



NEXUS DIRECT / PRICING PROPOSAL / VIDEO PRODUCTION

MAY 13, 2021

3 OUR PROCESS

4 PRICING PROPOSAL

5 PRICING SUMMARY

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

PRICING PROPOSAL / MONTHLY PRODUCTION

Scope of Work/Deliverables:

Shoot and Post for One up to 5 min video with Full Production Crew

Shoot and Post for Four up to :90 sec videos with Social Media Crew

Studio Center will Provide:

Pre Production:

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

Production:

- 2 Day Shoot in studio/client location
- Grip and Lighting Package

Production Crew:

- 4K Camera Package
- Director/DP & Producer
- Audio, Grip, & Hair & Makeup
- Craft Services

Social Media Crew:

- Camera Operator
- Assistant

Still Photography

Media Management/Hard Drives

Post Production:

- Video Edit for: 1x up to 5 min video
- Additional video cut downs including: 4 x up to :90
- 2D Graphics Hours for titles, lower thirds and end card
- Voice Over
- Music & SFX Library - USAGE:
- Audio Mix
- Project Archive
- Digital File Delivery
- Still Photo editing and delivery

Client will Provide:

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

Total Production Cost: \$39,563.00

New Client Discount: \$20,000.00

Total Monthly Cost: \$19,563.00

PRICING SUMMARY

Total Production Cost:	\$39,563.00
New Client Discount:	\$20,000.00
Total Monthly Cost:	\$19,563.00

Thank you for the opportunity to submit a proposal. We look forward to working with you!

Accepted by:

Client

Date

Studio Center

Date

Monthly due at beginning of each month's kick off call/meeting.
Estimate valid for 30 days from 5/13/2021.

THANK YOU!

Point of Contact:

William Prettyman

161 Business Park Drive

Virginia Beach, VA 23462

Phone: 866.515.2111

Email: william@studiocenter.com

Jaydee Jana

161 Business Park Drive

Virginia Beach, VA 23462

Phone: 866.515.2111

Email: jaydee@studiocenter.com



VB | RVA | DC | NYC