



S.L. NUSBAUM REALTY CO. / PRICING PROPOSAL / 27 ATLANTIC VIDEO

AUGUST 3, 2020

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OUR PROCESS

Estimates

1. SOW – Define what the estimate includes.
2. Define crew/ lighting/ any special equipment that was budgeted for, locations, talent, etc.

Pre Production

1. Producer reviews the estimate as soon as we're awarded the job
2. Set up a kick-off call:
 - Discuss shoot details
 - Determine if there are any special needs: parking/ security, etc.
 - Discuss final delivery date/ event driven or media driven
 - Determine final shoot days
 - Discuss talent specs
 - Put hold on calendar
 - Schedule scout if needed
 - Get all contact information
 - Open Basecamp and invite key people to collaborate
3. Prepare a work-back schedule – through to post and final delivery
 - Schedule edit on Video production calendar and invite the editor
 - If possible, schedule audio do that as well
4. Assign creative:
 - Script
 - Directors shot list / break down
 - Prop & Wardrobe list
5. Casting:
 - Get casting talent specs and a schedule
 - Post head sheets/ auditions/ or current photos
 - Once talent is selected and approved, get all sizes and contact information
6. Crew Shoot

Shoot

1. Prepare shot list and schedule
2. Prepare shoot book:
 - Contact list
 - Scripts
 - Locations and any scout images
 - Talent and any headshot images
 - Wardrobe spec sheet/ prop list
 - Maps, and or addresses to locations
 - Call sheets
 - Vendors
 - Work-back schedules and edit team
3. Fill out call sheets and distribute to all, including to talent
4. Assign wardrobe and or prop purchase if needed, or producer handles
5. Order food, stock crafts
6. Make sure chairs/ tables, trash bags and other client service items are on truck
7. Charge all batteries (DP)
8. Prep camera (DP)

Post Production

1. Fill-out shoot details and shoot notes for editor
2. Turn over all storyboards, shoot notes
3. Set up call if needed w/ editor and client
4. Insure editor has all assets
5. Schedule VO record and audio post
6. Client sign off on all and picture is locked
7. Finalize project, color grade, audio post and mix, prepare final deliverables
8. Deliver project/ Archive
9. Close out billing

Two Day Gold Pricing Proposal

2X Days of Filming in Virginia Beach

Scope of Work/Deliverables:

Shoot and Post for:

2X Up to one minute Videos

2X :30 Cut downs for Social/Online use

Small Crew for B-Roll & No Voiceover

Drone Videographer

Creative Services

BONUS: 4 Months of Social Media Support (Includes IDEATION, CREATIVE, DESIGN, STRATEGY & REPORTING / ANALYTICS)

BONUS: 2X EBLAST DESIGNS

Studio Center will Provide:

2X days of filming in Virginia Beach

Shoot & Post Production

Video Editing

2D Graphic Hours

Location Scout & Permits

Drone Videographer & Usage

Stock Package Use

Audio Mix & Music Library

Music sfx pkg - USAGE: Web Buyout

Link to deliverables 1080 HD

CREW:

Producer

Director / Director of Photography

Camera Assist

Drone Operator

EQUIPMENT & EXPENSE:

Camera (SC Sony F7 camera and lens package)

Grip & Lighting Package

Grip Van

Craft Services

Hard Drive

POST PRODUCTION:

Video Edit

2D Graphic Hours

Music sfx pkg - USAGE: Web Buyout

Stock Package Use

Audio Hours Edit mix

Music search

Media Management

Project Archive

Digital file delivery

Client will Provide:

Any artwork needed / vector files etc

Assist with Scripting and Creative

Editorial Guidance

All On Camera Talent for B-Roll Shots

Production Cost = \$34,846.00

Two Day Silver Pricing Proposal

2X Days of Filming in Virginia Beach

Scope of Work/Deliverables:

2X Up to One Minute Videos
2X Day of filming in Virginia Beach
Small Crew for B-Roll & No Voiceover
Drone Videographer
Creative Services

BONUS: 4 Months of Social Media Support (Includes IDEATION, CREATIVE, DESIGN, STRATEGY & REPORTING / ANALYTICS)

Studio Center will Provide:

2X days of filming in Virginia Beach
Shoot & Post Production
Video Editing
2D Graphic Hours
Location Scout & Permits
Drone Videographer & Usage
Stock Package Use
Audio Mix & Music Library
Music sfx pkg - USAGE: Web Buyout
Link to deliverables 1080 HD

CREW:

Producer
Director / Director of Photography
Camera Assist
Drone Operator

EQUIPMENT & EXPENSE:

Camera (SC Sony F7 camera and lens package)
Grip & Lighting Package
Grip Van
Craft Services
Hard Drive

POST PRODUCTION:

Video Edit
2D Graphic Hours
Music sfx pkg - USAGE: Web Buyout
Stock Package Use
Audio Hours Edit mix
Music search
Media Management
Project Archive
Digital file delivery

Client will Provide:

Any artwork needed / vector files etc
Assist with Scripting and Creative
Editorial Guidance
All On Camera Talent for B-Roll Shots

Production Cost = \$31,170.00

Two Day Bronze Pricing Proposal

2X Days of Filming in Virginia Beach

Scope of Work/Deliverables:

1X Up to One Minute Video
2X Day of filming in Virginia Beach
Small Crew for B-Roll & No Voiceover
Drone Videographer
Creative Services

Studio Center will Provide:

