

VIDEOGRAPHY PROPOSAL

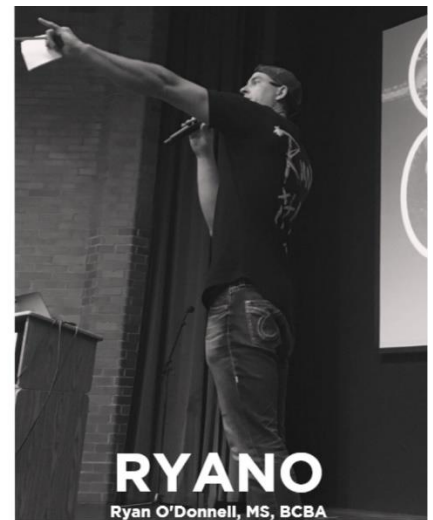
INSERT CLIENT



SAMPLE

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BA



ABOUT ME

Hey, I'm Ryan. I usually go by Ryan O or RYANO. I hail from northern Nevada in the grungy, yet surprisingly classy, (and newly renovated) Reno, Nevada . I like my climate like I like my data: evolving, uncompromising, and progressive. I am a master of science; that is, I have an M.S. in Applied Behavior Analysis, however my interests have grown to include many other interests, including entrepreneurship and capturing perspectives and stories through various mediums. These interests and skills have allowed me to work with a lot of great people. I've started three businesses, started numerous active joint venture agreements, a behavioral think-tank, a podcast, a professional development movement, helped organizations that support people with Intellectual Disabilities, to list a few. Currently I'm on a "gap" year where I make content for behavioral science enthusiasts and prepare for my next big venture (TBA in 2019). I focus outside this role on building a community of thought leaders and doers to create content that increases the transparency of behavior analytic technologies with the hopes of creating a platform that truly saves the world. My interests are all over, from artificial intelligence and machine learning applications to the theory and philosophy behind Why We Do What We Do (wwdwwdpodcast.com). In my spare time you can find me consuming social media, prepping/climbing a giant mountain, or walking around with my camera in my hand (and, occasionally, all simultaneously). Connect with me personally on most all social platforms via @TheDailyBA and let me know what drives you to pursue the Behavior Analysis vision.

EXPERIENCE

- Board Certified Behavior Analyst 2013-Present
- Director of Photography 2017-Present
- Social Media & Brand Consultant 2016-Present

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1. Pre-Production

A great video is hard to accomplish, but there are a few key things that are consistently included:

- A focus on the heroes of the event (e.g., speakers, organizers, attendees, vendors & volunteers)
- A great “ad” is a great product - if we focus on what your organization does and its unique position in the industry then we will know what to capture and have time to actively plan the best possible story (who should be involved, ideal settings/backdrops, etc.) and actively avoid missing key shots
- Great introductory hooks – you typically have a quick second to convince someone to click into your video, and then a brief 3-5 second window to hook them into the story
- The confused customer never buys – that is, we should focus on being simple and digestible stories that highlight what your organization does and its unique position in the industry
- Surprising but fitting – how can we include some personality, event, etc. that is *different* and stands out from the rest of the industry, but remains on-brand?

As you may see, the art and science of storytelling starts with a clear aim and purpose. If we can't articulate the idea yourself, then why should we expect someone else to understand your story?

I begin each project with a discussion on the stories that you want to convey and the style you want to emulate. This typically looks like two, 1-hour meetings where we hone in the goals of your organization, a review of the styles you want to create, a discussion around the logistics and a review of this initial proposal. After this meeting, we will each have a few tasks to complete independently:

- **Your Tasks**
 - Confirm media waivers are present on the facility grounds (e.g., posters on site)
 - Confirm where you want to host your content (social platforms vary in output style)

- Arrange for media passes & notify vendors/hotel of filming if needed
- Identify on-camera talent that can represent your organization (e.g., INSERTCLIENT reps & Speakers)
- Confirm any branding or mentions that you would like included in the videos (so we can begin to integrate them into the storyboards as soon as possible)
- **My Tasks**
 - Draft final budget and contract for approval and signature
 - Upon contract return:
 - Begin storyboards for the ideas that we agreed upon in the meeting
 - Arrange logistics for necessary equipment and talent
 - Arrange travel
 - Begin researching the event speakers, location, board members, venue, etc. for shots and to aid in the storyboarding

We'll reconvene at least once more to approve the ideas and storyboards. Ideally this is completed 2 weeks prior to the event. We will deliver a final shot list from the storyboards we agreed upon so that we can ensure to capture exactly what you want. This will have a section of the roles and times we can complete shots with any of the talent or staff that we have identified to be in the videos (e.g., INSERTCLIENT representatives that provide quick highlights of the event).

