

We help tell your story



Project proposal: The Collection Video Proposal

Key Person: Jill Almonia

Client: Centercal Properties, LLC

Delivered on: September 6, 2018

Submitted by: Justin P. Wayoro

Company: Vent2wire

Overview and Goals

Dear Jill Almonia,,

It was great talking to you last week regarding ideas we had for producing lifestyle videos for the Annex and the RiverPark Collection.

In case you haven't been watching, over 6 billion videos are viewed on YouTube every month. That's almost an hour for every person on Earth. (And for the record, they're not all cat videos). Videos are a valuable, powerful way to tell your brand's story, to showcase your product or service, and to engage with your target audience. We're not talking infomercials here, we're talking about compelling, interesting, and emotionally engaging storytelling that can make your business come to life online.

And that's what we do: we use stories to make your business come alive. We transform your product or service from a one-dimensional commodity in the mind of your target audience into a three-dimensional solution that they can connect with, that they can imagine using in their own lives, that they can imagine not being able to live without. Video done right can make your business unforgettable. We do video right by understanding your business, your business goals and your target audience. Then we decide the best kind of storytelling that will resonate with that audience. It could be documentary-style, humorous, or emotional. It may star you, actors, your customers or a spokesperson. It's all about finding the right way in so you get the most out of your investment.

Sincerely,

Justin P. Wayoro
Founder and Producer
Vent2wire

Scope of Services

There are a lot of pieces involved in developing a compelling video but at Vent2wire, our extensive experience has taught us how to be a lean, mean, production machine, depending on your budget and expectations.

Propose Videos

- 1) The River Park Commercial
- 2) The Annex Lifestyle Video (Couple's Date night)
- 3) The Annex Lifestyle Video (Family Get Together)
- 4) Shop At The Collection Lifestyle Video
- 5) The Collection Active Lifestyle Community Video
- 6) NightLife (Levity Lounge and The Annex)

Pre-production

Laying the right groundwork is essential to developing a great video. Pre-production is where we figure out the best game plan for your business. We decide on the video concept, the look/feel and style, we write the script, cast any actors, decide on location and set design, and lock down all the other details involved with how the actual video is going to look, sound, and perform.

Production

We're rolling! Now that we have the road map developed in the pre-production stage, it's time to put it all together in front of the cameras. This is where our professional crew of director of photography, camera operators, sound engineers, and lighting techs do what they do best - film a great video.

Post Production

If production is putting all the ingredients together to bake the cake from the recipe developed in

pre-production, then post-production is putting the icing on that cake and making it look irresistibly delicious. Our editorial post-production team kicks in to shape your story, handle color-correction, record any voice overs, clean up the audio, add music, create graphics and in general make sure your video looks exactly like we planned in pre-production. It's at this stage that you'll see the first cut.

Final Revisions

Once you've seen the first cut, you'll have a chance to share your thoughts with us. There is one round of revisions allowed at this stage, within reasonable expectations and within the scope of the original video concept.

Output

With the final cut complete and your approval signed-off, we create high quality files of your video that can be used for a variety of formats, be it for the web, trade shows or broadcast television.

Timeframe

To complete the work outlined in the project scope, we'll need approximately 4 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal we are prepared to start work immediately.

Phase	Week
Pre-Production	0
Principal Photography	1
Post-production/editing	1-2

Your Investment

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

Description	Price
Pre-Production	\$600
Filming, Equipment, & Acquisition	\$3,500
Post-Production, Editing, Graphics, Narration	\$1,250
Music Licensing	\$250
Other Fees: For Talent, Make/Hair and etc.	\$1,100
Total Investment	\$6,700

Cast Study

"Working with Vent2Wire made our project so simple. The knowledge and responsiveness made everything go smoothly. I'm very impressed with the end product. Highly recommend working with Vent2Wire."

-Channel Islands YMCA

"Justin and Vent2wire stepped up and helped us , above and beyond. He made a website that was beyond my imagination , and his video that he produced for us was above my expectations , we plan to use Justin for all of our future needs."

- Marco Stanich

"I would recommend Vent2Wire with the utmost confidence. Vent2Wire was extremely professional in designing my brand and website. The work was done in less time than I anticipated. Vent2Wire's work was produced artistically with a very clean look."

- Carlos Gonzales

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