

MUSICBED  
CHALLENGE

# Starter Kit

Everything  
you need to  
compete →

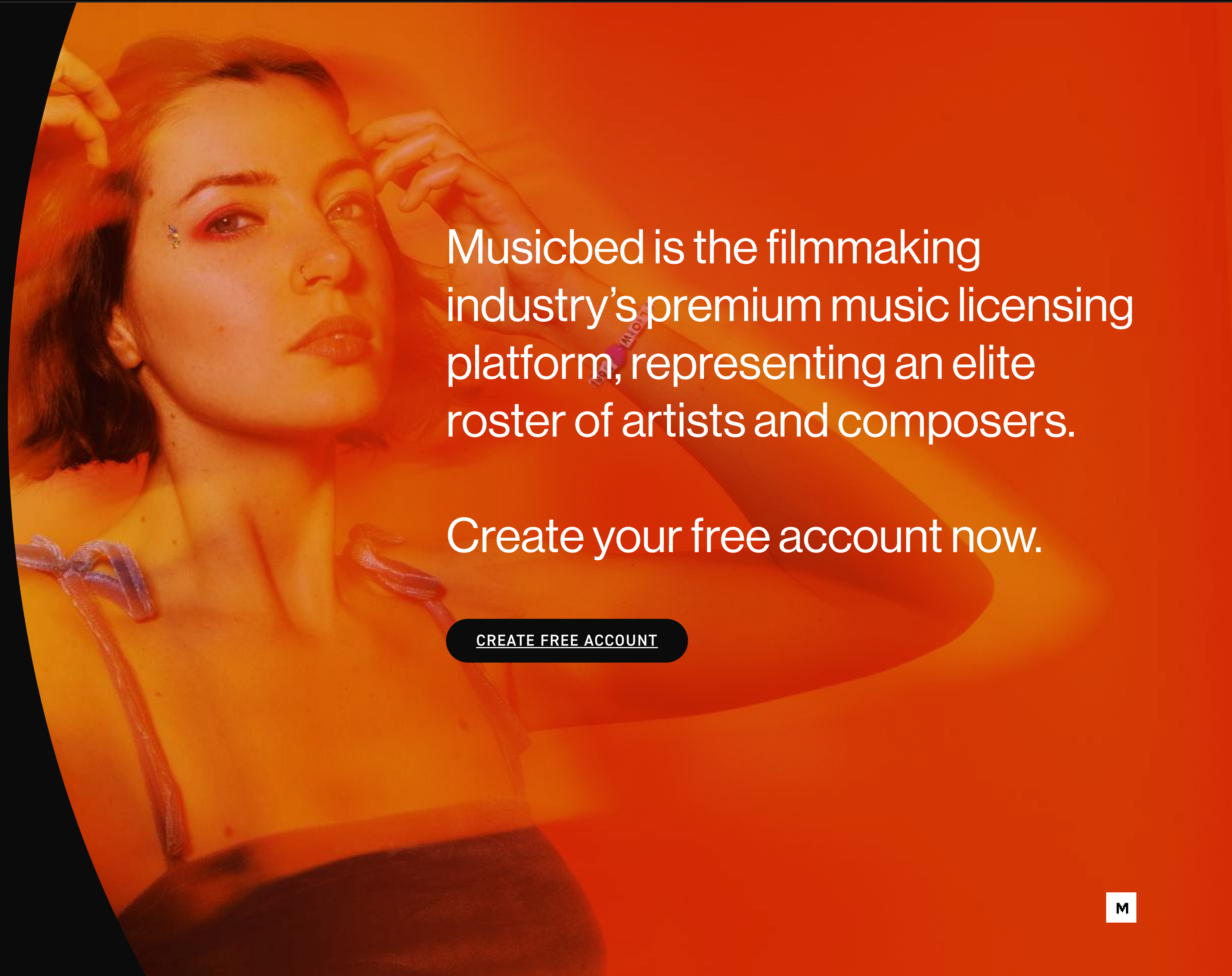
## Welcome to the fourth annual Musicbed Challenge, the short-film competition brought to you by Musicbed.

You've just joined thousands of filmmakers across the globe in a filmmaking and creative exercise. Whether you have something you're itching to make, or you experience a spark over the next few days, we want to see your film come to life.

At Musicbed, we've been empowering filmmakers for over a decade—Musicbed Challenge is an extension of that. We hope you find inspiration, break through creative constraints, and come out the other side a better filmmaker.

