



YES AND AGENCY / PRICING PROPOSAL / FEMA CAMPAIGN

APRIL 6, 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 VO casting talent specs and a schedule
6. Crew Shoot

Shoot

1. Prepare shot list and schedule
2. Prepare shoot book:
 - Contact list
 - Scripts
 - Locations and any scout 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
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)

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

Five Location Shoot & Two Days of Filming Per Location

Scope of Work/Deliverables:

Shoot and Post for: Five :30 & Five :15 Second Broadcast Commercials

Studio Center will Provide:

Production:

- Director/DP & Producer
- Travel for DP & Producer
- Location Scout
- Location Fees & Permits
- Audio / Sound, Grip / Gaffer & Hair / Makeup
- Still Photographer
- Media Management / Hard Drives
- 4K Camera & Lens Package
- Grip & Lighting Package
- Craft Services
- Props or Set Dressing
- Wardrobe

Post Production:

- Video Edit for: 5 x :30 & 5 x :15
- 2d Graphics for titles, and end card
- Audio Hours Edit mix / Music Search
- Footage Archival
- Stock Package Use
- VO - USAGE: Radio and TV
- Music sfx pkg
- Digital File Delivery
- Closed Captions & Open Captions
- Link to downloadable deliverables in 1080p

Client will Provide:

- Scripting and Creative
- Logos/art in Vector format
- Editorial Guidance
- On Camera Talent

Total Cost: \$377,099.00

PRICING PROPOSAL

Three Location Shoot & Two Days of Filming Per Location

Scope of Work/Deliverables:

Shoot and Post for: Five :30 & Five :15 Second Broadcast Commercials

Studio Center will Provide:

Production:

- Director/DP & Producer
- Travel for DP & Producer
- Location Scout
- Location Fees & Permits
- Audio / Sound, Grip / Gaffer & Hair / Makeup
- Still Photographer
- Media Management / Hard Drives
- 4K Camera & Lens Package
- Grip & Lighting Package
- Craft Services
- Props or Set Dressing
- Wardrobe

Post Production:

- Video Edit for: 5 x :30 & 5 x :15
- 2d Graphics for titles, and end card
- Audio Hours Edit mix / Music Search
- Footage Archival
- Stock Package Use
- VO - USAGE: Radio and TV
- Music sfx pkg
- Digital File Delivery
- Closed Captions & Open Captions
- Link to downloadable deliverables in 1080p

Client will Provide:

- Scripting and Creative
- Logos/art in Vector format
- Editorial Guidance
- On Camera Talent

Total Cost: \$347,249.00

PRICING SUMMARY

Five Location Shoot Two Days of Filming Per Location

Total Cost: \$377,099.00

Three Location Shoot Two Days of Filming Per Location

Total Cost: \$347,249.00

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 15 days from 4/06/2021.

THANK YOU!

Point of Contact:

Mercedes Mendez

161 Business Park Drive

Virginia Beach, VA 23462

Phone: 866.515.2111

Email: mercedes@studiocenter.com

Point of Contact:

Zac Eckert

161 Business Park Drive

Virginia Beach, VA 23462

Phone: 866.515.2111

Email: zac@studiocenter.com



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