



YEBO / VIRGINIA LOTTERY / PRICING PROPOSAL / EVERYDAY WINNERS
MARCH 29, 2021

3 OUR PROCESS

4 VIDEO PRODUCTION

5 TOTAL PROJECT COST

6 POINT OF CONTACT

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 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

Video Production

Scope of Work:

12x :30 & 12x :15

Estimate Includes:

- Location Scouting, management, permitting
- 3 Day Shoot Hampton Roads / Richmond area
- All Crew including Director/DP, Producer, Electric, AC, Audio, Art Director, DIT
- All Lighting, Grip, Monitor Needs
- 4K Camera Packages with Lenses
- On Camera Talent for all spots
- Video Edit
- 2D Graphics for end card and lower thirds
- Audio mix, library music (usage: 1 year, Statewide VA usage, Client website, Internet Streaming, Industrial Use (Gas Station TV, preroll, Connected TV)
- Link to deliverables 1080 HD*
- * Station uploads and traffic additional cost

Pre Production:

- Producer / Project Manager
- Casting Services
- Director/DP - Prep Days
- Camera Assist - Prep Days
- Art Director - Prep Day
- Location Scout, Management, Permits

Production Crew:

- Producer
- Directors
- DP
- Gaffer
- Two Grips
- Sound
- Camera Assist
- Camera Operator
- Drone Pilot
- Still Photographer
- DIT
- Art Director

Post Production Including:

- Media management
- Edit Hours
- 2D Graphic Hours
- Audio Hours Edit mix/ music search
- Stock Footage Package
- Custom Music sfx pkg
- Project Archive
- Audio Materials
- Digital File Delivery

Total Production Pricing

SubTotal: \$334,203.00

Discount: -87,500.00

Total Cost: \$246,703.00

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 within 30 days of shoot.

Estimate valid for 60 days from 3/29/2021.

Thank You

Point of Contact:

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