



RACE SERVICES / PRICING PROPOSAL / VIDEO

JANUARY 14, 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

## OUR PROCESS

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### 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

## **GOLD PACKAGE VIDEO**

### **Shoot & Post in New York**

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#### **Scope of Work/Deliverables:**

Shoot and Post in New York for:  
One 2 minute video  
Two radio spots

#### **Studio Center will Provide:**

##### **Production:**

- Creative Services & Script Writing
- Director/DP & Producer
- Audio, Gaffer, Grip, AC, Hair & Makeup, PA
- 4K Camera Package
- Craft Services
- Media Management/Hard Drives
- Location Fees
- Travel

##### **Post Production:**

- Video Edit for: One 2 minute video
- Color Correction
- 2D Graphics for titles, and end card
- Audio Mix & Music Library - Regional NY
- VO Usage: Regional NY
- Footage Archival
- Link to downloadable deliverables in 1080p

#### **Client will Provide:**

- Script Direction
- Access to Location
- OnScreen Talent
- Logos/art in Vector format

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<b>Subtotal:</b>	<b>\$ 35,823.00</b>
<b>Discount:</b>	<b>- 13,000.00</b>
<b>Total:</b>	<b>\$ 22,823.00</b>

## **GOLD PACKAGE VIDEO**

### Shoot & Post in Virginia Beach Studio Center CYC

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#### **Scope of Work/Deliverables:**

Shoot and Post in VB for:

One 2 minute video

Two radio spots

#### **Studio Center will Provide:**

**Production:**

- Creative Services & Script Writing
- Director/DP & Producer
- Audio, Gaffer, Grip, AC, Hair & Makeup, PA
- 4K Camera Package
- Craft Services
- Media Management/Hard Drives

**Post Production:**

- Video Edit for: One 2 minute video
- Color Correction
- 2D Graphics for titles, and end card
- Audio Mix & Music Library - Regional NY
- VO Usage: Regional NY
- Footage Archival
- Link to downloadable deliverables in 1080p

#### **Client will Provide:**

- Script Direction
- Access to Location
- OnScreen Talent
- Logos/art in Vector format

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**Subtotal:                   \$ 30,823.00**

**Discount:                   - 11,823.00**

**Total:                       \$ 19,000.00**

## SILVER PACKAGE VIDEO

### Shoot & Post in Virginia Beach Studio Center CYC

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#### Scope of Work/Deliverables:

Shoot and Post in VB for:

One 1:30 minute video

One radio spot

#### Studio Center will Provide:

Production:

- Creative Services & Script Writing
- Director/DP & Producer
- Audio, Gaffer, Grip, AC, Hair & Makeup, PA
- 4K Camera Package
- Craft Services
- Media Management/Hard Drives

Post Production:

- Video Edit for: One 1:30 minute video
- Color Correction
- 2D Graphics for titles, and end card
- Audio Mix & Music Library - Regional NY
- VO Usage: Regional NY
- Footage Archival
- Link to downloadable deliverables in 1080p

#### Client will Provide:

- Script Direction
- Access to Location
- OnScreen Talent
- Logos/art in Vector format

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<b>Subtotal:</b>	<b>\$ 26,011.00</b>
<b>Discount:</b>	<b>- 7,961.00</b>
<b>Total:</b>	<b>\$ 18,050.00</b>

## **BRONZE PACKAGE VIDEO**

### Shoot & Post in Virginia Beach Studio Center CYC

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#### **Scope of Work/Deliverables:**

Shoot and Post in VB for:  
One 1:30 minute video

#### **Studio Center will Provide:**

##### **Production:**

- Creative Services & Script Writing
- Director/DP & Producer
- Audio, Gaffer, Grip, AC, Hair & Makeup, PA
- 4K Camera Package
- Craft Services
- Media Management/Hard Drives

##### **Post Production:**

- Video Edit for: One 1:30 minute video
- Color Correction
- 2D Graphics for titles, and end card
- Audio Mix & Music Library - Regional NY
- VO Usage: Regional NY
- Footage Archival
- Link to downloadable deliverables in 1080p

#### **Client will Provide:**

- Script Direction
- 
- OnScreen Talent
- Logos/art in Vector format

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<b>Subtotal:</b>	<b>\$ 23,629.00</b>
<b>Discount:</b>	<b>- 7,879.00</b>
<b>Total:</b>	<b>\$ 15,750.00</b>



## RADIO ONLY SPOTS

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Fully produced spots in Upstate NY Market for 1 year:

**3 spots = \$5,840.00**

**2 spots = \$4,014.50**

**1 spot = \$2,189.00**

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## VIDEO PRICING SUMMARY

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Gold Package in New York:	\$ 22,823.00
Gold Package Video:	\$ 19,000.00
Silver Package Video:	\$ 18,050.00
Bronze Package Video:	\$ 15,750.00

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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 5 business days from 01/14/2020.

## THANK YOU!

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Point of Contact:

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