



Proposal for Ignite Institute

Written by Shane Harrison of VideoShane LLC



Introduction

The objective is to provide video to help promote and recruit prospective students for Ignite Institute at Roebling Innovation Center.



Ignite Institute at Roebling Innovation Center is looking for exciting video content to promote to potential students and families.

The Promo video will total 1 minute in length and serve as a recruitment tool.

We'll accomplish this through a series of eye grabbing visuals and a powerful voiceover to connect and promote this next generation of learning.

The 5 individual college videos will give the students a tease to what it's like inside that program.

Case Study

Problem

There is not current video covering the school's structure of curriculum or specifics for each college. Also not much on the social media end where a lot of prospective students may be viewing.



Proposed Solution

1. One minute promotional video for their website and social media.
2. Also one short video for each college page for the website.
 - I'm thinking 20-45 seconds in a montage covering each college.
 - This can include but doesn't have to. Current student testimonials
3. Lastly one full day of video coverage later in the year to:
 - Update and keep the promo video investment relevant
 - This gives the school more marketing material for the following year.



Production

Variety is key.

What makes a video look interesting is a variety of shots. You need to have the right shot, for the right moment. We'll use a range of equipment to capture these moments.

We have all of the gear we need to keep the visuals dynamic and moving for the audience to keep the Ignite brand obvious throughout.



Production

We'll be able to capture everything we need in 3 days.

So first day to capture all the sights and sounds of the Institute and it's college programs, The second day to cover any interview or extra support footage we may need. The third day is to happen later in the year to supplement and refresh the promo.

To ensure a seamless production, we'll have a checklist and storyboard and will work to prompt you, where needed, so that the day runs smoothly.
We can discuss the specifics of this at the pre-production meeting.

Because of the nature of the video, we'll be bringing 3 team members:

- Director / Camera Assist
- Cameraman / Drone pilot
- Gaffer / Sound Engineer

All are highly skilled individuals who's primary focus on getting the end product as close to, if not better than the storyboard idea.

Postproduction

Editing

Our job is to ensure everything we've shot looks as high quality as possible. The edit will allow us to arrange the moments we've captured to take the viewer on the most engaging journey possible while keeping your brand prevalent. While keeping your timeline in the forefront.

We will shoot a considerable amount more than we need so we have as many options available to us during the edit.

We will enhance and show your brand with stunning 3d logo animation and custom lower thirds or graphics to keep the visuals connected.

We will provide you with all the raw footage when we deliver your final products.



Different Platforms

The purpose of your video is to get as many perspective students engaged with your institution.

Website

People visit your website to find out specifics. This video gives them a taste right off the bat before they read anything. Also this should excite them to become engaged and want to find out more.

Social Media

When we export your video for social platforms, we'll use a slightly different edit technique because of the way the platform shows video in the news feed. In addition, this version may need to be subtitled because people tend to watch videos in silence.

Your Investment

Payment plan

50% is required to book your shoot.

The remaining 50% is required after signing off the video.

PREPRODUCTION Planning, storyboard, scripting	\$500
PRODUCTION 3 Days Total , 3 man Crew, Equipment	\$4,800
LOGO ANIMATION Stunning 3d Logo animation and lower thirds to fit your brand	\$1,000
POSTPRODUCTION Quick turnaround, Voiceover, Music licensing, 2 rounds of revisions, & Delivery	\$1,350

One-off Total \$7,650

Terms & Conditions

This Agreement is made as of this date, September 21, 2020, between Ignite Institute at Roebing Innovation Center, and VideoShane LLC.

Producer hereby agrees to produce and deliver to Client the production of the below referenced media(s) ("Specified Media(s)"), subject to and in accordance with all terms, conditions, and specifications set forth herein.

QUALITY

It is the essence of this Agreement that all completed media and services supplied by Producer shall be of applicable production standards. Producer agrees that the media shall be of quality, artistically produced with direction, photography, sound, art, animation, synchronization and other physical and aesthetic content as agreed upon in the bid estimate.

1. FURNISHING MATERIALS, SERVICES, & RELEASES

1.1. Client: Client shall supply scripts, storyboards, product props, production notes, music, celebrity talent, creative guidance/supervision, and related clearances, unless otherwise noted. Producer is not responsible for Editorial/Post Production subcontract. Client will supply track or musical composition(s) and rights clearances unless otherwise specified.

1.2. Producer: Producer shall deliver the completed project media(s) pursuant to this Agreement and the requirements. Producer shall deliver to Client consents, waivers or releases from all talent and all persons or entities who have rendered services to Producer in connection with the Specified Media(s) to the extent permissible by applicable union or guild agreements. Producer shall supply everything else required for the delivery of the Specified Media(s) unless exceptions are so noted.