2. Budget

I budgeted for this event based on two factors – the average rates in the areas for mid-level professional videography studios is approximately \$150/hour for the average position. I strategically undercut this pricing given I do not need the additional time to understand the values and goals of behavior analysis (typically, you are paying for additional time for the production company to learn about your organization, but with my background we can cut that out). I originally constructed the pitch to include an assistant given the size of your annual event (*removed this for this version*). With a multi-track event like INSERTCLIENT it is impossible to capture everything, so the agreed upon ideas, storyboards and shot list is very important so we can make sure to capture what you're looking to convey to your audience. Some of the best moments won't be captured from multiple angles, so I'll do the best I can with the original shot list and plan.

3. Filming Logistics

I would arrive the day prior to the event, accomplishing a few things:

- Any establishing shots of the local area (e.g., INSERT LOCATION attractions/scenery)
- A few short remarks of the conference from INSERTCLIENT representatives (or those that you identify) – these are identified in each storyboard – typically short 15-30 second statements
- We also walk the venue, looking for angles, assessing lighting, and testing creative shots

Event days (INSERT) I would accomplish the shots for the story boards, including:

- Speakers you wish to highlight
- Vendors you wish to highlight
- B-roll (people networking, poster sessions, attendees at booths, INSERTCLIENT representatives,
- Behind-the-scenes shots (presenters readying for the stage, etc.)

The last day (INSERT) we hold a quick closing on-site meeting, completing:

- A quick review of the event, including any barriers or events that may have taken place (e.g., events that we do not want to convey in the final edits)

4. Post-Production

Approximately 50-60% of the filmmaking process is in post-production. This is also where the story comes to life. This includes organizing files, color-correction, motion-graphics, music selection & licensing, editing, audio mixing. We would focus on delivering all the final drafts within approximately 2 weeks, beginning with a highlight reel within 3 days of the event – balancing a quick delivery after the event, but with additional pieces that may take more time to finish. If we are strategic in our shot lists, then we'll be able to discuss re-purposing some of this for future event promotion if you would like. In a sense, preparing for the 2020 event.



CONFERENCE RECAP

Item	Description	Quantity	Comments
Highlight Video	1-2 minute recap of the event highlighting: speakers, emotions, size of the event, etc.	1	First deliverable you'll receive from me - backed to music, with limited talking and quicker transitions and cuts
Speaker/Workshop Highlights	2-4 minute highlights of the event that include: speakers' comments from their speech while on stage, highlights of the attendees emotions/gratitude, engagement with the crowd (e.g., question answering after the event), and a brief 1-2 minute summary with the speaker 1:1	2	We'll agree on who to highlight, and connect with them via email or phone prior to arrange a time to capture the quick summary with the speaker
Conference Organizer Recaps	Reflections of the event, excitement of what's to come, future plans for INSERTCLIENT, etc. Between 2-4 minutes each.	1	We'll agree on which INSERTCLIENT reps should be included, and connect with them via email or phone prior to arrange a time to capture the quick

			summary with the speaker
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PROPOSED BUDGET

This is constructed for the suggested package above. Pending our meeting I would revise and send a final budget. I ask for 1/2 of the costs up front, with the other 1/2 pending final delivery. The average rate for a finished minute of video is currently approximately \$750/min. The suggested package above will provide between 15-33 minutes (between a \$11,250-\$24,750 value). I would not request any additional funds from our signed contract and budget, and the contingency is reserved for any revisions or corrections past the first final cut we provide. A detailed breakdown estimate follows:

<u>BUDGET ESTIMATE</u>	
Client: INSERT CLIENT	Contact: Ryan O'Donnell
Title:	Length:
Date Prepared: 1/03/2019	PO: 0003
Revised Date:	Delivery: 2/20/2019

