



# STUDIO CENTER®

---

ESTIMATE PROPOSAL

furmanroth  
ADVERTISING

**FURMAN ROTH / SPATZ**

:30 & :15 Video Production

---

3 INTRODUCTION

4 GOLD PACKAGE VIDEO

5 SILVER PACKAGE VIDEO

6 BRONZE PACKAGE VIDEO

7 PRICING SUMMARY

8 POINT OF CONTACT

---



## INTRODUCTION

---

### 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: 1 Day Shoot in NYC for :30 & :15 Video

**\*Includes Bonus :60 Behind-The-Scenes Video-FREE\***

---

### Studio Center will Provide:

#### Production:

- Copywriting
- Casting
- Director/DP & Producer
- Audio, Swing, Grip, Hair & Makeup
- Props & Wardrobe
- Craft Services
- Media Management/Hard Drives
- 4K Camera & Lens Package
- Grip & Lighting Package
- CYC Studio in NYC
- 1 On-Camera Talent (digital use for up to 13 weeks)

#### Post Production:

- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Stock Music/SFX Library use if needed
- Stock Footage/Photography Package if needed
- Footage Archival
- Link to downloadable deliverables in 1080p

### Client will Provide:

- Overall Direction
- Logos/art in Vector format
- Any existing footage / photography assets for post

---

**Total: \$ 34,937**

**\*\*\*includes client discount\*\*\***

## **SILVER PACKAGE VIDEO**

Shoot & Post: 1 Day Shoot in VA BEACH, VA for :30 & :15  
Video

**\*Includes Bonus :30 Behind-The-Scenes Video-FREE\***

---

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

#### **Production:**

- Copywriting
- Casting
- Director/DP & Producer
- Audio, Swing, Grip, Hair & Makeup
- Props & Wardrobe
- Craft Services
- Media Management/Hard Drives
- 4K Camera & Lens Package
- Grip & Lighting Package
- CYC Studio at Studio Center VB
- 1 On-Camera Talent (digital use for up to 13 weeks)

#### **Post Production:**

- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Stock Music/SFX Library use if needed
- Stock Footage/Photography Package if needed
- Footage Archival
- Link to downloadable deliverables in 1080p

### **Client will Provide:**

- Overall Direction
  - Logos/art in Vector format
  - Any existing footage / photography assets for post
- 

**Total:                      \$ 20,457**

**\*\*\*includes client discount\*\*\***

## BRONZE PACKAGE VIDEO

Post-Production: :30 & :15 Video

---

### Studio Center will Provide:

Post Production:

- Copywriting Services
- Casting
- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Stock Music/SFX
- 1 VO Talent (usage digital for up to/under 13 weeks)
- Stock Footage/Photography

Package if needed

- Project Archival
- Link to downloadable deliverables in 1080p

### Client will Provide:

- Overall Direction
- Logos/art in Vector format
- Any existing footage / photography assets for post

---

**Total:                      \$ 7,757**

**\*\*\*includes client discount\*\*\***

## PRICING SUMMARY

---

Gold Package Video:	<b>\$ 34,937</b>
Silver Package Video:	<b>\$ 20,457</b>
Bronze Package Video:	<b>\$ 7,757</b>

---

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 10 days from 11/8/23.

## THANK YOU!

---

Point of Contact:

**Maria Rhodes**

161 Business Park Drive

Virginia Beach, VA 23462

Phone: 866.515.2111

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





**STUDIOCENTER®**

---

VB | RVA | DC | NYC