2. CHANGES IN SPECIFICATIONS

If at any time, Client desires to make any changes or variations from the script(s) or storyboard(s) in the Specified Media(s) or from any material or work in progress, and such changes result in additional costs to Producer, Producer agrees to notify the Client of the amount before any such additional costs are incurred and Producer shall proceed only after receiving approval (written or oral) from Authorized Representative, approval by Client shall be binding and incorporated into the terms of this Agreement. Reimbursement for such additional

costs shall be payable in accordance with the terms of this Agreement for final payment.

3. OWNERSHIP

Except as otherwise provided herein, Client owns all rights, title and interest in and to the media(s) which are the subject of this Agreement, including all copyrights therein as well as in and to all the exposed negatives, positives, out-takes and clips. Client grants Producer an exclusive, worldwide, sublicenseable, transferable, royalty free license to all media clips produced during the course of the contracted work.

4. SECURITY/CONFIDENTIALITY

Producer understands that some information for said media(s) may be of a confidential and/or sensitive nature. Producer agrees, at Client's written request, to require, within reason, those engaged for the production to sign appropriate agreements not to discuss or disclose information about the product or the Specified Media(s) except as such disclosure may be necessary for Producer to produce media(s) in the usual and customary manner under this Agreement.

5. INDEPENDENT CONTRACTOR

It is understood that Producer's status under this Agreement is that of an independent contractor and that all persons engaged by Producer in performing its obligations shall not be deemed employees of Client.

6. PRODUCER WARRANTIES

Producer represents and warrants:

6.1. That Producer has full right to enter into this Agreement and to perform its obligations hereunder and will comply with all applicable laws, ordinances and regulations and with all applicable union agreements to which Producer is a signatory.

6.2. That Producer will use reasonable efforts to obtain all licenses, consents and rights necessary and incident to the performance, reproduction and exhibition of the Specified Media(s) with respect to materials, elements and services provided by Producer.

7. CLIENT WARRANTIES

Contracting Client represents and warrants:

7.1. Client shall pay Producer within 30 days of deliverables noted in Paragraph 1 of this Agreement. All talent contracting forms and the filing thereof with various union offices, in connection with such talent, is the direct responsibility of the Client.

8. DELIVERY OF MATERIALS

Delivery of the Specified Media(s) shall mean delivery of the referenced media(s) in paragraph 1 by Producer to Client.

9. PAYMENT

Client understands that the specified terms of payment under this Agreement are based upon timely cash payments within 30 days. If Client chooses to defer paying any amount beyond the date on which it is due, Client may be charged at the Producer's discretion, as additional consideration, an amount equal to the current prime rate [+X%] on unpaid amounts until paid, compounded monthly. Ownership of the media does not transfer until full payment is made to Producer.

10. INDEMNIFICATION

Producer agrees to indemnify, defend, and hold harmless Client and its officers, employees, agents and licensees from and against any and all claims, actions, damages, liabilities and expenses, arising out of the breach of any obligation, warranty or representation of Producer in this Agreement.

Contracting Client agrees to indemnify, defend, and hold harmless Producer and its officers, employees, agents and licensees from and against any and all claims, actions, damages, liabilities and expenses, arising out of the breach of any obligation, warranty or representation of Contracting Client in this Agreement.

11. TAX LIABILITY

Any sales tax, use tax, or other tax payable on production and delivery of Specified Media(s) to Client(s) (other than sales tax arising from Producer's purchases of materials or supplies in connection with the production) shall be the responsibility of Client who shall pay, defend and hold harmless Producer from payment of any such taxes.

12. ASSIGNMENT

This Agreement may not be assigned by either party without the written consent of the other.

13. INSURANCE COVERAGE

(3) Client shall obtain, pay for and maintain Professional Liability (Errors and Omissions Liability) insurance covering all intellectual property right infringement(s) that arise from any and all uses of the media. Producer will be notified in writing prior to signing this Agreement. Client will obtain and maintain insurance coverage with respect to Agency/Client job(s) at no cost to Producer and name Producer and Director as a "named insured" on said policies prior to the commencement of preproduction. All Agency/Client supplied insurance will be deemed to be the primary coverage and issued on a non-contributory basis. Agency/Client Umbrella Liability limit will be \$10,000,000. Client will be responsible

for any additional insurance premiums resulting from the need to purchase special coverage not provided by the coverage and pay any and all deductibles associated with Client insurance program. Client will indemnify, defend and hold harmless Producer and Director for any and all claims, demands, actions including defense costs and attorneys fees for claims arising from the media(s) and the failure of the Agency/Client insurance program to be as broad as the Producer's coverage.

14. CONTINGENCY AND WEATHER DAYS

14.1. A contingency day is any day where a scheduled media/film shooting has been prevented from occurring due to circumstances beyond the control of the production company.

14.2. These circumstances may include but should not be limited to: (1) Weather conditions (rain, fog, sleet, hail, or any adverse condition that is not consistent with the prescribed shooting conditions desired by the Client).

(2) Injury, illness, or absence of client-supplied elements (e.g. key talent, color correct products).

(3) "Force majeure" (meaning but not limited to, earthquake, riot, fire, flood, volcanic eruption, acts of war, strikes, labor unrests, civil authority, terrorism, and acts of God).