2X days of filming in Virginia Beach
Shoot & Post Production
Video Editing
2D Graphic Hours
Location Scout & Permits
Drone Videographer & Usage
Stock Package Use
Audio Mix & Music Library
Music sfx pkg - USAGE: Web Buyout
Link to deliverables 1080 HD

CREW:

Producer
Director / Director of Photography
Camera Assist
Drone Operator

EQUIPMENT & EXPENSE:

Camera (SC Sony F7 camera and lens package)
Grip & Lighting Package
Grip Van
Craft Services
Hard Drive

POST PRODUCTION:

Video Edit
2D Graphic Hours
Music sfx pkg - USAGE: Web Buyout
Stock Package Use
Audio Hours Edit mix
Music search
Media Management
Project Archive
Digital file delivery

Client will Provide:

Any artwork needed / vector files etc
Assist with Scripting and Creative
Editorial Guidance
All On Camera Talent for B-Roll Shots

Production Cost = \$25,642.00

One Day Gold Pricing Proposal

1X Day of Filming in Virginia Beach

Scope of Work/Deliverables:

2X Up to One Minute Videos & 2x :30 Second Cutdowns

1X Day of filming in Virginia Beach
Small Crew for B-Roll & No Voiceover
Drone Videographer
Creative Services

BONUS: 4 Months of Social Media Support (Includes IDEATION, CREATIVE, DESIGN, STRATEGY & REPORTING / ANALYTICS)

BONUS: 2X EBLAST DESIGNS

Studio Center will Provide:

1X day of filming in Virginia Beach
Shoot & Post Production
Video Editing
2D Graphic Hours
Location Scout & Permits
Drone Videographer & Usage
Stock Package Use
Audio Mix & Music Library
Music sfx pkg - USAGE: Web Buyout
Link to deliverables 1080 HD

CREW:

Producer
Director / Director of Photography
Camera Assist
Drone Operator

EQUIPMENT & EXPENSE:

Camera (SC Sony F7 camera and lens package)
Grip & Lighting Package
Grip Van
Craft Services
Hard Drive

POST PRODUCTION:

Video Edit
2D Graphic Hours
Music sfx pkg - USAGE: Web Buyout
Stock Package Use
Audio Hours Edit mix
Music search
Media Management
Project Archive
Digital file delivery

Client will Provide:

Any artwork needed / vector files etc
Assist with Scripting and Creative
Editorial Guidance
All On Camera Talent for B-Roll Shots

Production Cost = \$24,475.00

One Day Silver Pricing Proposal

1X Day of Filming in Virginia Beach

Scope of Work/Deliverables:

2X Up to One Minute Videos

1X Day of filming in Virginia Beach
Small Crew for B-Roll & No Voiceover
Drone Videographer
Creative Services

BONUS: 4 Months of Social Media Support (Includes IDEATION, CREATIVE, DESIGN, STRATEGY & REPORTING / ANALYTICS)

Studio Center will Provide:

1X day of filming in Virginia Beach
Shoot & Post Production
Video Editing
2D Graphic Hours
Location Scout & Permits
Drone Videographer & Usage
Stock Package Use
Audio Mix & Music Library
Music sfx pkg - USAGE: Web Buyout
Link to deliverables 1080 HD

CREW:

Producer
Director / Director of Photography
Camera Assist
Drone Operator

EQUIPMENT & EXPENSE:

Camera (SC Sony F7 camera and lens package)
Grip & Lighting Package
Grip Van
Craft Services
Hard Drive

POST PRODUCTION:

Video Edit
2D Graphic Hours
Music sfx pkg - USAGE: Web Buyout
Stock Package Use
Audio Hours Edit mix
Music search
Media Management
Project Archive
Digital file delivery

Client will Provide:

Any artwork needed / vector files etc
Assist with Scripting and Creative
Editorial Guidance
All On Camera Talent for B-Roll Shots

Production Cost = \$19,955.00

One Day Bronze Pricing Proposal

1X Day of Filming in Virginia Beach

Scope of Work/Deliverables:

1X Up to One Minute Video

1X Day of filming in Virginia Beach
Small Crew for B-Roll & No Voiceover
Drone Videographer
Creative Services

Studio Center will Provide:

1X day of filming in Virginia Beach
Shoot & Post Production
Video Editing
2D Graphic Hours
Location Scout & Permits
Drone Videographer & Usage
Stock Package Use
Audio Mix & Music Library
Music sfx pkg - USAGE: Web Buyout
Link to deliverables 1080 HD

CREW:

Producer
Director / Director of Photography
Camera Assist
Drone Operator

EQUIPMENT & EXPENSE:

Camera (SC Sony F7 camera and lens package)
Grip & Lighting Package
Grip Van
Craft Services
Hard Drive

POST PRODUCTION:

Video Edit
2D Graphic Hours
Music sfx pkg - USAGE: Web Buyout
Stock Package Use
Audio Hours Edit mix
Music search
Media Management
Project Archive
Digital file delivery

Client will Provide:

Any artwork needed / vector files etc
Assist with Scripting and Creative
Editorial Guidance
All On Camera Talent for B-Roll Shots

Production Cost = \$15,789.00

PRICING SUMMARY

2X Day Gold Package:	\$34,846.
2X Day Silver Package:	\$31,170.
2X Day Bronze Package	\$25,642.
1X Day Gold Package	\$24,475.
1X Day Silver Package	\$19,955.
1X Day Bronze Package	\$15,789.

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

Package Selected: _____

Client

Date

Studio Center

Date

50% deposit is due at the time of kick-off and balance upon completion.
Estimate valid for 15 days from 08/03/2020.

THANK YOU!

Point of Contact:

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