



FIREBLOCK/ EXPLAINER VIDEO PRICING PROPOSAL

AUGUST 27, 2021

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## INTRODUCTION

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### 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

### Motion Graphics Animation Video (Post Only) - VO

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#### Scope of Work/Deliverables:

Post for:

One up to 90 second video

One 60 second cutdown

One 30 second cutdown

#### Studio Center will Provide:

Post Production:

- Producer
- Creative Services
- Video Edit for:
  - One up to 90 second video
  - one 60 second and one 30 second cutdown
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Music Library - Paid Buyout for Social & Web
- 1x Non-union Voice over - Paid Buyout for Social & Web
- Footage Archival
- Link to downloadable deliverables in 1080p

#### Client will Provide:

- Script Direction
- Editorial Guidance
- Logos/art in Vector format

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<b>Production Cost</b>	<b>= \$29,656.00</b>
<b>New Client Discount</b>	<b>= \$15,000.00</b>
<b>Total Cost</b>	<b>= \$14,656.00</b>

## SILVER PACKAGE

### Motion Graphics Animation Video (Post Only) - No VO

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#### Scope of Work/Deliverables:

Post for:

One up to 90 second video

One 60 second cutdown

One 30 second cutdown

#### Studio Center will Provide:

Post Production:

- Producer
- Creative Services
- Video Edit for:
  - One up to 90 second video
  - one 60 second and one 30 second cutdown
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Music Library - Paid Buyout for Social & Web
- Footage Archival
- Link to downloadable deliverables in 1080p

#### Client will Provide:

- Script Direction
- Editorial Guidance
- Logos/art in Vector format

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<b>Production Cost</b>	<b>= \$23,559.00</b>
<b>New Client Discount</b>	<b>= \$10,000.00</b>
<b>Total Cost</b>	<b>= \$13,559.00</b>

## PRICING SUMMARY

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Gold Package Video: **\$14,656.00**  
Silver Package Video: **\$13,559.00**

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

Package Chosen:

Video:  Gold  Silver

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 8/27/2021.

## THANK YOU!

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Point of Contact:

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