



# STUDIO CENTER<sup>®</sup>

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ESTIMATE PROPOSAL FOR VIDEO PRODUCTION - TV

12-8-22

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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

## YOUR KEY TEAM

**William Prettyman**  
**Account Director / CEO**

William Prettyman brings with him over 30 years of experience in the advertising and marketing industry. He is not only Studio Center's CEO, but acts as the day-to day Account Director for clients ranging from educational, healthcare, tourism, legal, real estate, architects, and retail. Under his stewardship, Studio Center has grown from a small voiceover house into a booming content and media company.

**Chris Karvellas, Director of Photography**  
**Years Experience:** 40 Years / **Time @ Studio Center:** 14 Years  
**Role:** Direct. Manage lighting. Run camera.  
**Director's Reel:** <https://simian.me/hcfsb>

**Dwenda Mosley, Executive Producer**  
**Years Experience:** 20 Years / **Time @ Studio Center:** 6 Years  
**Role:** Supervise the entire production from estimating to delivery. Supervise the Video Team.

**Maria Rhodes, Casting Director/Account Manager**  
**Years Experience:** 24 Years / **Time @ Studio Center:** 21 Years  
**Role:** Account management for all things Studio Center; facilitates audio production & voiceover casting.  
**Client Experience:** ZYN, Lowe's, Pfizer, Bayer, Patron, 7-Eleven, SOMA, Worldstrides, WWE, US Army, Healthcare.gov, Great Wolf Lodge, SNUS, Travel Channel, Nat-GEO, Food Network South America, AOL, Simply Orange, Olay, McDonalds, Nationwide

**Samantha Alonso, Talent Director**  
**Years Experience:** 6 years / **Time @ Studio Center:** 1.5 years  
**Role:** Casts On Camera talent for various projects and manages rosters of Voice Over and On Camera talent.  
**Client Experience:** Busch Gardens, Mosquito Joes, Dominion Energy, Blue Ridge Energy, Casey Auto, Novartis, Nexcom, Fort Lee Federal Credit Union, Sentara

## YOUR KEY TEAM

### **Ken Whitaker, Creative Design Director**

**Years Experience:** 36 years / **Time @ Studio Center:** 13 years

**Role:** Responsible for the design of many interactive projects and websites. Creation of multiple collateral print pieces for several of our clients. Responsible for Studio Center corporate identity including interactive and print applications, he also works closely with our Audio and Video departments in a design support capacity as well.

**Client Experience:** Atlantic Shores Christian Schools, Norfolk Christian, Norfolk Academy, AAA, Camp Greenbrier, Centura College, Goodwill, Ronald McDonald House, Smithfield Isle of Wight Tourism, Ynot Pizza, HRT, VDOT, City of Portsmouth, Popeyes Chicken, Troy University, Nauticus, Battleship Wisconsin, Perrine Wheeler Commercial Real Estate, Wheeler Interests, The Children's Museum of Virginia, TowneBank, SteelMaster USA Building Systems, Virginia Aquarium & Marine Science Center, GSH Real Estate, LTD Hotel Management, Lifenet Health, Symphonicity, Monarch Bank, Cox Communications, Amerigroup, Water Country USA, Spirit Cruises.

### **Chris Lindvall, Senior Copywriter**

**Years Experience:** 8 / **Time @ Studio Center:** 6 months

**Role:** Senior Copywriter

**Client Experience:** Chris is an MFA certified copywriter living in Los Angeles, CA. Throughout the years he's worked in entertainment developing comedy and animated films at Amazon, Warner Brothers, and Nickelodeon as well as writing for video games at Disney.

Since being at Studio Center he's worked with high profile clients such as Dominion Energy, the Southern Gas Company, and Bakers Crust, crafting advertisements that accentuate both sentimentality and humor. He enjoys leaving a smile on people's faces and has a serious penchant for collaboration while building something lasting with others. In his free time he enjoys surfing and playing guitar in his rock band.

