



I AM OTHER / PRICING PROPOSAL / VB TOURISM PRODUCTION
DECEMBER 19, 2019

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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

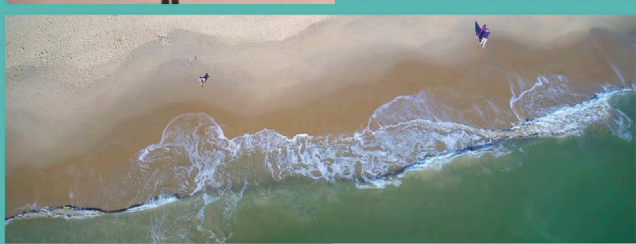
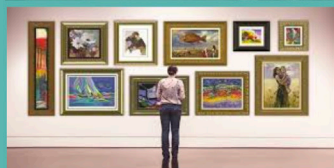
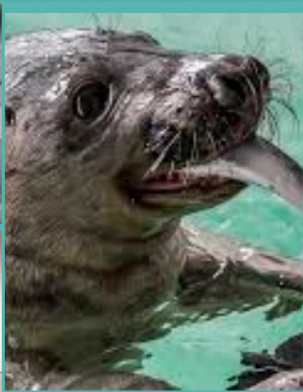
Shoot (Not Applicable for this Project)

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

The Concepts



The leading spot opens on a dark screen. We instantly hear the flipping of a light switch to reveal a woman looking at a trailer full of rental kayaks under a dim light bulb. It's still dark outside. She is wiping down the kayaks.

We see a chef alone in a stainless steel kitchen cutting vegetables and placing them in storage containers.

Still pre-dawn, we see a man feeding the seals at the aquarium.

We see the curator at the museum straightening a painting.

We see the sand on the beach being groomed to perfection.

We see a charter boat captain wiping down his boat and examining equipment.

Bathed in pre-dawn light, we see the smiling face of a police officer laughing over coffee with a handful of men on a sidewalk.

A woman examining a parasail.

We see hotel staff member fluffing a pillow and pulling back curtains.

All the while, we've subtly paired their activities to Pharrell's song.

Pharrell: Virginia Beach is Open

We circle back to 4 of the people featured in the spot who all look directly into the camera, as if they are speaking to the viewer directly and sincerely.

Woman: We're Open

Man: We're Open for Business

Woman: We're ready for you

Man: And your family

Pharrell: Virginia Beach is Open

We see the woman with the Kayak rentals placing a distinct “We’re Open” sign out next to her kayaks.

Spot ends with the sun rising over the Oceanfront. A nod to the hard work and preparation the community puts in for its visitors. We see the Virginia Beach logo.



The sun is out. Shining brightly.

We have a sweeping shot of the beach full of people.

We follow with a succession of our “We’re Open” signs being turned and making appearances at venues or attractions around the city.

We revisit all of the participants in the “Sunrise” spot, now well into their busy days serving visitors.

The woman with kayaks is offering a quick lesson to a visitor.

The chef is hard at work.

The charter fishing boat is out to sea.

The museum and aquarium are bustling with visitors.

The police officer is dancing with a group of tourists on Atlantic Ave.

Once again, we’ve subtly paired their activities to a more elevated daytime appropriate version of Pharrell’s song.

Pharrell: Virginia Beach is Open

We show a massive crowd scene as viewed from the SITW stage.

We circle back to 4 of the people featured in the spot who all look directly into the camera, as if they are speaking to the viewer directly and sincerely – this time, they are in the middle of their work.

Woman: We’re Open

Man: We’re Open for Business

Woman: We’re ready for you

Man: And your family

Pharrell: Virginia Beach is Open

As we show a sticker version of the “We’re Open” sign placed in the corner of a window. This is one of the first signs that “We’re Open” means something much bigger. It’s a mindset.

We close on a sweeping shot of the crowded beach. Virginia Beach logo.

Pricing Proposal

6 Days of Filming Various Location in VB

Scope of Work/Deliverables:

Shoot and Post for:

Two :30 Broadcast Commercials

Ten :15 Cut downs for Broadcast/Social/Online use

Studio Center will Provide:

Production:

- Storyboarding
- Director/DP & Producer
- Location Scout
- Audio, Gaffer, Grip, AC, Hair & Makeup, PA
- Props & Set Dressing
- Craft Services
- Media Management/Hard Drives
- Alexa Arri & Lens Package
- Wardrobe
- Travel
- Still Photography

Post Production:

- Video Edit for: 2 x :30 & 10 x :15
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Music Library - Paid Buyout for Broadcast, Social & Web
- 1x Non-union Voice over - Paid Buyout for Broadcast, Social (Paid Digital) & Web; assuming broadcast runs in Virginia
- Footage Archival
- Link to downloadable deliverables in 1080p
- Still Photo editing and delivery

Production Cost = \$231,350.00

Pricing Proposal (continued)

Graphic Design

Design for “We’re Open” sign.

Translate the design for stickers, t-shirts, hats, etc...

Design Cost = \$8,250.00 (sourcing/printing not included)

Behind the Scenes Video

Shoot & Post for Two :60 and 2 x :30 BTS videos

BTS Cost = \$12,700.00

Pricing Summary

TV Production:	\$231,350.00
Design:	\$8,250.00
BTS:	\$12,700.00
Total Cost:	\$252,300.00

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 upon completion.

Estimate valid for 60 days from 12/19/2019.

Thank You

Point of Contact for I AM OTHER:

William Prettyman


161 Business Park Drive

Virginia Beach, VA 23462

Phone: 866.515.2111

Mobile: 757.513.5005

Email: william@studiocenter.com



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