

Custom Animated Video

PROPOSAL

Prepared for

Client Company Name

Contact Name

Post Title

email@address.com

Created on

June 6, 2016

Valid Through

July 6, 2016

Reseller Name

(555) 123-4567

info@yoursite.com

ONLINE VIDEO

We will create an animated video, optimized for internet streaming, to be used on your website, social media sites, blogs, and other new media contexts as well as live events such as trade shows - in other words, all media excluding commercial television broadcast.

Video services may include any or all of the following depending on the needs of the project:

- Script / copy creation
- Professional voiceover and background music
- Custom illustration work
- Custom motion graphics / animation work
- Creative consulting and project management throughout the process

The final video product will be your property. We make no claim of ownership for any video content created per this agreement except for possible promotional use in the future.

VIDEO PRODUCTION PROCESS

In order to deliver the best possible video as efficiently as possible, the project will flow as follows:

- 1) You will receive a welcome email from our Video Production Director who will arrange an initial welcome call and then dialogue with you via phone and email as needed to ensure that the project has been clearly defined and the creative process can begin. You will be introduced via email to your creative team and given access to our brief questionnaire to begin the copywriting process.
- 2) After you have a brief creative call (optional) and our copywriter receives your answers to our questionnaire, they will create a rough draft voiceover script and submit it for your review and feedback. The final written script will amount to 150 words or less per 60 seconds of video. If the video is text on screen only (no voiceover) then the written script will be 100 words or less per 60 seconds of video.
- 3) Once we have final script approval our voiceover artist will record the voiceover audio if applicable. Please let your sales representative know if you have a preference for male or female voiceover or other custom needs. Otherwise, we will choose the best voiceover artist for your project. We default to a neutral American accent unless otherwise instructed.

Please note: we do not share the audio by itself for review because the audio is difficult to judge out of context. Once you have seen the first visual draft of your video, if you have any concerns about the audio please let your Production Director know and we will address those concerns immediately.

- 4) Once we have an approved script and voiceover (if applicable), our visual team will then contact you to discuss the visual direction of the video. If your video involves whiteboard style illustrations you will first work with an illustrator before moving on to animation. The illustrator will provide storyboards and will dialogue with you through two rounds of edits if needed until you are satisfied with the illustrations before moving the process on to animation.
- 5) Your animator will request any materials needed, such as high resolution logos and other visual elements, and then create a preview and submit that for your review. You will be able to review all images used and make recommendations and edits at this time. Your animator will then create the first full draft for your review and feedback. You will then be able to submit notes/edits and receive a second full draft. You can then submit one final round of notes/edits before receiving your final video for download.
- 6) Once you have signed off on the final video draft we will send you a high resolution video file and upload it to your youtube.com or vimeo.com account if requested.

IMPORTANT NOTE

In order to produce high quality videos effectively, each project goes through an exact sequence:

- script writing
- voiceover recording
- illustration (if applicable)
- animation

Each step is completed fully and approved before moving on to the next step. For script writing, illustrations and animation, you will have two full rounds of feedback/edits to ensure you are very happy. A “round” of edits is defined as a draft being submitted for feedback, the client reviewing and responding with requested changes, and all changes being made as requested.

The voiceover is recorded immediately after the script is approved. It is not submitted by itself for review, and does not include any rounds of edits.

Additional rounds of edits for any stage of production will be billed at \$200 each, due before the edit is made. Going back later to make changes/edits to earlier approved steps would incur a \$200 fee for each edit requested.

For example, after script approval, any change to the voiceover would incur a \$200 fee. Or, having approved illustrations for a whiteboard video and moving into animation, illustration changes would also incur the \$200 fee.

Correcting errors or omissions made by the video production team will not incur any fees.

These fees are not intended to be profitable, only to cover the basic costs involved in the additional creative work needed to make the extra edits.

SOURCE FILES

While the client will have full ownership of the completed video, this proposal does not include the software project files, or “source files” for the video. We make it easy and cost effective for clients to make any number of edits in the future as needed.

REFUND POLICY

We offer custom services unique to the needs of each client. If a client is not satisfied with a product, we will do everything possible to correct any problems and deliver a product the client is happy with. As with custom services in other businesses and industries, the service is non-refundable.

PAYMENT TERMS

- _____ **60 second** custom animated video(s) (\$4,500 each)
- _____ **90 second** custom animated video(s) (\$5,500 each)
- _____ **2 minute** custom animated video(s) (\$6,500 each)

TOTAL: _____

APPROVAL

Payment is due immediately upon execution of this contract.

APPROVED (Signature)

DATE

NAME (Please Print)

POSITION

EMAIL