Everything you need to know is right here in the Starter Kit but if you need anything, just let us know. Thanks again, and good luck!

Daniel McCarthy  
Co-Founder and CEO



# Musicbed is the filmmaking industry's premium music licensing platform, representing an elite roster of artists and composers.

## Create your free account now.

[CREATE FREE ACCOUNT](#)

# Instructions

## 01 Choose Your Category

You have until March 31 to submit a film that fits into one of these categories: Narrative, Spec ad, or Documentary.

### Narrative

Craft a non-branded, scripted film with a runtime of 1-10 minutes. [View Past Winner](#)

### Spec Ad

Create an ad for a hypothetical brand or product with a runtime of 30-90 seconds. [View Past Winner](#)

### Documentary

Portray an authentic representation of reality with a short film between 1-10 minutes in length.

[View Past Winner](#)

## 02 Choose Your Song(s)

Your final submission must include at least 10 seconds of music from the Musicbed Challenge playlist.

To get started, select one or more songs and click 'Download'. Then, click 'Try It' and select unwatermarked version.

[VIEW PLAYLIST](#)

## 03 Make Your Film

Make a film with a runtime of 30 seconds to 10 minutes. Remember to include your Musicbed song selections.

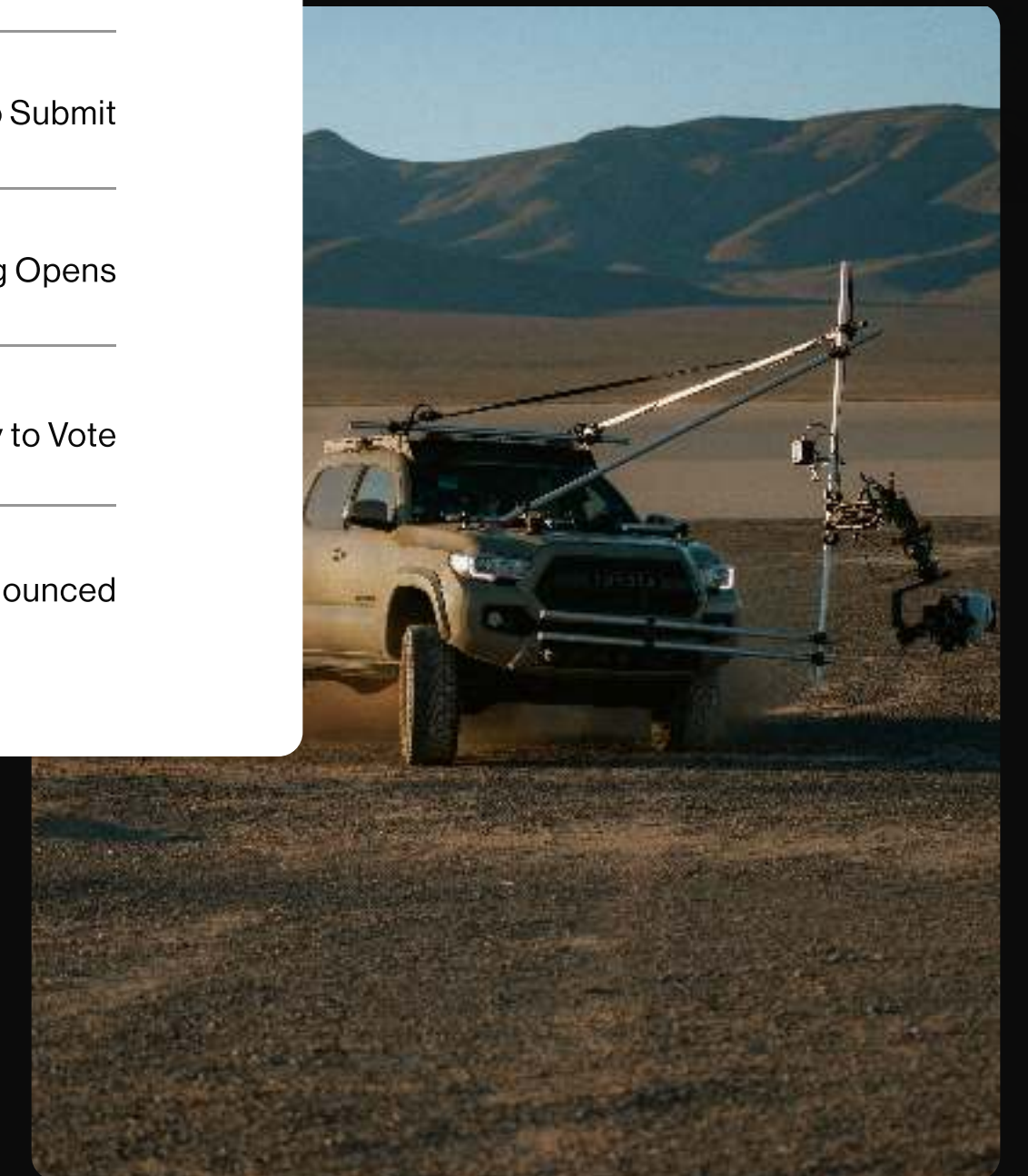
## 04 Submit Your Work

Submit your film before the March 31 deadline for a chance to win your share of \$100K in grants and gear.

- Upload your film to your YouTube channel or Vimeo. (Note: Your film must have "Musicbed Challenge" in the video title or the first line of the video description.)
- Submit your film on the Musicbed Challenge website.

## Timeline

<b>March 1</b>	Submissions Open
<b>March 31</b>	Last Day to Submit
<b>April 11</b>	Public Voting Opens
<b>April 21</b>	Last Day to Vote
<b>April 28</b>	Winners Announced



# Judges



**Rob Legato, ASC**

VFX Supervisor/Director of Photography  
*Titanic, Avatar, The Jungle Book, Hugo*



**Rayka Zehtabchi**

Director | Junk Drawer  
*Period, A Woman's Place*



**Donnie Bauer**

Director/Creative Director | The Mill  
Starbucks, AT&T, McDonald's



**Natalie Kingston**

Cinematographer  
*Black Bird, Lost Bayou, Apple TV+*



**Camila Cornelsen**

Director/Cinematographer | Stept Studios  
