



CHARTWAY FEDERAL CREDIT UNION / VIDEO ESTIMATE / JULY 9, 2019

-
- 3 INTRODUCTION
 - 4 TEAM MEMBERS
 - 5 OUR PROCESS
 - 6 PRODUCTION PACKAGES
 - 9 PROJECT PRICING SUMMARY
 - 10 POINT OF CONTACT
-



Introduction

Studio Center is the largest, fastest growing production company of its kind in the country. Founded in 1967, Studio Center was one of the first production studios to specialize in the production of broadcast advertising.

Studio Center now has clients in all 50 states and 23 countries around the world. We produce more than 15,000 projects for our clients every year, many of them award-winning. In fact, we've helped our clients win more than 4,000 awards including Andys, Tellys, Clios, Addys, Silver Microphones, Gold Quills, Silver Screens, Axiems, EMAS, Mobiuses, and a Grammy.

About Us:

Established in 1967

Clients in 50 States/23 Countries

Five offices – VB. RVA. DC. NYC.

Number of employees – 1000+

Number of coffee makers – 43

Official snack – [Chocolate Chip Cookies](#)

Team Members

Collectively our director, producers, creatives, DP have over 80 years of experience in their respective fields. Here are some of the key players that will be on the Studio Center/Chartway team.

Erik Schirmer, Executive Producer

Experience: [17 Years](#)

Education: [Ithaca College](#)

Past Experience: [Fox Sports, NASCAR](#)

Favorite Food: [Spaghetti & Meatballs](#)

Superpower: [Height](#)

Dwenda Mosley, Video Producer

Experience: [10 Years](#)

Education: [MFA, Regent University](#)

Past Experience: [NFL Films & Destination America](#)

Favorite Food: [Seafood](#)

Superpower: [Generosity](#)

Jaydee Jana, Director

Experience: [19 Years](#)

Education: [School of Visual Arts, NY](#)

Brand Experience: [IBM, AT&T Wireless, American Express](#)

Favorite Food: [Fried Chicken](#)

Superpower: [Mind Reader](#)

Jason Huber, Creative Director

Experience: [15 Years](#)

Education: [VCU Brandcenter](#)

Brand Experience: [Nissan, Toyota, Starbucks, Dos Equis, Heineken, Sprint](#)

Favorite Food: [Mexican](#)

Superpower: [Persuasion](#)

Chris Karvellas, Director of Photography

Experience: [20+ Years](#)

Education: [University of Maryland](#)

Technical Experience: [Canon, Sony, Red, ARRI](#)

Favorite Food: [General Tso's Chicken](#)

Superpower: [Listening and Lighting](#)

Hayley Ellis, Talent Director

Experience: [8 Years](#)

Education: [The New York Film Academy](#)

Favorite Food: [Salad, any salad](#)

Superpower: [My Smile](#)

Our Production 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

Gold Package

1 x up to 5:00 plus 2:30, 1:30, :45 cutdowns, Upgraded Camera Package & VO

1 Day (10 hours) shoot at client location

- Studio Grip and Lighting Package
- Pre-light (for major lighting setups)
- Director/DP & Producer
- Audio, Gaffer, Grip, AC, Hair & Makeup, PA
- Craft Services
- Media Management/Hard Drives
- Teleprompter
- On Camera Talent
- 4K Camera Package Alexa Mini w/Cooke Lenses
- Wardrobe

Production Crew:

- Producer
- Director
- Director of Photography
- Gaffer
- Grip
- Sound
- Makeup
- Camera Assist
- Camera Operator

- Teleprompter
- Production Assistant
- Hair Stylist

Post Production Including:

- Video Edit for : 1 x 5:00
- Media management
- Video Edit
- 2D Graphic Hours
- Color Correction
- Audio Mix & Music Library
- Music sfx pkg - Web use
- VO non broadcast + standard Web use
- Project Archive
- Stock Package Use
- Link to downloadable deliverables in 1080p

Client to Provide:

- Editorial Guidance
- Stills & Video from Company Events
- Vector art for logos and graphics

Gold Package Cost: \$49,616.00

Silver Package

1 x up to 5:00 plus 2:30, 1:30, :45 cutdowns

1 Day (10 hours) shoot at client location

- Studio Grip and Lighting Package
- Pre-light (for major lighting setups)
- Director/DP & Producer
- Audio, Gaffer, Grip, AC, Hair & Makeup, PA
- Craft Services
- Media Management/Hard Drives
- Teleprompter
- On Camera Talent
- 4K Camera Package Alexa Mini w/Cooke Lenses
- Wardrobe

Production Crew:

- Producer
- Director
- Director of Photography
- Gaffer
- Grip
- Sound
- Makeup
- Camera Assist
- Camera Operator

- Teleprompter
- Production Assistant
- Hair Stylist

Post Production Including:

- Video Edit for : 1 x 5:00
- Media management
- Video Edit
- 2D Graphic Hours
- Color Correction
- Audio Mix & Music Library
- Music sfx pkg - Web use
- VO non broadcast + standard Web use
- Project Archive
- Stock Package Use
- Link to downloadable deliverables in 1080p

Client to Provide:

- Editorial Guidance
- Stills & Video from Company Events
- Vector art for logos and graphics

Silver Package Cost: \$46,691.00

Bronze Package

1 x up to 5:00

1 Day (10 hours) shoot at client location

- Studio Grip and Lighting Package
- Pre-light (for major lighting setups)
- Director/DP & Producer
- Audio, Gaffer, Grip, AC, Hair & Makeup, PA
- Craft Services
- Media Management/Hard Drives
- Teleprompter
- On Camera Talent
- 4K Camera Package Alexa Mini w/Cooke Lenses
- Wardrobe

Production Crew:

- Producer
- Director
- Director of Photography
- Gaffer
- Grip
- Sound
- Makeup
- Camera Assist
- Camera Operator

- Teleprompter
- Production Assistant
- Hair Stylist

Post Production Including:

- Video Edit for : 1 x 5:00
- Media management
- Video Edit
- 2D Graphic Hours
- Color Correction
- Audio Mix & Music Library
- Music sfx pkg - Web use
- VO non broadcast + standard Web use
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Client to Provide:

- Editorial Guidance
- Stills & Video from Company Events
- Vector art for logos and graphics

Bronze Package Cost: \$42,180.00

Project Pricing Summary

Choose your package:

- Gold Package:** **\$49,616.00**
- Silver Package:** **\$46,691.00**
- Bronze Package:** **\$42,180.00**

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

Accepted by:

Client

Date

Studio Center

Date

50% deposit is due at the time of kick-off and balance upon completion.

Estimate valid for 60 days from 07/09/2019.

Thank You

Point of Contact for Chartway:

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