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PayMore Brand Video Proposal

April 7th, 2023

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## OUR PROCESS

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### 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



## **PayMore**

### **Concept 2 “WE REALLY DO PAY (MORE)” Brand Video**

#### **Shoot & Post**

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

1x up to :30sec

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

##### **Pre Production:**

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

##### **Production:**

- 1 Day Shoot in Reston, VA
- Director/DP
- Producer
- Camera and Lens Package
- Grip and Lighting Package
- Audio, Swing, Hair & Makeup
- 2x Speaking On Camera Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Wardrobe/Props
- Craft Services
- Media Management/Hard Drives
- Behind the Scenes Video

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

- Video Edit Hours
- 2D Graphic Hours
- VO Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Music & SFX Library (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Audio Hours Edit mix/music search
- Audio Materials
- Project Archive
- Media Management
- Digital File Delivery

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

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

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**Total: \$34,562.00**

## **PayMore**

### **Concept 3 “Coffee Shop Talk” Brand Video**

#### **Shoot & Post**

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

1x up to :30sec

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

##### **Pre Production:**

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

##### **Production:**

- 1 Day Shoot in Reston, VA
- Director/DP
- Producer
- Camera and Lens Package
- Grip and Lighting Package
- Audio, Swing, Hair & Makeup
- 2x Speaking On Camera Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- 4x Non-Speaking On Camera Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Wardrobe/Props
- Craft Services
- Media Management/Hard Drives
- Behind the Scenes Video

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

- Video Edit Hours
- 2D Graphic Hours
- VO Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Music & SFX Library (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Audio Hours Edit mix/music search
- Audio Materials
- Project Archive
- Media Management
- Digital File Delivery

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

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

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**Total: \$35,442.00**

# PayMore

## Concept 4 “Pay More!” Brand Video

### Shoot & Post

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#### Scope of Work/Deliverables:

1x up to :30sec

#### Studio Center will Provide:

##### Pre Production:

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

##### Production:

- 1 Day Shoot in Reston, VA
- Director/DP
- Producer
- Camera and Lens Package
- Grip and Lighting Package
- Audio, Swing, Hair & Makeup
- 2x Speaking On Camera Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- 4x Non-Speaking On Camera Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Wardrobe/Props
- Craft Services
- Media Management/Hard Drives
- Behind the Scenes Video

##### Post Production:

- Video Edit Hours
- 2D Graphic Hours
- VO Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Music & SFX Library (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Audio Hours Edit mix/music search
- Audio Materials
- Project Archive
- Media Management
- Digital File Delivery

#### Client will Provide:

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

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**Total: \$35,442.00**

# PayMore

## Concept 5 “Daydream” Brand Video

### Shoot & Post

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#### Scope of Work/Deliverables:

1x up to :30sec

#### Studio Center will Provide:

##### Pre Production:

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

##### Production:

- 1 Day Shoot in Reston, VA
- Director/DP
- Producer
- Camera and Lens Package
- Grip and Lighting Package
- Audio, Swing, Hair & Makeup
- 2x Speaking On Camera Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- 4x Non-Speaking On Camera Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Wardrobe/Props
- Craft Services
- Media Management/Hard Drives
- Behind the Scenes Video

##### Post Production:

- Video Edit Hours
- 2D Graphic Hours
- VO Talent (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Music & SFX Library (USAGE: 1 Year Website, Youtube, Social Media, Broadcast TV, and Streaming)
- Audio Hours Edit mix/music search
- Audio Materials
- Project Archive
- Media Management
- Digital File Delivery

#### Client will Provide:

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

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**Total: \$35,442.00**



## PRICING SUMMARY

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<input type="checkbox"/>	<b>Concept 1 “MORE” Shoot &amp; Post:</b>	<b>\$27,302.00</b>
<input type="checkbox"/>	<b>Concept 2 “WE REALLY DO PAY (MORE)” Shoot &amp; Post:</b>	<b>\$34,562.00</b>
<input type="checkbox"/>	<b>Concept 3 “Coffee Shop Talk” Shoot &amp; Post:</b>	<b>\$35,442.00</b>
<input type="checkbox"/>	<b>Concept 4 “Pay More!” Shoot &amp; Post:</b>	<b>\$35,442.00</b>
<input type="checkbox"/>	<b>Concept 5 “Daydream” Shoot &amp; Post:</b>	<b>\$35,442.00</b>

\*Discount: 10% for 2 videos, 15% for 3 videos

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**FINAL PROJECT COST = \$ \_\_\_\_\_**

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 10 days from 4/7/2023.

## THANK YOU!

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Point of Contact:

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