



## Reel Muzik Werks

### Reel Muzik Werks Signs Global Administration Deal with Level 77 Music

September 8, 2023 (Nashville, TN) – [Reel Muzik Werks](#) (RMW), a full-service Independent Music Publisher and global music rights management company with a specialization in film/TV music and international rights management, has signed a global administration deal with boutique independent production music company [Level 77 Music](#). Under the deal, RMW will be an extension of Level 77 Music and will assist with communicating with its partners and providing additional bandwidth and resources as Level 77 continues to grow both domestically and abroad.



Based in Atlanta, Georgia, Level 77 Music specializes in unique custom music projects for film, tv, advertisements, and major corporations. Its music has been used by companies including Microsoft, Chevrolet, Ralph Lauren, Mercedes-Benz, and Nissan's 2023 March Madness campaign, and has been featured in shows and films on Showtime, NBC, Hulu, ESPN, Fox Sports, and Netflix. The company is led by CEO Patrick Avard, an award-winning music producer known for carving his niche in competitive cheer music as well as working with artists including Akon, Lil Jon, T-Pain, and the Ying-Yang Twins. Avard has been known as the top producer of World Championship cheer music for more than two decades, creating the largest cheer music production company in the world with tracks featured in the 4-time Emmy-winning Netflix series *Cheer*.

"We couldn't be more excited to join forces with Level 77 and help their dynamic catalog continue to expand across the globe," said Teri Nelson Carpenter, Founder & CEO of Reel Muzik Werks. "I am proud to partner with a company who shares our passion for creativity and supporting creators."

"I am thrilled to have an experienced partner like Reel Muzik Werks supporting Level 77 Music" said Avard. "We look forward to working together as a team to take RMW and Level 77 to the next level."

For more information on Reel Muzik works, visit [reelmuzikwerks.com](https://reelmuzikwerks.com). For more information on Level 77 Music, visit [level77music.com](https://level77music.com).

#### About Reel Muzik Werks

Reel Muzik Werks (RMW) is an innovative, full-service independent music publisher specializing in music for Film & TV and international rights management. Founded in 2009 by Teri Carpenter, RMW provides more than a “one size fits all” approach to the management of their music publishing catalogs, addressing the needs of traditional artists, composers, and publishers, along with Film/TV production companies, broadcast networks, legacy catalogs, music libraries, and performing and mechanical rights societies. The company received the AIMP Publisher of the Year award in 2010 and has had music featured in *Guardians of the Galaxy Vol. 2*, *Spider-Man: Homecoming*, *The Assassination of Gianni Versace: American Crime Story*, *Big Sky*, and *Puss in Boots*. In 2022, RMW client A-Wall achieved an RIAA-certified Gold Single for his song, “*Loverboy*”. RMW is headquartered in Nashville, Tennessee.

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