



SPECIALTY PROGRAM GROUP/ PRICING PROPOSAL

NOVEMBER 18, 2024

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INTRODUCTION

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

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 SUMMARY

Gold Package Video: **\$100,000.00**

Scope of Work/Deliverables:

4 Full Video Shoots on Location
 12x up to 2 min videos
 50x up to :17 sec Pre Roll/ Social Media Videos
 4x up to :60 sec "Behind the Scenes" Videos

Silver Package Video: **\$75,000.00**

Scope of Work/Deliverables:

3 Full Video Shoots on Location
 10x up to 2 min videos
 40x up to :17 sec Pre Roll/ Social Media Videos
 3x up to :60 sec "Behind the Scenes" Videos

Bronze Package Video: **\$50,000.00**

Scope of Work/Deliverables:

2 Full Video Shoots on Location
 8x up to 2 min videos
 30x up to :17 sec Pre Roll/ Social Media Videos
 2x up to :60 sec "Behind the Scenes" Videos

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

**Annual Proposal, payments due on the 1st - quarterly or monthly.

**Estimate valid for 10 days from 11/18/2024.

THANK YOU!

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VB | RVA | DC | NYC