Nike, Taco Bell, Apple



**Aisha Jamal**

Documentary Filmmaker/Film Programmer  
Hot Docs Documentary Festival



**Lloyd Lee Choi**

Director  
*Closing Dynasty, Google, Chevy*



**Marley Hansen**

Directors Representative | RSA Films



**Rand Getlin**

Director/Executive Producer | Park Stories  
Nike, Adidas, EA FIFA



**Tamer Shaaban**

Director | Durable Goods  
IKEA, Pepsico, Nissan



**Samantha Stamler**

Executive Producer  
CNN, ABC, Fuse, CBS, *The Brave*



**Dumas Haddad**

Director | Free The Work  
*Fathers, Flowers, The Gift*



**Sam Davis**

Cinematographer  
*Yoruga, A Woman's Place, Long Line of Ladies*



**Victor Velasco**

Writer/Director  
2022 Narrative Winner



**Melle Branson**

Director | Till Death  
2022 Spec-ad Winner



**Jiakai Lou**

Filmmaker  
2022 Documentary Winner

## Judging Criteria

**Creativity:** How unique are the concepts and ideas in your film?

**Storytelling:** Is there a clear, compelling storyline?

**Song Use:** How did the music serve the story?

**Craft:** What level of production value did you reach?

# Prizes

This year's winners will split over \$100K in film grants and gear. Here's what's on the line.

## Category Winners:

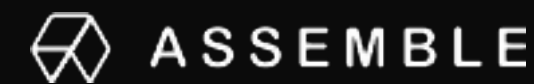
- \$10K Cash Grant
- Freely Camera
  - Narrative/Documentary: Wave Freely Camera
  - Spec ad: Ember Freely Camera
- BOOM ONE Annual Subscription
- Assemble Annual Subscription
- ACIDBITE Complete Acid Collection
- AbelCine \$1K in Certifications
- Small HD \$500 Credit
- Teradek \$500 Credit
- Wooden Camera \$500 Credit
- Musicbed \$500 License Credit
- Filmsupply \$500 License Credit

## People's Choice Winner:

- BOOM ONE Annual Subscription
- Assemble Annual Subscription
- ACIDBITE Complete Acid Collection
- AbelCine \$1K in Certifications
- Musicbed \$500 License Credit
- Filmsupply \$500 License Credit



## Sponsors



# Free Resources

Make your submission stand out with exclusive music, footage, sound effects, and editing tools provided by Musicbed Challenge sponsors.

## FILMSUPPLY

### Exclusive Footage

Filmsupply, the global leader in cinematic footage licensing, is providing a specially curated collection of story-driven footage for you to use in your submission.

