



Video Production Proposal

Client Name: Hamilton Telecommunications

Project Name: 'Connecting Your World' Campaign

Date: November 25th, 2019

Contact Name: Mitchell Roush

Email: mitchell.roush@hamiltontel.com

Website: <https://hamiltontel.com/>



Project Scope

This proposal is for the production of a customer-focused video series for Hamilton Telecommunications (Hamilton) by Maly Marketing. This series will focus on five pre-determined Hamilton customers.

Project Deliverables

This video package includes a total of five customer features. Each of the five customer features will include the following:

- **One, long-form video**
 - Approximately 90 seconds in length
 - Intended for the Hamilton website and/or e-newsletter
- **One, short-form video**
 - 30 or 60 seconds in length
 - Intended for social media and/or broadcast TV

Project Pricing

- **Project subtotal:** \$18,848
 - **Sales tax (5.5%):** \$1,036.64
 - **Total cost:** \$19,884.64
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Project Goal

The overall goal of this project is to enhance the brand of Hamilton by championing the experiences of their customers. This will be accomplished by telling informative and engaging stories through video marketing.

This video series will highlight the services Hamilton brings to the marketplace and demonstrate how they enhance the lives of customers, businesses, and communities.

Target Audience

In order to reach Hamilton's unique and diverse customer base, each video in the series will focus on one of five specific customer types. Maly Marketing will work with the Hamilton marketing department to select a customer, business, or community from each of the customer groups listed below.

- Business Professionals/Entrepreneurs
 - Education Administration
 - Agricultural Producers
 - Healthcare Leadership
 - Residential Consumers
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Video Structure & Style

Long-Form Videos (approximately 90 seconds each)

Each of the long-form videos will utilize a documentary-style narrative focusing on a specific Hamilton customer, business, or community. Maly Marketing will conduct a formal video interview with each Hamilton customer, asking specific questions to build a narrative from their interview responses. Maly Marketing will send a full, low-resolution video recording of each interview to the Hamilton marketing team to assist in the production of any accompanying written articles.

Action b-roll video clips will be captured with each Hamilton customer to illustrate how their lives are impacted by Hamilton services and support.

These long-form videos are intended for the Hamilton website and/or e-newsletter. Ideally, these videos will be embedded on a set landing page or microsite with a clear call-to-action, helping lead viewers down the proper process funnel.

Short-Form Videos (either 30 or 60 seconds each)

A trimmed-down version of each long-form video will be produced and will retain the most important customer responses, while meeting a set 30 or 60-second time limit. This will ensure the short-form versions can be used for social media and broadcast TV. These versions will include some of the action b-roll footage used in the long-form videos.

**This proposal does not include media buys or social media paid promotion*

Shooting Dates & Locations

This proposal includes the following production sessions:

- **Five, full-day production sessions (up to eight hours each)**
 - Full-day sessions can be scheduled individually or consecutively on back-to-back days.
 - Each full-day session includes travel time and mileage from Lincoln to the Aurora market area (travel time is not counted against the eight hours of production time).
- **Two, half-day production sessions (up to four hours each)**
 - These half-day sessions can be scheduled individually or consecutively on a single day.
 - Each full-day session includes travel time and mileage from Lincoln to the Aurora market area (travel time is not counted against the four hours of production time).

Production sessions will be used to capture interviews and b-roll action video. Maly Marketing and the Hamilton marketing team will coordinate the specific time and location for each production session. The exact dates of these production sessions are TBD, but will take place during the late winter, spring, and early summer of 2020.

Audio

Each video will include appropriate background music that is licensed for broadcast and online distribution.

Video Graphics

Maly Marketing will produce a Hamilton-branded video graphics set for this series. The graphics set will include a lower-third title template for any interviewees and an ending logo reveal with a clear call-to-action.

Additional Editing

Hamilton has the option to request additional editing and content beyond what is outlined in this project. All additional editing will be billed separately by Maly Marketing at the fee of \$160 per hour.

Client Project Responsibility

Hamilton will provide the following marketing assets to Maly Marketing:

- Hamilton branding guide and logo files
- A list outlining the choice of 30 or 60-second short form videos for each customer feature
- A basic outline with context and questions for each interviewee

Mitchell Roush is the client's appointed contact person. He will be the main point of contact for all correspondence during this contract.

Review Process

The client will have a total of two review phases for each video. An initial digital video draft of each video will be sent to the client for review. Any major changes or additions should be made at this point. A final video version will be sent to the client once any updates or changes have been made. Only last-minute, minor changes should be requested in this final revision stage.

Timeline

A more finalized timeline will be set once the project is approved and an official start date has been established. This timeline will contain the following milestones for the production and delivery of the video series:

- **Pre-Production:** January & February 2020
- **Shoot-Production:** March - June 2020

- **Post-Production:** March - July 2020
 - **Digital Delivery of Video Drafts for Review:**
 - Video 1 & 2: April 1st, 2020
 - Video 3 & 4: June 1st, 2020
 - Video 5: July 1st, 2020
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Payment Schedule

The total cost to Hamilton for this video project is **\$19,884.64**. This includes all necessary aspects of pre-production, shoot-production, post-production, travel costs, and sales tax. A payment schedule will be determined once the project has been approved by Hamilton.

Cancellation

In the event of termination, all accrued project hours not yet paid to date will be billed at the hourly rate of \$160.00.

Acceptance of Agreement

I, the undersigned, have read the above prices, specifications, and conditions, which are hereby accepted. Maly Marketing is authorized to execute the project as outlined in this agreement. Payment will be made based on the milestones stated above. This agreement is not valid until signed and returned to Maly Marketing at: **kurt@malymarketing.com** or **5001 NW 1st Street, STE 7 Lincoln, NE 68521**

Client Signature: _____

Print Full Name: _____

Date: _____

Maly Marketing Signature: _____

Print Full Name: _____

Date: _____