  
Verifies results against the license agreement.  
Enables online rights.





# SOME ORGANIZATIONS WE WORK WITH



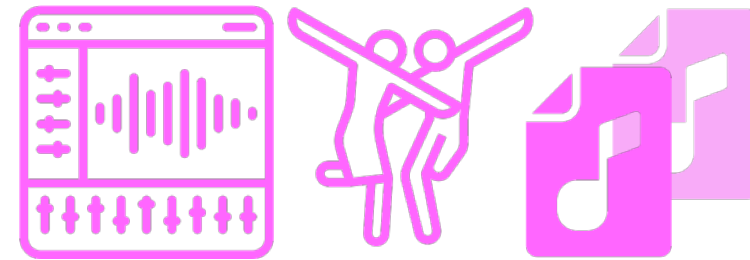


# COLOR GUARD



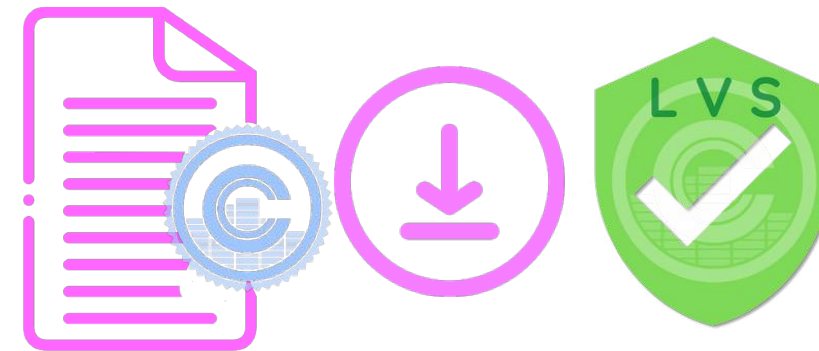
## MUSIC LICENSING MADE EASY

We work with hundreds  
of record labels and  
publishers.  
Huge and growing  
catalogue of great music.  
Direct from the music  
industry.



## ALL RIGHTS YOU NEED - IN 1 PLACE

Edit and adapt into a  
mix.  
Choreograph a routine.  
Make copies of the mix.  
Perform the routine.



## INSTANT LICENSES, DOWNLOADS

Get an instant license.  
Download the track.  
Legal indemnity.  
Enters our LVS system:  
MANAGE.  
PROTECT.  
EMPOWER.



## FAIR PRICES

**\$10 - \$25**  
per track,  
per mix,  
per year.



# WINDS & PERCUSSION

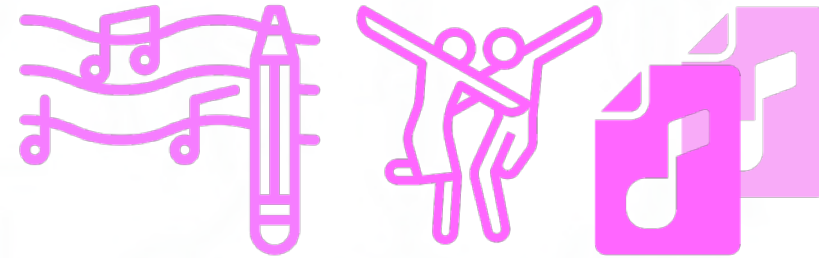


## MUSIC LICENSING MADE EASY

Enter a song, budget,  
and deadline.

The Approval Portal  
routes your request to all  
applicable publishers.

Track your request.



## ALL RIGHTS YOU NEED - IN 1 PLACE

Arrange a song.

Choreograph a routine.

Make copies of the mix.

Perform the routine.



## INSTANT LICENSES

Receive a license.

100% publishing rights.

Legal indemnity.

Enters our LVS system:

MANAGE.

PROTECT.

EMPOWER.



## FAIR PRICES

POA

per arrangement,

per ensemble,

per year.





[WGI.CLICKNCLEAR.COM](http://WGI.CLICKNCLEAR.COM)



# [david@clicknclear.com](mailto:david@clicknclear.com)

## USE MUSIC YOU

### GET IN TOUCH



Search Music

[music.clicknclear.com](https://music.clicknclear.com)



Contact Us

[music@clicknclear.com](mailto:music@clicknclear.com)

### CONNECT



@ClicknClearMusic



@ClicknClear\_



@clicknclear\_



@ClicknClear

### EDUCATE



[wgi.clicknclear.com](https://wgi.clicknclear.com)

