



BOARS HEAD RESORT/ PRICING PROPOSAL / RECRUITMENT VIDEO

MARCH 3, 2022

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## INTRODUCTION

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### About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Five offices – VB. RVA. DC. NYC.
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – [Chocolate Chip Cookies](#)

### Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

## **GOLD PACKAGE**

### **Shoot & Post with 8 On Camera Talent**

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#### **Scope of Work/Deliverables:**

One Day Shoot in Charlottesville, VA

Video Edit for : 1 x up to 2 minute video and 4 x :15 cutdowns

#### **Studio Center will Provide:**

##### **Production:**

- Creative Services & Script Writing
- Grip & Lighting Package
- 4K Camera Package
- Director / DP / Producer
- Hair & Makeup
- (8) On Camera Talent - Usage Web Buyout & Paid Social
- Craft Services
- Media Management / Hard Drives
- Studio Center Travel

##### **Post Production:**

- Video Edit Hours
- Media Management
- 2D Graphics for titles, lower thirds, and end card
- Music & SFX Library - Usage Web Buyout & Paid Social
- VO - Internal Usage
- Audio Mix
- Project Archive
- Digital File Delivery

#### **Client will Provide:**

- Scripting and creative
- Vector art for logos and graphics
- Editorial Guidance
- Location(s) for shoot
- On camera talent

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<b>Subtotal:</b>	<b>\$41,264.00</b>
<b>Discount:</b>	<b>- 12,000.00</b>
<b>Total:</b>	<b>\$29,264.00</b>

## SILVER PACKAGE

### Shoot & Post with 6 On Camera Talent

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#### Scope of Work/Deliverables:

One Day Shoot in Charlottesville, VA

Video Edit for : 1 x up to 2 minute video and 4 x :15 cutdowns

#### Studio Center will Provide:

##### Production:

- Creative Services & Script Writing
- Grip & Lighting Package
- 4K Camera Package
- Director / DP / Producer
- Hair & Makeup
- (6) On Camera Talent - Usage Web Buyout & Paid Social
- Craft Services
- Media Management / Hard Drives
- Studio Center Travel

##### Post Production:

- Video Edit Hours
- Media Management
- 2D Graphics for titles, lower thirds, and end card
- Music & SFX Library - Usage Web Buyout & Paid Social
- VO - Internal Usage
- Audio Mix
- Project Archive
- Digital File Delivery

#### Client will Provide:

- Scripting and creative
- Vector art for logos and graphics
- Editorial Guidance
- Location(s) for shoot
- On camera talent

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<b>Subtotal:</b>	<b>\$38,264.00</b>
<b>Discount:</b>	<b>- 10,000.00</b>
<b>Total:</b>	<b>\$28,264.00</b>

## **BRONZE PACKAGE**

### **Shoot & Post with 4 On Camera Talent**

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#### **Scope of Work/Deliverables:**

One Day Shoot in Charlottesville, VA

Video Edit for : 1 x up to 2 minute video and 4 x :15 cutdowns

#### **Studio Center will Provide:**

##### **Production:**

- Creative Services & Script Writing
- Grip & Lighting Package
- 4K Camera Package
- Director / DP / Producer
- Hair & Makeup
- (4) On Camera Talent - Usage Web Buyout & Paid Social
- Craft Services
- Media Management / Hard Drives
- Studio Center Travel

##### **Post Production:**

- Video Edit Hours
- Media Management
- 2D Graphics for titles, lower thirds, and end card
- Music & SFX Library - Usage Web Buyout & Paid Social
- VO - Internal Usage
- Audio Mix
- Project Archive
- Digital File Delivery

#### **Client will Provide:**

- Scripting and creative
- Vector art for logos and graphics
- Editorial Guidance
- Location(s) for shoot
- On camera talent

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<b>Subtotal:</b>	<b>\$35,264.00</b>
<b>Discount:</b>	<b>- 10,000.00</b>
<b>Total:</b>	<b>\$25,264.00</b>

## PRICING SUMMARY

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Gold Package Video:	<b>\$29,264.00</b>
Silver Package Video:	<b>\$28,264.00</b>
Bronze Package Video:	<b>\$25,264.00</b>

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

Packages Chosen:

Video:  Gold  Silver  Bronze

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 3/3/2022.

## THANK YOU!

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Point of Contact:

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