1. Create your free account on [filmsupply.com](https://filmsupply.com).
2. Explore the Musicbed Challenge collection to find complimentary footage for your submission.
3. Select "Web/Digital" as your distribution.
4. Use the code **CHALLENGE** at checkout for up to 25 complimentary clips.

[DOWNLOAD FOOTAGE](#)

This code is valid only for footage from the Musicbed Challenge collection. The complimentary Filmsupply footage downloaded for Musicbed Challenge is strictly prohibited for use outside of Musicbed Challenge submissions.



### 200+ High-End Sound Effects

BOOM Library creates next-level sound effects for media and audio professionals.

This year, BOOM Library is giving competitors access to over 200 free sound effects from collections like *Cinematic Trailers 2*, *European Life*, *Cars V8*, *Assault Weapons*, *Trains*, and *Urban Explosions*.

[DOWNLOAD SOUND EFFECTS](#)

### Pro Editing Assets

ACIDBITE is your one-stop shop for high-quality editing tools used by brands like Nike, Mercedes Benz, and BMW.

This year, ACIDBITE is providing competitors access to a free pack of eye-catching assets like transitions, overlays, LUTs, SFX, and more—complete with tutorials.

[DOWNLOAD ASSETS](#)

# FAQ

## Is my submission private?

No. To submit to Musicbed Challenge, you will need to upload your film to your personal Vimeo account or YouTube channel. It can be listed as public or whitelisted to be embedded on musicbed.com.

## I don't want to post my submission to my personal channel(s), how can I submit?

You can either upload your submission as unlisted or create a secondary YouTube or Vimeo account to upload your submission.

## May I enter more than once?

Participants may only submit one entry to Musicbed Challenge.

## Can I edit my submission?

No. All submissions will be final. Please make sure you are uploading the correct version of your edit before submitting.

## Can I use music that isn't from Musicbed?

You must use at least 10 seconds of one song provided by Musicbed in the Musicbed Challenge 2023 playlist. If you'd like to incorporate music beyond that, you must either have a valid license or own the rights to the audio.

## How do I download songs for my film?

This Starter Kit contains a link to the Musicbed Challenge 2023 playlist where you can download individual songs, along with the license document. To get started, select one or more songs and click 'Download'. Then, click 'Try It' and select unwatermarked version.

## Will all submissions be live on the Musicbed Challenge website?

Only films selected by one of the finalists across each category will be live on the Musicbed Challenge website and eligible for voting during the People's Choice.

## Can I submit this film to other film festivals or competitions?

The music license provided by Musicbed for your submission does not legally permit the selected songs to be published anywhere else besides Musicbed Challenge. If you'd like to submit your entry elsewhere and you use a song provided by Musicbed, you'll need to purchase the proper license(s).

## Can a team submit?

Yes, and you share the prizes among the team.

## When will you announce the winners?

Winners will be announced on April 28 on the Musicbed blog.

## Can I win more than one award?

No. A submission is only eligible to win one prize package if selected by our judges' panel.

## Is the challenge open internationally?

Yes! Keep in mind that international winners are subject to applicable taxes and fees on all winnings within their country.

## Can I use stock footage in my submission?

You can use stock footage as long as it is properly licensed or you own the rights.

## Can my film be in another language?

Absolutely! Though our judges are of diverse backgrounds, they may not be familiar with certain languages. You can use your judgment on whether to add subtitles to your film.

## How old do I have to be to enter?

You must be at least 18 years of age to be eligible for entry.

## Can my film promote an existing brand?

If your video is for an existing brand or client, you will need the appropriate rights and approvals to feature their logo(s). Additionally, you will need to ensure your music and footage have the respective business licenses.

## When is the deadline to submit?

The deadline to submit is noon, CT, March 31, 2023.

## Which platform should I use to upload my video submission?

YouTube or Vimeo.

## How long should my submission be?

For Narrative and Documentary entries, your submission should be between 1:00 and 10:00 min in length. For Spec ad, your submission should be between 00:30 and 00:90 seconds.

## When does voting open?

Voting opens at noon CT, April 11, 2023.

## When does voting close?

Voting closes at noon CT, April 21, 2023.

## Are all submissions eligible during the voting period?

No, only finalists are eligible to receive votes during the voting period.

## Can anyone vote for a film?

Yes! Anyone can participate in voting.

## Can an individual vote for my film more than once?

Yes! However, voters are limited to voting once per day.

