



MAX LUX

VIDEO FOR BUSINESS

Sample Proposal: Brand Video

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Overview

Create a brand video to showcase the products and services offered by _____ . .

Client Specifications

- Will be featured on the client's website: _____ .
- 2-5 minutes in length
- Q & A style interview w/client. I Will provide parts of video and Voice-Over
- Filming location TBD. Client will provide an "office looking space".
- Wants to highlight features and benefits
- Creative aspects were shared during an in-person meeting.

Deliverables

- Video
 - 1 Brand video
 - 4 videos optimized for social media

Process Requirements

Pre-production

- Planning and coordinating project details for shoot-day and post-production
- Develop Q&A questions
- Full list of things that will be highlighted
- Creative coordination for titles, logo animation or other graphics as needed

Production (Shoot-day)

- Arrive early for setup and equipment checks
- Hair and makeup if ordered
- Set-up lighting for each scene
- Set-up ideal camera placement for composition
- Set-up lav mic and audio levels for on camera talent if required
- Coach talent for on-camera basics
- Length of filming day: 3-4 hours
- Equipment breakdown



Post-production: Video

- Video editing
 - Import and back-up video footage
 - Sorting, culling and editing video clips
 - Color correction and adjustment
 - Audio:
 - Mixing and timing voice track
 - Synchronize with video
 - Add licensed background music
 - Sound effects (if needed)
 - Animation/Design: Basic graphics and titles
 - Social Media Optimized edits: Vertical format, less than 60 seconds, subtitles and branding elements
 - Export and deliver to client
 - Client feedback and revisions (2 rounds of revision included)

Terms and deadlines

Standard terms: 50% payment of project costs due at project engagement to reserve date.
50% payment due within 7 days of production date.

Deadlines: TBD

Estimate (optional items in blue)

Item	Quantity	Price	Total
Pre-Production			
Project planning/Coordination	1	\$150	\$150
Production			
Half-day rate (OT @\$150/hr)	1	\$750	\$750
Second camera angle	1	\$285	\$285
Post - production			
Basic video Editing	1	\$650 - \$850	\$650 - \$850
Animated Logo Intro	1	\$140	\$140
Custom graphics and titles	1	\$140	\$140
Social Media edits	4	\$30	\$120
Sub-total			\$1,670 - \$2,435
Encinitas Chamber Discount		-10%	\$167 - \$244
Total:			\$1,503 - \$2,191
Additional add ons:			
Still photography add-on		\$320	
Basic photo editing and branding		\$300	
Teleprompter rental (flat rate)		\$100	

Green-screen video editing		\$140/hr	
Delivery of all raw video footage		Project Dependent	
Drone Video (FAA 107 Licensed pilot)		\$150/hr	
Hair and makeup artist		\$80/hr	
Additional animation		\$140/hr	
Additional editing		\$125/hr	

Proposal prices valid for 90 days from issue date. Project proposals are estimates only and may be subject to variability due to changes in project scope, additional labor requirements or variable expenses such as travel and shipping. CA sales tax is not applicable unless deliverables are requested on physical media (DVD, prints, hard drive etc)