



AD COUNCIL / PRICING PROPOSAL / CHILD CAR SEAT VIDEO

FEBRUARY 5, 2024

3 OUR PROCESS

4 PRICING PROPOSAL

5 PRICING PROPOSAL

6 PRICING SUMMARY

7 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

Child Car Seat Video (Shoot & Post)

Scope of Work/Deliverables:

Shoot & Post Production:

- 8x up to 4 Min (English & Spanish)
- 26x up to :60 cut downs (English & Spanish)
- 1 Day Shoot in Hampton Roads

Studio Center will Provide:

Pre Production:

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

Post Production:

- Video Edit for: 8x up to 4 mins (English & Spanish)
- Additional Cut downs: 26 x up to :60 (English & Spanish)
- Color Correction
- 2d Graphics for titles, lower thirds, and end card
- Audio Mix & Music Library - Print, Social & Web
- 1x Non-union Voice over - Social, Print & Web
- Footage Archival
- Link to downloadable deliverables in 1080p
- Stock Package

Production:

- Grip & Lighting Package
- Camera Package
- Director/ DP & Producer
- Swing, Grip, Hair & Makeup
- 10 On Camera Talent: Web, Social & Print
- Wardrobe
- Props & Set Dressing
- Still Photography
- Media Management

Client will Provide:

- Script Direction
- Access to Location
- Logos/art in Vector format

Production Cost = \$200,000.00

PRICING SUMMARY

Total Cost: **\$200,000.00**

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 02/05/2024.

THANK YOU!

Point of Contact:

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