



ODU 2024 Commercial Campaign

June 27, 2023

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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

ODU 2024 Commercial Campaign Shoot & Post

Scope of Work/Deliverables:

2x up to :30sec & 2x :15s cut downs

Studio Center will Provide:

Pre Production:

- Producer/Project Manager
- Creative Services & Script Writing
- Location Fees/Permits

Production:

- 3 Day Shoot in ODU Campus
- Grip and Lighting Package
- Camera & Lens Package
- Director/DP & Producer
- Audio, Gaffer, Grip, Hair & Makeup, PA
- Craft Services
- Media Management/Hard Drives

Client will Provide:

- Scripting & Creative
- Vector art for logos and graphics
- Editorial Guidance
- Student on-camera talent
- Access to all locations for filming
- Crew parking, staging area for gear & lunch

Post Production:

- Video Edit Hours
- 2D Graphic Hours
- 4x VO Talent :30 Seconds Each (USAGE: Broadcast and Social)
- Music & SFX Library :30 Seconds Each (USAGE: Broadcast and Social)
- Audio Hours Edit 2.5 each mix/music search
- Project Archive
- Digital File Delivery
- Media Management
- Raw Footage/Project File Release

Total: \$91,000.00

ODU 2024 Commercial Campaign

Shoot & Post w/ Animated Transitions

Scope of Work/Deliverables:

2x up to :30sec & 2x :15s cut downs

Studio Center will Provide:

Pre Production:

- Producer/Project Manager
- Creative Services & Script Writing
- Location Fees/Permits

Production:

- 3 Day Shoot in ODU Campus
- Grip and Lighting Package
- Camera & Lens Package
- Director/DP & Producer
- Audio, Gaffer, Grip, Hair & Makeup, PA
- Craft Services
- Media Management/Hard Drives

Client will Provide:

- Scripting & Creative
- Vector art for logos and graphics
- Editorial Guidance
- Student on-camera talent
- Access to all locations for filming
- Crew parking, staging area for gear & lunch

Post Production:

- Video Edit Hours
- 2D Graphic Hours (Animation for walls falling)
- 4x VO Talent :30 Seconds Each (USAGE: Broadcast and Social)
- Music & SFX Library :30 Seconds Each (USAGE: Broadcast and Social)
- Audio Hours Edit 2.5 each mix/music search
- Project Archive
- Digital File Delivery
- Media Management
- Raw Footage/Project File Release

Total: \$98,000.00

PRICING SUMMARY

- ODU Commercial Campaign Videos:** **\$ 91,000.00**
 - ODU Commercial Campaign Videos W/ Transitions:** **\$ 98,000.00**
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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 6/27/2023.

THANK YOU!

Point of Contact:

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