



CARDONE CAPITAL/ PRICING PROPOSAL / FACILITY TOUR VIDEO

JUNE 24, 2024

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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

## **PRICING PROPOSAL**

### **Cardone Capital Facility Tour Shoot & Post**

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

Shoot and Post with VO for:

10x up to :90 secs

10 Day Shoot in Various Locations in FL

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

**Pre Production:**

- Creative Services and Script Writing
- Producer/Project Manager
- SC Staff Travel

**Production:**

- Grip and Lighting package
- 4K Camera Package
- Director/DP Producer
- Drone Operator/Grip
- Media Management/ Hard Drives
- Craft Services
- Grip Truck

**Post Production:**

- Video Edit for: 10x up to :90 sec
- 2D Graphic hours
- Audio Mix & Music Library
- Music sfx package usage: Web Buyout
- VO Usage: Web Buyout
- Project Archival
- Link to downloadable deliverables in 1080p

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

- Script Direction
- Creative
- Editorial Guidance
- Access to all Locations for filming
- Crew parking, staging area for gear & Lunch
- Logos/art in Vector format

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**Production Cost = \$122, 953.00**

## **PRICING PROPOSAL**

### **Cardone Capital Facility Tour Shoot & Post**

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

Shoot & Post Production for:  
10x up to :90 secs  
10 Day Shoot in FL & TX

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

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

- Creative Services and Script Writing
- Producer/Project Manager
- SC Staff Travel

##### **Production:**

- Grip and Lighting package
- 4K Camera Package
- Director/DP Producer
- Drone Operator/Grip
- Media Management/ Hard Drives
- Craft Services
- Grip Truck

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

- Video Edit for: 10x up to :90 sec
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- Script Direction
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**Production Cost = \$102,883.00**

## PRICING SUMMARY

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**Shoot & Post with VO: \$122,953.00**

**Shoot & Post: \$102,883.00**

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

Accepted by:

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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 06/24/2024.

## THANK YOU!

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Point of Contact:

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