



ANTHEM / PRICING PROPOSAL / ASL Video

July 28, 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 1X 3: Minute Video & 1X :90 Second Video

Studio Center will Provide:

Pre Production:

- Creative Services
- Producer/Project Manager
- Casting Services

Production:

- 1 Day Shoot in - Virginia Beach
- Grip and Lighting Package
- 4K Camera Package
- Director/DP & Producer
- Gaffer, Grip, Hair & Makeup
- Craft Services
- ASL Quality Control Director
- Teleprompter
- Media Management/Hard Drives
- **BONUS / FREE Behind the Scenes Video**

Post Production:

- Video Edit for: 1X 3: Minute Video & 1X :90 Second Video
- 2D Graphics Hours for titles, lower thirds and end card
- VO TALENT (WEB BUYOUT) 3 MIN. VIDEO
- VO TALENT (WEB BUYOUT) 90 Second VIDEO
- Music & SFX Library - USAGE: Web buyout
- Audio Mix
- Project Archive
- Digital File Delivery
- Still Photo editing and delivery
- Stock Package Use
- Captions

Client will Provide:

- Script
- Editorial Guidance
- Vector Art for Logos/Graphics

Gold Package Cost: \$ 41,834

PRICING PROPOSAL / SILVER PACKAGE

Scope of Work/Deliverables:

Shoot and Post for 1X 3: Minute Video

Studio Center will Provide:

Pre Production:

- Creative Services
- Producer/Project Manager
- Casting Services

Production:

- 1 Day Shoot in - Virginia Beach
- Grip and Lighting Package
- 4K Camera Package
- Director/DP & Producer
- Gaffer, Grip, Hair & Makeup
- ASL Quality Control Director
- Teleprompter
- Craft Services
- Media Management/Hard Drives

Post Production:

- Video Edit for: 1X 3: Minute Video
- 2D Graphics Hours for titles, lower thirds and end card
- VO TALENT (WEB BUYOUT) 3 MIN. VIDEO
- Music & SFX Library - USAGE: Web buyout
- Audio Mix
- Project Archive
- Digital File Delivery
- Still Photo editing and delivery
- Stock Package Use
- Captions

Client will Provide:

- Script
- Editorial Guidance
- Vector Art for Logos/Graphics

Silver Package Cost: \$ 33,810

PRICING PROPOSAL / **BRONZE** PACKAGE

Scope of Work/Deliverables:

Shoot and Post for 1X :90 Second Video

Studio Center will Provide:

Pre Production:

- Creative Services
- Producer/Project Manager
- Casting Services

Production:

- 1 Day Shoot in - Virginia Beach
- Grip and Lighting Package
- 4K Camera Package
- Director/DP & Producer
- ASL Quality Control Director
- Gaffer, Grip, Hair & Makeup
- Teleprompter
- Craft Services
- Media Management/Hard Drives

Post Production:

- Video Edit for: 1X :90 Second Video
- 2D Graphics Hours for titles, lower thirds and end card
- VO TALENT (WEB BUYOUT) :90 Second VIDEO
- Music & SFX Library - USAGE: Web buyout
- Audio Mix
- Project Archive
- Digital File Delivery
- Still Photo editing and delivery
- Stock Package Use
- Captions

Client will Provide:

- Script
- Editorial Guidance
- Vector Art for Logos/Graphics

Bronze Package Cost: \$ 30,478

PRICING SUMMARY

- Gold Package:** **\$ 41,834**
 - Silver Package:** **\$ 33,810**
 - Bronze Package:** **\$ 30,478**
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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 15 days from 07/28/2021.

THANK YOU!

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