



ANTHEM / PRICING PROPOSAL / "IN BETWEEN" CAMPAIGN

MAY 4, 2021

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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

PRICING PROPOSAL / **GOLD** PACKAGE

Scope of Work/Deliverables:

Shoot and Post for Two :30's and Two :15's
Animated GIF banners and Static Social Media Banners

Studio Center will Provide:

Pre Production:

- Creative Services & Script Writing
- Producer/Project Manager
- Casting Services
- Location Scout
- Location Fees

Production:

- 2 Day Shoot in - Virginia Beach
- Grip and Lighting Package
- 4K Camera Package
- Director/DP & Producer
- Gaffer, Grip, Hair & Makeup
- 15X On Camera Talent: NonSpeaking / 13 wks

- Still Photography
- Craft Services
- Media Management/Hard Drives
- Behind the Scenes Video

Digital and Social Media Banners:

Includes concepting/writing. Image search. Design. GIF animation.

Post Production:

- Video Edit for: 2x :30
- Additional video cut downs including: 2x :15
- 2D Graphics Hours for titles, lower thirds and end card
- VO
- Music & SFX Library - USAGE:
- Audio Mix
- Project Archive
- Digital File Delivery
- Still Photo editing and delivery

Client will Provide:

- Editorial Guidance
- Vector Art for Logos/Graphics

Gold Package Cost: \$72,134.00

PRICING PROPOSAL / SILVER PACKAGE

Scope of Work/Deliverables:

Shoot and Post for One :30 and One :15
Animated GIF banners and Static Social Media Banners

Studio Center will Provide:

Pre Production:

- Creative Services & Script Writing
- Producer/Project Manager
- Casting Services
- Location Scout
- Location Fees

Production:

- 2 Day Shoot in - Virginia Beach
- Grip and Lighting Package
- 4K Camera Package
- Director/DP & Producer
- Gaffer, Grip, Hair & Makeup
- 8X On Camera Talent: NonSpeaking / 13 wks
- Still Photography
- Craft Services
- Media Management/Hard Drives
- Behind the Scenes Video

Post Production:

- Video Edit for: 1x :30
- Additional video cut downs including: 1x :15
- 2D Graphics Hours for titles, lower thirds and end card
- VO
- Music & SFX Library - USAGE:
- Audio Mix
- Project Archive
- Digital File Delivery
- Still Photo editing and delivery

Client will Provide:

- Editorial Guidance
- Vector Art for Logos/Graphics

Digital and Social Media Banners:

Includes concepting/writing. Image search. Design. GIF animation.

Silver Package Cost: \$52,899.00

PRICING PROPOSAL / **BRONZE** PACKAGE

Scope of Work/Deliverables:

Shoot and Post for One :30 and One :15
Animated GIF banners and Static Social Media Banners

Studio Center will Provide:

Pre Production:

- Creative Services & Script Writing
- Producer/Project Manager
- Casting Services
- Location Scout
- Location Fees

Production:

- 1 Day Shoot in - Virginia Beach
- Grip and Lighting Package
- 4K Camera Package
- Director/DP & Producer
- Gaffer, Grip, Hair & Makeup
- 8X On Camera Talent: NonSpeaking / 13 wks
- Still Photography
- Craft Services
- Media Management/Hard Drives
- Behind the Scenes Video

Post Production:

- Video Edit for: 1x :30
- Additional video cut downs including: 1x :15
- 2D Graphics Hours for titles, lower thirds and end card
- VO
- Music & SFX Library - USAGE:
- Audio Mix
- Project Archive
- Digital File Delivery
- Still Photo editing and delivery

Client will Provide:

- Editorial Guidance
- Vector Art for Logos/Graphics

Digital and Social Media Banners:

Includes concepting/writing. Image search. Design. GIF animation.

Bronze Package Cost: \$46,099.00

PRICING PROPOSAL / POST ONLY PACKAGE

Scope of Work/Deliverables:

Post for One :30 and One :15

Animated GIF banners and Static Social Media Banners

Studio Center will Provide:

Pre Production:

- Creative Services & Script Writing
- Producer/Project Manager

Client will Provide:

- Editorial Guidance
- Vector Art for Logos/Graphics

Post Production:

- Video Edit for: 1x :30
- Additional video cut downs including: 1x :15
- 2D Graphics Hours for titles, lower thirds and end card
- VO
- Music & SFX Library - USAGE:
- Audio Mix
- Project Archive
- Digital File Delivery

Digital and Social Media Banners:

Includes concepting/writing. Image search. Design. GIF animation.

Post Only Package Cost: \$28,324.00

PRICING SUMMARY

<input type="checkbox"/> Gold Package:	\$72,134.00
<input type="checkbox"/> Silver Package:	\$52,899.00
<input type="checkbox"/> Bronze Package:	\$46,099.00
<input type="checkbox"/> Post Only Package:	\$28,324.00

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 5 days from 5/4/2021.

THANK YOU!

Point of Contact:

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