## Can I vote for my own film?

Yes!

## When do submissions open?

Submissions open noon CT, March 1, 2023.

## Can I use SFX in my entry?

Yes! Our sponsor BOOM Library is providing a free SFX pack for Musicbed Challenge participants (located in this Starter Kit).

## Can I use SFX outside of those provided?

You may use other SFX in your entry as long as you have a valid license or own the rights to the audio.

## Can I use added VFX in my entry?

Yes! Our sponsor ACIDBITE is providing a free effects pack for Musicbed Challenge participants (located in this Starter Kit).

## Can I use VFX outside of those provided?

You may use other VFX in your entry as long as you have a valid license or own the rights to the material.

## Can I use the provided SFX or VFX for other projects?

No. Licenses for these assets are only available for Musicbed Challenge entries. If you'd like to use them in another project, you'll need to purchase additional licenses.

## How will my entry be judged?

Entries will be judged on four criteria: Craft, Song Use, Storytelling, and Creativity.

# Terms & Conditions

## Musicbed Challenge 2023

The promoter is: The Music Bed, LLC, whose registered office is at 9555 Harmon Rd, Fort Worth Texas, 76177.

Employees of The Music Bed LLC—and their family members or anyone else directly connected to The Music Bed LLC—shall not be permitted to enter Musicbed Challenge 2023.

There is no submission fee. No purchase necessary to enter Musicbed Challenge 2023.

The closing date for contest submission will be noon CT, March 31, 2023. No submissions to the competition will be permitted following this date and time.

The Music Bed, LLC accepts no responsibility for entries not received for any reason.

The promoter reserves the right to cancel or amend the competition or its terms and conditions without notice in the event of a catastrophe, war, civil or military disturbance, act of God, any actual or anticipated breach of any applicable law or regulation, or any other event outside of the promoter's control. Title promoter will notify entrants of any changes to the competition as soon as possible.

The promoter is not responsible for inaccurate prize details supplied to any entrant by any third party connected to this competition.

No cash alternative to the prizes will be offered. The prizes are non-transferable. Prizes are subject to availability, and the promoter reserves the right to amend any prize package without notice. Category award winners will be chosen by the judging panel. The Audience Selection award winner will be chosen by the number of votes.

The winners will be notified by email and/or letter within 14 days of the winner-announcement date. If the winner(s) cannot be contacted or do not claim their prize within 48 hours of notification, the promoter reserves the right to withdraw the prize from the winners and pick replacement winners.

All US winners will be required to complete a Form W9 in order to claim their prize. All international winners will be required to complete a Form W8-BEN in order to claim their prize.

International winners may be subject to a 30% withholding on any cash prize. The withholding may be reduced or eliminated based on information provided on the Form W8-BEN and any existing tax treaty between the winner's resident country and the US. Outside of any withholding required for international winners due to operation of law, all winners are responsible for their own taxes on any and all prizes won.

The promoter will notify the winner when and where the prizes can be collected. All prizes will be subject to relevant customs processes and procedures of the country where the winner is located.

The promoter's decision, in respect of all matters to do with the competition, will be final, and no correspondence will be entered into.

By entering this competition, the entrant agrees to be bound by these terms and conditions. By entering this competition, the entrant agrees to allow their final film to be covered, documented, and marketed by The Music Bed, LLC.

The competition and these terms and conditions will be governed by Texas law, and any disputes will be subject to the exclusive jurisdiction of the courts of Tarrant County, Texas.

The winner agrees to the use of their name and image in any publicity material. Any personal data relating to the winner or any other entrants will be used solely in accordance with current U.S. data protection legislation and will not be disclosed to a third party without the entrant's prior consent.

Entry into the competition will be deemed as acceptance of these terms and conditions.

All winners will be responsible for their own taxes on any and all products won or rented. Winners outside of the US will not be eligible for any of the rental prizes.

You are providing your information to The Music Bed LLC; not to any other party. The information provided will be used in conjunction with the following Privacy Policy found at <https://www.musicbed.com/privacy-policy>.

All entries are subject to review by Musicbed staff. Your film idea may not be considered if the text or images in your submission include inappropriate content such as, but not limited to, pornography or extreme violence.

Winners are responsible for any duties or taxes imposed by their respective country.

Winners are responsible for any shipping costs incurred. Entrants must obtain all permissions required if creating a film featuring or promoting an existing brand.

Entrants must be 18 years of age to participate.