(4) "Client Insured Re-Shoots" (any additional days for a job insured by the Client, who is therefore authorizing the expenditure). The Client should be provided with a contingency day cost which should be approved prior to proceeding with that shoot day.

14.3. The Production Company recognizes its obligation to minimize contingency day liabilities and will apply accepted industry cancellation practices.

14.4. The Production Company will quote the maximum exposure figure (a "not to exceed" figure) as a contingency day cost. This will be a cost per day figure. However, this figure does not include the cost of premiums for crew or suppliers (i.e., should the contingency day fall on weekends, holidays or premium days based on consecutive employment).

15. CANCELLATION AND POSTPONEMENT

A cancellation or postponement is defined as a rescheduling of the production to a later specific date caused or directed by Client or a total cancellation of the project.

If the Production Company blocks out a specific period of time with the agreement that it represents a firm commitment from the Client, then the

Production Company makes no further efforts to sell the time. If the job is canceled or postponed within the Guideline time frame, it is unlikely that this time can be re-booked. It should be understood that this time represents the Production Company's only source of income.

Cancellation and Postponement: Film or Digital Video Production:

A. If notice of cancellation/postponement is given to the Producer ONE TO TEN WORKING DAYS prior to the commencement of the shoot, the Client will be liable to the Production Company for:

(1) All out-of-pocket costs; (2) Full director's fee as bid; and (3) Full production fee on the job as bid.

B. If notice of cancellation/postponement is given ELEVEN TO FIFTEEN WORKING DAYS prior to the commencement of the shoot, the Client will be liable to the Production Company for:

(1) All out-of-pocket costs; (2) Not less than 50% of director's fee as bid; and (3) Not less than 50% of production fee on the job as bid.

C. If notice of cancellation/postponement is given MORE THAN FIFTEEN WORKING DAYS prior to the commencement of the shoot, the Client will be liable to the Production Company for:

(1) All out-of-pocket costs; (2) Not less than 25% of the director's fee as bid; and (3) Not less than 25% of the production fee on the job as bid.

Cancellation and Postponement: CGI or Animation Production:

A. If notice of cancellation/postponement is given MORE THAN HALFWAY THROUGH the production schedule of the job, that is between the award or start date and the final delivery date, the Client will be liable to the Production Company for the full cost of the job as a bid.

B. If notice of cancellation/postponement is given IN THE SECOND QUARTER of the production schedule of the job, that is between the award or start date and the final delivery date, the Client will be liable to the Production Company for:

(1) All out of pocket costs, including the expense of all staff and free-lance labor attached to the project. This expense will include full payment through the original completion date if that labor is not re-booked by the company, or, in the case of the free-lance labor, not able to re-book itself on another project.

(2) Full creative fees as bid.

(3) Full production fee on the job as bid.

C. If notice of cancellation/postponement is given IN THE FIRST QUARTER of the production schedule of the job, that is between the award or start date and the final delivery date, the Client will be liable to the Production Company for:

(1) All out of pocket costs, including the expense of all staff and free-lance labor attached to the project. This expense will include full payment through the original completion date if that labor is not re-booked by the company, or, in the case of the free-lance labor, not able to re-book itself on another project.

(2) Not less than 50% of creative fees as bid.

(3) Not less than 50% of the production fee on the job as bid.

16. PUBLICITY GUIDELINES

Until notified in writing by Client, Production Company and Director each have a revocable license to use finished media(s) for promotional purposes.

17. DISPUTE RESOLUTION

The prevailing party in any legal action shall be entitled to attorney's fees and costs in connection with the legal proceedings.

18. ENTIRE AGREEMENT AND MODIFICATION

This Agreement and any Addenda attached hereto shall constitute the entire agreement between Producer and Client. Any amendment hereto must be in writing and signed by each party.

19. CAPTIONS

The captions are inserted only as a matter of convenience and for reference and in no way define, limit or describe the scope or intent of this Agreement or of any provision hereof.

20. NO WAIVER

Failure of any party to this Agreement to exercise any rights shall not constitute a waiver of those rights.

21. ENFORCEABILITY

If one or more of the provisions of this Agreement shall be held unenforceable, it shall not affect the enforceability of the other provisions.

22. EQUAL OPPORTUNITY

In connection with its performance hereunder, Producer agrees not to discriminate against any employee or applicant because of race, religion, sexual orientation, color, sex, national origin, age, disability, or any other factor protected by law.

23. APPLICABLE LAW

This Agreement shall be interpreted and governed by the local laws of the jurisdiction where the Production Company office authorizing this Agreement is located.

Let's Get Started

If you would like to join us and let us produce your video, then we'd be delighted to have you.



Next steps

1. Sign below by typing your name and hitting 'Sign Proposal'
2. We'll arrange the pre-production meeting where we'll gather everything we need.
3. We'll be in touch with your invoice details for your 50% deposit.

We're ready to go, are you?