



## **\*SAMPLE** Video and Photo Proposal for Local Dentistry

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## Overview

A business brand video 2-5 minutes in length, composed of customer testimonials and a doctor speaking with a script. Photo package covering the office space, high tech equipment, employee headshots and a company group shot.

## Client Specifications

- Brand video for website
  - 3 customer testimonials (Using interview style questions: “Tell us about your favorite customer experience?” “How did the laser technology help you recover faster?”)
  - 1 Doctor speaking about their philosophy/approach to dentistry
  - B-roll: We will capture video clips of the office and high tech equipment to add visual interest to portions of the video.
- Photography package
  - 3 wide angle shots of the office layout
  - 5 shots of doctors using the high tech equipment
  - 5 employee headshots
  - 1 company group shot

## Process Requirements

### Pre-production

- Creative planning meeting:
  - Shot sequence map out all “must have” shots
  - Review script for on camera talent (Doctor)

### Production (Shoot-day)

- Setup and equipment checks
- Estimating one full day of shooting video and photo
- Film scripted teleprompter scenes with doctor
- Film 3 customer testimonials using interview style Q&A
- Film b-roll of office, employees working, operating high-tech equipment

- Switch lighting from video lights to flash for still photography
- Shoot all required still images
- Equipment breakdown

### **Post-production: Video**

- Video editing
  - Import and back-up video footage
  - Sorting, Culling and editing video clips
  - Color: Correction and adjustment
  - Audio:
    - Voice enhancement, clean up
    - Add licensed music
    - Add any sound effects (if needed)
  - Animation/Design: Custom logo intro, call outs, titles, and graphics
  - Reformatted versions for social media/mobile
  - Export and deliver to client
  - Client feedback and revisions (2 rounds of revision included)

### **Post-production: Still Images**


- Import and backup all images
- Retouch branding images
  - Color correct
  - Brighten packaging, re-light as necessary
  - Retouch skin if applicable
  - Composite any requested elements
  - Export .jpg
  - Client feedback and revisions
- Retouch headshot portraits
  - Color correction
  - Smooth skin, remove blemishes
  - Brighten eyes and teeth
  - Export jpg
  - Client feedback and revisions

## **Terms and deadlines**

Standard terms: 50% payment at project engagement. 50% payment due within 7 days of project delivery. Deadlines: TBD, client will provide potential dates

## Estimate

Item	Quantity	Price	Sub-totals
<b>Pre-Production</b>			
Creative meeting: Shot sequence and script development	1	\$125	\$125
<b>Production</b>			
Full-day rate (video/photo combo) (OT @\$150/hr)	1	\$1,125	\$1,125
Teleprompter fee	1	\$100	\$100
<b>Post - production</b>			
Video editing and color correction	5	\$125	\$625
Custom intro, graphics and titles	2	\$140	\$280
Reformatting for Social/Reels	1	\$150	\$150
Photo editing: Headshots	4	\$115	\$460
Photo editing: Branding	2	\$115	\$230
<b>Subtotal:</b>			\$3,095
<b>Carlsbad Chamber Discount: 10% off</b>			-\$309
<b>Total:</b>			\$2,786
<b>Additional add ons:</b>			
Drone Video (FAA 107 Licensed pilot)		\$150/hr	
Hair and makeup artist		\$80/hr	



Additional animation		\$140/hr	
Additional editing		\$125/hr	

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)