



STUDIO CENTER®

NORFOLK ACADEMY

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ESTIMATE PROPOSAL

NORFOLK ACADEMY

VIDEO SHOOT & POST-PRODUCTION for :90 Holiday Video

3 OUR PROCESS

4 PRICING PROPOSAL

5 PRICING SUMMARY

6 POINT OF CONTACT

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## 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 PROPOSAL: Holiday Video Production at Norfolk Academy (Norfolk, VA)

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### Scope of Work/Deliverables:

Shoot and Post for:

1 Video (up to :90)

1 Day Shoot on-location in Norfolk, VA

### Studio Center will Provide:

Production:

- Director/DP & Producer
- Audio, Grip
- 4K Camera & Lens Package
- Grip & Lighting Package
- Craft Services
- Media Management/Hard Drives

Post Production:

- Video Edit for: 1x :90 Video
- 2d Graphics for titles, and end card
- Audio Mix / Stock Music/SFX pkg if needed (Usage: Non-broadcast inc. web buyout)
- Footage Archival
- Link to downloadable deliverables in 1080p

### Client will Provide:

- Scripting/Creative & Overall Direction
- Logos/art in Vector format
- Crew parking/staging area for gear/lunch
- All On-Camera Talent
- Access to Location

**Work Scope Details:** *Upper School chorus singing holiday song with photo montage/slides insert at two intervals, offering visuals of the year. Open with images of chorus singing, shot from different angles, inc. some close-ups as students sing, then cut away to photos, return to chorus, a second section of photos, wrap up with chorus. Soundtrack would be chorus throughout.*

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**Production Cost = \$ 8,968**

## PRICING SUMMARY

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**Video Production: \$ 8,968**  
**\*INCLUDES CLIENT DISCOUNT\***

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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 10 days from 11/12/2024.

## THANK YOU!

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Points of Contact:

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A stylized white icon of a vintage microphone with two goosenecks, positioned centrally above the text.

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