



RESULTS BUSINESS ADVISORS/ PRICING PROPOSAL

DECEMBER 3, 2024

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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

## PRICING SUMMARY

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### Scope of Work/Deliverables:

#### Gold Package:

**\$72,000.00**

- 6 Videos
- Shoot up to 4 locations up to 2 min Testimonial Style Videos
- 1 Behind the scenes video up to 1 min
- 5 up to :15 sec videos for Social Media
- Full Production

#### Silver Package:

**\$64,500.00**

- 5 Videos
- Shoot up to 3 locations up to 2 min Testimonial Style Videos
- 3 up to :15 sec videos for Social Media
- Full Production

#### Bronze Package:

**\$58,750.00**

- 5 Videos
  - Shoot up to 2 locations up to 2 min Testimonial Style Videos
  - 3 up to :15 sec videos for Social Media
  - Full Production
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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 60 days from 12/03/2024.

## THANK YOU!

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VB | RVA | DC | NYC