



---

Hilton Village / Website & Video Proposal

April 01, 2024



## 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

# WEBSITE DESIGN AND DEVELOPMENT

*Including FREE Hosting and Maintenance!*

---

## **Design**

Our team of graphic designers will create a minimum of three mockups for the website to include the home page. Designers will make any and all revisions requested by the client.

## **Development**

Once the mockup is approved by the client, the project developer will take all of the individual graphic elements from the mockups and use them to create the actual, functional site. Elements such as the CMS, interactive contact forms, and Search features are implemented and made functional during this phase, as well.

## **Copywriting**

Our copywriter will work with the client to write compelling SEO friendly copy for the pages of the website.

## **Page Styling Modifications:**

We will use existing content and any other text or imagery content that the client can provide, and style each page to be consistent in look and feel.

## **Initial SEO/SEM:**

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. The basic package includes: Google Analytics Integration, Keyword Research & Meta Tags, Robots.txt file integration, XML Site Map Creation, Verification of your site with Google Webmaster Tools.

# WEBSITE DESIGN AND DEVELOPMENT

*Including FREE Hosting and Maintenance!*

---

## **Testing/Delivery/Training:**

The site will be thoroughly tested - viewing differences between different web browsers, ensuring that the website is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. **NO COST**

## **Hosting:**

Studio Center can host the client site on our Google Cloud-Based Server at **NO COST** to you.

## **Ongoing Support and Site Maintenance:**

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades. *(Does not include actual content additions or change in the original scope of work.)* **NO COST**

# PRICING SUMMARY

---

**Platinum** - Website Redesign & Development, 1 Day Video Shoot, 1x Up to 30 Second video, 2 days of photography, **1x Behind the scenes video.**  
**3 Months PRO BONO Social Media.** **\$ 33,750.**

**Silver**- Website Redesign & Development, 1 Day Video Shoot, 1x Up to 30 Second video, One day of photography & **3 Months PRO BONO Social Media.** **\$ 29,885.**

**Bronze** - Website Redesign & Development, One Day of Photography **\$ 21,850.**

---

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

Package Chosen \_\_\_\_\_

Accepted by:

\_\_\_\_\_  
Client

\_\_\_\_\_  
Date

\_\_\_\_\_  
Studio Center

\_\_\_\_\_  
Date

Estimate valid for 10 days from 04/01/24  
50% payment due at kickoff and balance upon completion.

# VIDEO PRODUCTION & PHOTOGRAPHY

---

## Scope of Work/Deliverables:

Video Shoot in Newport News

Post production for chosen package

### Studio Center will Provide:

#### Production:

- Director/DP & Producer
- Audio, Grip
- Hair & Makeup
- Alexa Arri & Lens Package
- Drone
- Media Management/Hard Drives
- Grip & Lighting Package
- Still Photography
- Craft Services
- Travel
- Permits

#### Post Production:

- Video Edit
- Color Correction
- 2d Graphics for titles, and end card
- Audio Mix & Music Library - Web & Internal Usage
- Non Union VO - Web & Internal Usage
- Footage Archival
- Link to downloadable deliverables

### Client will Provide:

- Script Direction
- Editorial Guidance
- Access to Locations for filming
- Staging area for crew and equipment
- Logos/art in Vector format

# SOCIAL MEDIA

All of our social media packages include **custom creative content** utilizing **video, gifs, graphic design, photography**, and responding to comments and messages. Posts will be a combination of boosted and organic on Facebook and Instagram.

## ESSENTIALS PLUS - \$1,800/month

- Custom Content/Creative:
  - Up to **1** on-location video/photo shoot per month *includes photo editing and color correction.*
  - Up to **12** posts monthly including 8 reels\*
- Facebook / IG Boosted Posts:
  - Clicks estimate 1,000 - 1,500
  - Impressions estimate 63,000 - 80,000 Mo.

**Set up:** *\*No Charge\**

**Additional Social Media Channels:** Available at \$150 per each additional channel

**\*Influencer Package:** Posts - recommended to run every other month. Length of reels may vary; will be between :15 and :60 seconds

## THANK YOU!

---

Point of Contact:

**Bob Finke**

161 Business Park Drive

Virginia Beach, VA 23462

Phone: 866.515.2111

Email: [bobf@studiocenter.com](mailto:bobf@studiocenter.com)





**STUDIOCENTER®**

VB | RVA | DC | NYC