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**ESTIMATE PROPOSAL**

**PATIENT FIRST**

De-Escalation eLearning Videos

VIDEO SHOOT & POST-PRODUCTION in Richmond, VA

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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

## **GOLD PRICING PROPOSAL: De-Escalation eLearning Videos**

2 Nights of Filming at Patient First in Richmond (Shoot & Post-Production)

***Includes FREE :60 Behind-The-Scenes Video***

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

Shoot and Post for:

3 Videos (each up to 10 minutes)

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

Production:

- Director/DP & Producer
- Audio, Grip, Hair & Makeup
- 4K Camera & Lens Package
- Grip & Lighting Package
- Craft Services
- Media Management/Hard Drives
- On Camera Talent
- \*2 talent on video 1 (speaking)
- \*2 talent on video 2 (speaking)
- \*6 talent on video 3 (speaking)
- (USAGE Non-broadcast/Internal Buyout)

Post Production:

- Video Edit for: 3 videos (each up to 10 minutes)
- 2d Graphics for titles, and end card
- VO Record / Audio Mix / Stock Music&SFX Pkg
- 1x Non-union VO Narrator (Non-broadcas/Internal Buyout)
- Footage Archival
- Link to downloadable deliverables in 1080p

### **Client will Provide:**

- Script & Overall Direction
- Access to Location
- Logos/art in Vector format
- Crew parking/staging area for gear/lunch

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**Production Cost = \$ 47,180**

## **SILVER PRICING PROPOSAL: De-Escalation eLearning Videos**

2 Nights of Filming at Patient First in Richmond (Shoot & Post-Production)

***Includes FREE :30 Behind-The-Scenes Video***

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

Shoot and Post for:

3 Videos (each up to 10 minutes)

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

Production:

- Director/DP & Producer
- Audio, Grip, Hair & Makeup
- 4K Camera & Lens Package
- Grip & Lighting Package
- Craft Services
- Media Management/Hard Drives

### **Client will Provide:**

- Script & Overall Direction
- All On Camera Talent
- Access to Location
- Logos/art in Vector format
- Crew parking/staging area for gear/lunch

Post Production:

- Video Edit for: 3 videos (each up to 10 minutes)
- 2d Graphics for titles, and end card
- VO Record / Audio Mix / Stock Music&SFX Pkg
- 1x Non-union VO Narrator (Non-broadcas/Internal Buyout)
- Footage Archival
- Link to downloadable deliverables in 1080p

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**Production Cost = \$ 30,180**

## PRICING SUMMARY

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**GOLD TV Production:      \$ 47,180**

**\*INCLUDES CLIENT DISCOUNT\***

**SILVER TV Production:      \$ 30,180**

**\*INCLUDES CLIENT DISCOUNT\***

**Package Selected: \_\_\_\_\_**

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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 10/31/2024.

## THANK YOU!

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Point of Contact:

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