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PRE-PRODUCTION COSTS:	RATE	DAY/HR	WK/UNIT	ESTIMATE	PROJECTED	ACTUAL
Creative Director	100.00	5	1	500.00	0.00	0.00
Producer	80.00	0	1	0.00	0.00	0.00
Director	80.00	0	1	0.00	0.00	0.00
Production Manager	40.00	0	1	0.00	0.00	0.00
Production Coordinator	40.00	0	1	0.00	0.00	0.00
Production Assistant	60.00	5	1	300.00	0.00	0.00
Copy Writing	40.00	0	1	0.00	0.00	0.00
Location Fees	40.00	0	1	0.00	0.00	0.00
Talent Casting	25.00	0	1	0.00	0.00	0.00
			TOTAL:	\$800.00	\$0.00	\$0.00
SHOOT LABOUR:	RATE	DAY/HR	WK/UNIT	ESTIMATE	PROJECTED	ACTUAL
<u>PRODUCTION STAFF:</u>						
Creative Director	100.00	0	1	0.00	0.00	0.00
Producer	0.00	0	1	0.00	0.00	0.00
Director	80.00	0	1	0.00	0.00	0.00
Production Manager	40.00	0	1	0.00	0.00	0.00
Production Coordinator	40.00	0	1	0.00	0.00	0.00
Production Assistant	60.00	0	1	0.00	0.00	0.00
<u>CREW & RENTALS</u>						
DOP w/ Equipment	80.00	20	1	1,600.00	0.00	0.00
Photographer w/ Equipment	60.00	0	1	0.00	0.00	0.00
Camera Assistant	60.00	0	1	0.00	0.00	0.00
Audio Operator	0.00	0	1	0.00	0.00	0.00
Hair/Make-up Artist	0.00	0	1	0.00	0.00	0.00
Craft Services	0.00	0	1	0.00	0.00	0.00
<u>TALENT FEES:</u>						
On Camera Talent	0.00	0	1	0.00	0.00	0.00
			TOTAL:	\$1,600.00	\$0.00	\$0.00

	VIDEO POST-PRODUCTION:	RATE	DAY/HR	WK/UNIT	ESTIMATE	PROJECTED	ACTUAL
-	<u>EDITING:</u>						
-	Post Producer/Supervisor	100.00	0	1	0.00	0.00	0.00
-	Editor w/ HD Editing System	100.00	15	1	1,500.00	0.00	0.00
-	Colour Correction	80.00	3	1	240.00	0.00	0.00
-	Assistant Editor	60.00	0	1	0.00	0.00	0.00
-	Production Assistant	60.00	0	1	0.00	0.00	0.00
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-	<u>GRAPHICS:</u>						
-	Motion Graphics Designer	100.00	3	1	300.00	0.00	0.00
-	Graphics Design	150.00	0	1	0.00	0.00	0.00
-							
-	<u>STOCK:</u>						
-	Stock Footage Fees & Rights	0.00	0	1	0.00	0.00	0.00
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-	<u>DELIVERY:</u>						
-	Digital File Compression	25.00	1	1	25.00	0.00	0.00
-	Master File Creation	25.00	2	1	50.00	0.00	0.00
-	Closed Captioning	25.00	1.5	1	37.50	0.00	0.00
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				TOTAL:	\$2,152.50	\$0.00	\$0.00
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-	<u>AUDIO POST-PRODUCTION COSTS:</u>	RATE	DAY/HR	WK/UNIT	ESTIMATE	PROJECTED	ACTUAL
-	Producer	80.00	2	1	160.00	0.00	0.00
-	Director	80.00	0	1	0.00	0.00	0.00
-	Production Assistant	60.00	0	1	0.00	0.00	0.00
-	Audio Studio w/Engineer	150.00	0	1	0.00	0.00	0.00
-	Final Audio Mix	150.00	0	1	0.00	0.00	0.00
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-	<u>TALENT:</u>						
-	Voice Actor	150.00	0	1	0.00	0.00	0.00
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-	<u>MUSIC:</u>					0.00	0.00
-	Stock Music Search	25.00	0	1	0.00	0.00	0.00
-	Stock Music	99.00	4	1	396.00	0.00	0.00
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				TOTAL:	\$556.00	\$0.00	\$0.00
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	GENERAL OVERHEAD & EXPENSES:	RATE	DAY/HR	WK/UNIT	ESTIMATE	PROJECTED	ACTUAL
	Insurance	25.00	1	1	25.00	0.00	0.00
	Miscellaneous	0.00	0	1	0.00	0.00	0.00
	Transportation	350.00	1	1	350.00	0.00	0.00
				TOTAL:	\$375.00	\$0.00	\$0.00
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	TOTAL COSTS:				\$5,483.50	\$0.00	\$0.00

<u>PRODUCTION COSTS SUMMARY:</u> - - - -			Est Production Costs:	5,483.50			
						TOTAL CLIENT ESTIMATE :	\$5,483.50
						6% Contingency:	\$329.01
						ESTIMATE with Contingency:	\$5,812.51



