



NORFOLK STATE UNIVERSITY/ PRICING PROPOSAL  
IT'S OUR TIME VIDEO CAMPAIGN

OCTOBER 11, 2023

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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

## **GOLD PACKAGE VIDEO**

### **Shoot & Post: It's Our Time Video Campaign**

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#### **Scope of Work/Deliverables:**

FIVE Day Shoot in Norfolk, VA

Video Edit for:

- 1x up to 4 min video
- 1x up to 90 NSU
- 1x up to 90 Athletics
- 1x up to 90 Band
- 1x up to 90 Deminis
- 1x up to 90 Alumni
- 1x up to 90 Fundraising / investing

#### **Studio Center will Provide:**

Pre-Production:

- Producer
- Creative Services & Script Writing
- Location Scout
- Permits

Production:

- Director/DP & Producer
- Grip & Lighting Package
- Audio, Swing, Grip, AC, Hair & Makeup
- Craft Services
- Media Management/Hard Drives
- 4K Camera & Lens Package
- Wardrobe/Props
- Drone & Gear
- Still Photography

Post Production:

- Video Edit Hours:
- 2d Graphics for titles, lower thirds, and end card
- 1x Non-union Voice over: Buyout
- Audio Mix & Music Library: Web Buyout
- Footage Archival
- Link to downloadable deliverables in 1080p

#### **Client will Provide:**

- Script Direction
- Access to all Locations, Crew parking, staging for gear & lunch
- Logos/art in Vector format
- All On-Camera Talent

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**Total:                      \$89,785.00**

## SILVER PACKAGE VIDEO

### Shoot & Post: It's Our Time Video Campaign

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#### Scope of Work/Deliverables:

FIVE Day Shoot in Norfolk, VA

Video Edit for:

- 1x up to 3 min video
- 1x up to 60 NSU
- 1x up to 60 Athletics
- 1x up to 60 Band
- 1x up to 60 Deminis
- 1x up to 60 Alumni
- 1x up to 60 Fundraising / investing

#### Studio Center will Provide:

Pre-Production:

- Producer
- Creative Services & Script Writing
- Location Scout
- Permits

Production:

- Director/DP & Producer
- Grip & Lighting Package
- Audio, Swing, Grip, AC, Hair & Makeup
- Craft Services
- Media Management/Hard Drives
- 4K Camera & Lens Package
- Wardrobe/Props
- Drone & Gear
- Still Photography

Post Production:

- Video Edit Hours
- 2d Graphics for titles, lower thirds and end card
- Audio Mix & Music Library - Web Buyout
- 1x Non-union Voice over - Web Buyout
- Footage Archival
- Link to downloadable deliverables in 1080p

#### Client will Provide:

- Script Direction
- Access to all Locations, Crew parking, staging for gear & lunch
- Logos/art in Vector format
- All On-Camera Talent

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**Total: \$84,980.00**

## **BRONZE PACKAGE VIDEO**

### Shoot & Post: It's Our Time Video Campaign

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#### **Scope of Work/Deliverables:**

FIVE Day Shoot in Norfolk, VA

Video Edit for:

- 1x up to 2 min video
- 1x up to 60 NSU
- 1x up to 60 Athletics
- 1x up to 60 Band
- 1x up to 60 Deminis
- 1x up to 60 Alumni
- 1x up to 60 Fundraising / investing

#### **Studio Center will Provide:**

Pre-Production:

- Producer
- Creative Services & Script Writing
- Location Scout
- Permits

Production:

- Director/DP & Producer
- Grip & Lighting Package
- Audio, Swing, Grip, AC, Hair & Makeup
- Craft Services
- Media Management/Hard Drives
- 4K Camera & Lens Package
- Wardrobe/Props
- Drone & Gear
- Still Photography

Post Production:

- Video Edit Hours
- 2d Graphics for titles, lower thirds and end card
- Audio Mix & Music Library - Web Buyout
- 1x Non-union Voice over - Web Buyout
- Footage Archival
- Link to downloadable deliverables in 1080p

#### **Client will Provide:**

- Script Direction
- Access to all Locations, Crew parking, staging for gear & lunch
- Logos/art in Vector format
- All On-Camera Talent

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**Total:                      \$78,765.00**

## PRICING SUMMARY

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Gold Package Video:	<b>\$ 89,785.00</b>
Silver Package Video:	<b>\$ 84,980.00</b>
Bronze Package Video:	<b>\$ 78,765.00</b>

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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:

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Client

\_\_\_\_\_

Date

\_\_\_\_\_

Studio Center

\_\_\_\_\_

Date

50% deposit is due at the time of kick-off and balance upon completion.  
Estimate valid for 10 days from 10/11/2023.

## THANK YOU!

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Point of Contact:

**Zac Eckert**

161 Business Park Drive

Virginia Beach, VA 23462

Phone: 866.515.2111

Email: [zac@studiocenter.com](mailto:zac@studiocenter.com)





VB | RVA | DC | NYC