



ESTIMATE PROPOSAL

ERICKSON SENIOR LIVING - DEVONSHIRE BROCHURE VIDEO

2/23/22

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INTRODUCTION

About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Five offices – VB. RVA. DC. NYC.
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – [Chocolate Chip Cookies](#)

Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

GOLD PACKAGE VIDEO

Post-Production: :60 Video Re-fresh (total video)

Scope of Work/Deliverables:

Post for:
:60 Video

Studio Center will Provide:

Post Production:

- Creative guidance/brainstorming to help re-fresh entire video
- Producer / Project Manager
- 3D Graphics Hours
- Audio Mix & access to stock Music/SFX Library (non-broadcast web buyout)
- Re-record VO or use new talent *if needed -
- Link to downloadable deliverables in 1080p
- New look, update footage and imagery with use of stock photo/footage library & also Erickson provided assets

Client will Provide:

- Script and Overall Direction
 - Original project assets inc. footage/photography
 - Logos/art in Vector format
 - Brand Guide
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Total: \$ 24,049

SILVER PACKAGE VIDEO

Post-Production: Re-fresh :15 of :60 Video

Scope of Work/Deliverables:

Post for:

:15 of :60 video

Studio Center will Provide:

Post Production:

- Creative guidance/brainstorming to help re-fresh :15 of :60 video
- Producer / Project Manager
- 3D Graphics Hours
- Audio Re-Mix
- Link to downloadable deliverables in 1080p
- New look, update footage and imagery with use of stock photo/footage library & also Erickson provided assets

Client will Provide:

- Script and Overall Direction
- Original project assets inc. footage/photography
- Logos/art in Vector format
- Brand Guide

Total: **\$ 16,649**

BRONZE PACKAGE VIDEO

Post-Production: Re-fresh :15 of :60 Video (minimal refresh)

Scope of Work/Deliverables:

Post for:
:15 of :60 video

Studio Center will Provide:

- Post Production:
- Creative guidance/brainstorming to help re-fresh :15 of :60 video (keeping same style-look just updating photos/imagery, freshen up)
 - Producer / Project Manager
 - 3D Graphics Hours
 - Audio Re-Mix
 - Link to downloadable deliverables in 1080p

Client will Provide:

- Script and Overall Direction
 - Original project assets inc. footage/photography
 - Logos/art in Vector format
 - Brand Guide
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Total: \$ 12,869

PRICING SUMMARY

Gold Package Video:	\$ 24,049
Silver Package Video:	\$ 16,649
Bronze Package Video:	\$ 12,869

Thank you for the opportunity to submit a proposal. We look forward to working with you!

Packages Chosen:

Video: Gold Silver Bronze

Accepted by:

Client

Date

Studio Center

Date

50% deposit is due at the time of kick-off and balance upon completion.
Estimate valid for 10 days from 2/23/22.

THANK YOU!

Point of Contact:

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VB | RVA | DC | NYC