



V I D E O

5510 Maple Hill Road * Howard City, MI 49329 * 231-250-9624

Thank you Debbie and Dr. Ruth,

Primary goal - To Create “top of mind awareness” of Riversbend Animal Hospital

Audience - Pet owners in and around the Big Rapids area.

Connect: Make a connection with pet owners through a series of videos and posts dealing with education, promotion, testimonials and getting to know the staff. Mix in some behind the scenes get customers engaged with you and your brand. People like doing business with people they know and trust..

How DW Video will brand and market Riversbend Animal Hospital.

DWV has many services that create and maximizes your brand and message. Creating on-going videos for web and broadcast is the primary way we accomplish this, we also produce:

<ul style="list-style-type: none"> ● Graphic Design for all media ● Printed Material: Brochures, Fliers, Postcares, etc ● Website Design 	<ul style="list-style-type: none"> ● Photography ● Motion Graphics ● Whiteboard Animation ● 3D Animation ● Creative Writing 	<ul style="list-style-type: none"> ● Audio Production for video/radio ● Powerpoint Presentations ● Broadcast Commercials
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Our methods.

Our approach is simple: Consistent Content Creation. We will acquire the video and images, then edit a series of messages in visual form that can be dripped out to your audience over a period of time. We provide this content, Riversbend Animal Hospital serves it up via social media and campaigns.

DWV will re-cycle the content by producing a variety of unique videos and posts to promote and educate others about your brand.

Special requirements are never a problem. If you need to share your message in Spanish or other languages, we can handle that as well. In addition closed captions on the video can be added in case the sound needs to be turned down or translated. Will quote as needed.

TIP:

For every video produced place it above the fold on pages in your website. Also create blog pages for each video that can be used to 1) Take advantage of SEO. 2) Be used by the sales team to drive traffic to pages for prospect through separate links. Will be happy to help with this as well.



Pricing Structure:

The following outlines the rates and what goes into a production. It is all about planning and communication. Our goal is to maximize each video shoot by capturing enough content to produce a number of videos per day as possible.

Consistent Content Creation

For the production process we first must Collaborate and determine the purpose of each shoot to maximize effectiveness and time. Then the Acquire phase. This is the art of capturing the video/photo assets. Then Create by producing videos and images with purpose.

Providing Consent Content Creation for Riversbend Animal Hospital is the focus. Please note, this can be adapted to better meet your needs and budget, a talking point.

Keep it simple and get started capturing content and producing videos. To begin, it would be ideal to spend one day capturing video at the hospital. DW Video will edit four 20-60 second videos to start. This is where communication comes in, we talk and plan the capture day to maximize the content. Communication is key!

Proposed Budget for producing four videos.

On-Location Video Capture	\$1295.00/day 1 day	\$1295.00
Editing Suite w/Editor	\$85/hr 12 hours	\$1020.00
Logo Motion Graphic*	* Logo Motion Graphic Package which includes logo animation for open/close and lower third title. <u>One time fee</u> <i>This will be used over and over again at no additional cost.</i>	\$500.00
Consultant/Producer	\$50/hr 4 hours	\$200.00
Travel/Supplies		\$100.00
	Proposed Estimate:	\$3115.00

One-Off Production rate: up to 3hrs on site video capture, editing, producing and travel/supplies (within a 100 mile radius of HC). \$895.00 per video

Monthly Retainer packages are available. Ask for details.



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Rate Card and Options - (DW Video uses this as our guide. Need something? We will custom quote to meet your needs. Otherwise these are just numbers, custom quoting shows you what is needed for that request.)

On Location Video Shoot: includes Cameraman, Production Assistant, HD Cameras, Lighting Kit, Slider, Jib, Sound Gear and Drone. \$1295.00/day (8-10 hour day)

Editing Suite w/Editor Regular: \$100.00/hr Discount: \$85.00/hr

Consulting: \$50/hr

Music Soundtrack: We have a license at StoryBlocks.com to use their music/effects for our productions. Cost per clip \$20.00 For on-going work with Klean Gutters Midwest, DW Video will wave this cost.

Travel: \$50 per trip

Supplies: Per shoot the costs are minimal. \$50-\$95 per shoot for example. In the event we need to rent or have additional needs we will talk about it and quote based on that line item.

Addition Graphics/Motion Graphics/Animation \$100.00/hr and will custom quote.

Voice Talent: Rate will vary depending on talent. \$125 - \$175 on average.

Creative CopyWriter \$100/hr minimum 2hr

Photography \$150/hr - 2 hr minimum

Graphic Design \$100.00/hr

Payment Structure:

Proposed budget: 60% down, balance upon completion and delivery of files.

Retainer Option: Payment Due then work begins per coming month. Ask for more details.

In Closing

Have a need not outlined? Want to modify the proposal? Let's enjoy a cup of coffee and communicate. Looking forward to working with you. Any questions please call 231-250-9624.

Respectfully Submitted By:

Proposal Valid 45 days from November 13, 2019