MISCELLANEOUS



UNIQUE OPPORTUNITIES

1. All of the final products above would be for INSERTCLIENT to host. I'd like to complete a personal recap of the event to host on The Daily BA. This is at no additional expense to you, and I'd make your event the hero of the story.
2. Like last year, I can work on trying to arrange some interviews that are conducted on-site to host on my channel as well, but I have a different, more exciting idea! What if we did this in the vendor space? I imagine a booth space (wherever, it does NOT have to be prime real-estate) that I can setup as a mini-set where we do some of the recaps with speakers and INSERTCLIENT members.
 - a. I could arrange a few areas to stand so that we have multiple backdrops to film (I currently can fit three backdrops in my 8ft x 13ft studio, so a typical booth space would be doable)
 - b. We can have people stop by and maybe entice that a bit with some poster and shirt giveaways (maybe even do an early release of one of my upcoming ones exclusively there?)
 - c. This incentivizes me to produce some more content from the event, but that fits my channels more. A couple that we completed last year were an episode with Tyra Sellers on supervision, and one with Ronnie Dietrich on dissemination.
 - d. Typically, this is treated as branded content, and a separate budget, but I'd waive all of that and try to capture as much as I can between our shot list to host on my channel. Might as well go big or go home right?
3. If I do this, I'd have my own staff at the space to keep it fun while I'm away, no additional cost, and I *think* I can arrange for the artist to come down and maybe even organize some demonstration of the process that goes into these. It's all hand drawn, with over 1000 layers - so amazing to watch. He's worked for some big brands, including Gatorade and McDonalds.



This agreement dated January 10, 2019 is between Ryan L. O'Donnell dba RYANO, LLC (Videographer), and INSERTCLIENT (Client).

1. Videographer is being hired by Client to capture video of the INSERTCLIENT 37th Annual Western Regional Conference to be used for hosting online by Client and Videographer.
2. The scope of the project for this agreement includes delivery from Videographer to Client 4 (four) completed videos detailed in the proposal (above). Videographer is responsible for all film equipment to complete the scope of work.
3. Client will provide necessary speakers and representatives on-site for interviews as needed for Videographer to complete the scope of work. Videographer will combine video segments and footage of the event to finalize the video production within 60 days of the event.
4. Videographer's Invoice is included in the proposal (above). Client shall pay the Videographer one-half of the invoice amount (\$2,741.75) two (2) weeks prior to the event start date (due January 18th, 2018). The final payment shall be made within 5 days of the delivery of all 4 videos.
5. Expenses. Client will have up to two hours of complimentary editing changes after the initial delivery. Thereafter a contingency is reserved for any revisions or corrections past the first final cut we provide and must be agreed in writing by Client prior to utilizing the funds (\$329.01) No additional amount may be charged to the Client for any reason other than the agreed to amount for the project scope (above).
6. Releases and Passes. Client is responsible for arranging media releases or posted signage that Videographer is capturing content of the event. Client is responsible for arranging two media passes and waived registration for Videographer and assistant while on site.
7. Reservation of Rights. Videographer reserves all copyrights, ownership rights and reservation of rights in photographic materials, which shall include but not be limited to transparencies,

negatives, prints and video. Full rights to the raw footage may be purchased for an additional fee of \$500 or 5% of the total fee (whichever is greater) and the cost of a USB drive to store it upon.

8. Additional Usage. Client may make any additional uses of the four (4) final videos at Client's discretion in perpetuity without having to seek permission from the Videographer or pay any additional fee to the Videographer. Videographer may use the footage for uses that do not fit within the specific scope of work, including but not limited to, Videographer's social media channels.
9. Creative Control: The Client will work with the Videographer prior to the event to communicate the desired imagery and feel of the final products, but the Videographer retains creative control over the final videos.
10. Cancellation and Liability. In the event of cancellation by the Client, the Client shall pay all expenses incurred by the Videographer up to the moment of cancellation. The Videographer will perform tasks to the best of his ability, but the Videographer accepts no responsibility for unforeseen circumstances including but not limited to equipment failure, power outages, inability to attend and perform services due to illness, and/or any other situation beyond Videographers' control.
11. Releases and Permits. Client warrants that it has the full legal rights (proper signage and releases) for Videographer to capture, film, or video the event location. Client agrees to indemnify, defend and hold Videographer and its officers, directors, agents, employees, representatives, associates and affiliates and each of them, harmless from and against any and all losses, costs, damage, liability and expense, including reasonable attorneys' fees, arising out of any claim whatsoever, directly or indirectly, from the use of copyright images supplied to Client by Videographer.
12. Arbitration. All disputes shall be submitted to binding arbitration in Washoe County Nevada and settled in accordance with the rules of the American Arbitration Association. Judgment upon the arbitration award may be entered in any court having jurisdiction thereof. Disputes in which the amount at issue is less than \$1,000.00 shall not be subject to this arbitration provision.
13. Miscellany. The terms and conditions of this Agreement shall be binding upon the parties, their heirs, successors, assigns, and personal representatives; this Agreement constitutes the entire understanding between the parties; its terms can be modified only by an instrument in writing signed by both parties; a waiver of a breach of any of its provisions shall not be construed as a continuing waiver of other breaches of the same or other provisions hereof; and the relationship between the Client and Videographer shall be governed by the laws of the State of Nevada.

Videographer Signature _____ Date: _____

Client Signature _____ Date: _____