

DiskFaktory.com Launches Music Sponsorship Network

IDT Media Group and DiskFaktory.com launch the Music Sponsorship Network for musicians. Musicponsor.net brings bands and brands together for a mutually beneficial partnership.

Irvine, California June 13TH, 2009 -- IDT Media Group, <http://www.idtmediagroup.com>, and DiskFaktory, <http://www.diskfaktory.com>, launch the Music Sponsorship Network, <http://www.musicponsor.net>, for Indie musicians. In another bold move to add to their already vast array of A to Z artist services for Indie musicians and artists, DiskFaktory's new Music Sponsorship Network brings together the music of independent artists and commercial sponsors. The concept is simple. Once an artist completes the registration and submission process at <http://www.musicponsor.net>, a match, as determined by certain criteria, between the Indie musician's content, and a sponsor, is made if available. Once approved, the sponsor will fund the cost of CD reproductions for the musician and in return the sponsor will get certain reserved printed ad space in the CD artwork. Once the CDS are made, the CDs are shipped to the musician and they get their CDs to distribute without it costing them a dime.

Indie musicians, especially in today's hard economic times, generally have a very tight budget when it comes to supporting the expense of their craft. Music Sponsorship Network, or MSN for short, directly addresses this challenge by providing a method through which musicians have a chance to get copies of their original music made without shelling out a lot of cash. Essentially the musician will receive at least 100 CD copies of their album, in fully decked out jewel cases, for free to sell and pocket 100% of the money. This way they can sell their CDs at any price they feel like and it is all profit for the musician, or they can just give them away. It's their choice. The CDs will also include DiskFaktory's MFA TM interactive technology with great features to help the artist further build their fan base. To learn more about MFA interactive technology, go to <http://www.diskfaktory.com/mfa>. The sponsors benefit by being able to laser target their advertising to a specific demographic based on the profile information of the artist. All the artist has to do is distribute the CDs, either by giving them away or selling them, so that the advertisers messages continue to be viewed. What's more, for the advertisers, their ad stays with that CD for as long as it exists. It truly is a win-win proposition. As an added incentive to musicians, for a limited time, musicians that complete the registration and submission process with Music Sponsorship Network will get their music submitted to iTunes at no charge.

Soon to come additions to the MSN after your CD reproduction sponsorship will be followed by the sponsorship of your local and national live events and more. For more information, go to www.musicponsor.net and read about the program and watch their information video.

Since 1996, DiskFaktory.com, a company founded by Indie musicians for Indie musicians has been offering a continually expanding suite of artist services for reproduction, distribution and promotion.

Contact Information

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Keywords

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