## **GOLD PACKAGE VIDEO (Concept 2A, 2B or 2C)**

**Shoot & Post: 2 x :15 TV + 2 x :10 TV**

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

One Day Shoot in Virginia Beach or Columbus

Video Edit for: 2 x :15 TV + 2 x :10 TV

Usage: National TV + Web BUYOUT

**BONUS :60 BEHIND-THE-SCENES Video - FREE**

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

#### **Production:**

- Casting & Creative services
- Director/DP & Producer/Project Manager
- Location Scout & Location Procurement
- Audio, Swing, Grip, AC, Hair & Makeup
- Props, Wardrobe & Set Dressing
- Craft Services
- Media Management/Hard Drives
- 4K Camera & Lens Package
- Grip & Lighting Package
- Up to 6 OC talent, dog & dog handler if needed

#### **Post Production:**

- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Stock Music/Sfx package
- Stock photography/footage package use if needed
- 1x Non-union Voice over talent if needed
- Footage Archival
- Link to downloadable deliverables in 1080p

### **Client will Provide:**

- Final script & overall direction
  - Brand guide if available
  - Logos/art in Vector format
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**Subtotal:                   \$ 142,044**

**+    **CLIENT DISCOUNT****

**Total:                       \$ 122,044**

## **SILVER PACKAGE VIDEO (Concept 2D)**

Shoot & Post: 2 x :15 TV + 2 x :10 TV

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

Two Day Shoot in Virginia Beach or Columbus

Video Edit for: 2 x :15 TV + 2 x :10 TV

Usage: National TV + Web BUYOUT

**BONUS :30 BEHIND-THE-SCENES Video - FREE**

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

#### **Production:**

- Casting & Creative services
- Director/DP & Producer/Project Manager
- Location Scout & Location Procurement
- Audio, Swing, Grip, AC, Hair & Makeup
- Props, Wardrobe & Set Dressing
- Craft Services
- Media Management/Hard Drives
- 4K Camera & Lens Package
- Grip & Lighting Package
- Up to 3 OC talent if needed

#### **Post Production:**

- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Stock Music/Sfx package
- Stock photography/footage package use if needed
- 1x Non-union Voice over talent if needed
- Footage Archival
- Link to downloadable deliverables in 1080p

### **Client will Provide:**

- Final script & overall direction
  - Brand guide if available
  - Logos/art in Vector format
- 

**Subtotal:                   \$ 137,184**

**+   CLIENT DISCOUNT**

**Total:                       \$ 117,184**

## **BRONZE PACKAGE VIDEO (Concept 1A-1E OR 2E)**

**Shoot & Post: 2 x :15 TV + 2 x :10 TV**

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

Two-day Shoot in Virginia Beach or Columbus

Video Edit for: 2 x :15 TV + 2 x :10 TV

Usage: National TV + Web BUYOUT

**BONUS :15 BEHIND-THE-SCENES Video - FREE**

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

#### **Production:**

- Casting & Creative services
- Director/DP & Producer/Project Manager
- Location Scout & Location Procurement
- Swing, Grip, AC, Hair & Makeup
- Props, Wardrobe & Set Dressing
- Craft Services
- Media Management/Hard Drives
- 4K Camera & Lens Package
- Grip & Lighting Package
- Up to 5 OC talent if needed + hand model

#### **Post Production:**

- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Stock Music/Sfx package
- Stock photography/footage package use if needed
- 1x Non-union Voice over talent if needed
- Footage Archival
- Link to downloadable deliverables in 1080p

### **Client will Provide:**

- Final script & overall direction
  - Brand guide if available
  - Logos/art in Vector format
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**Total:                   \$ 112,324**



## PRICING SUMMARY

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Gold Package Video:	<b>\$ 122,044</b>
Silver Package Video:	<b>\$ 117,384</b>
Bronze Package Video:	<b>\$ 112,324</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:

\_\_\_\_\_  
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 12-8-22.

## THANK YOU!

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Points of Contact:

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VB | RVA | DC | NYC