

From: Cooper Spaulding <cooper@coldboxfilms.com>
Sent: Wednesday, April 21, 2021 3:21 PM
To: Woods, Edward (MICRC) <WoodsE3@michigan.gov>
Subject: Re: Video Production Services

Hi Edward,

Thanks for taking the time to speak with me about the project yesterday.

As I mentioned during our conversation, most of the projects we quote are highly customized to our clients needs which is the best way we can ensure they save money and maximize their resources and impact to its greatest ability.

Since we're not sure how many deliverables your project will include or what those deliverables will be, I'm not able to offer a formal quote. But what I can do is at least offer some very basic rates that may help your team formulate a desired budget range for your project.

Basic Rates:

- **Pre-production Services** - Starting at \$125/hour
 - Tasks could include:
 - Creative brainstorming and strategizing
 - Production coordination
 - Creation of scripts
 - Creation of screenplays
 - Creation of shot lists or storyboards
 - Creation of call sheets (shooting schedules)
 - Casting (does not include talent compensation)
 - Location sourcing/scouting
 - Prop sourcing
 - Mobilizing crew
- **Production Services**
 - **Half-Day Rate** - Starting at \$3,000
 - Includes:
 - 5-person production crew (1 Grip, 1 Gaffer, DP, Director, Producer)
 - 5-hours of filming
 - Professional lighting
 - Professional sound
 - 1080p Cinema Camera
 - Standard G&E Equipment
 - **Full-Day Rate** - Starting at \$4,500
 - Includes:
 - 5-person production crew (1 Grip, 1 Gaffer, DP, Director, Producer)

- 10-hours of filming
 - Professional lighting
 - Professional sound
 - 1080p Cinema Camera
 - Standard G&E Equipment
- **Voiceover Recording** - Starting at \$200/hour
 - Includes:
 - Professional Sound
 - Professional Recording Equipment
 - Hosted @ Cold Box Films Studio
- **Studio Rental** - \$50/hour
 - Access to a [1,000 sq ft open studio](#) with modern furniture and appealing aesthetic.
- **Post-production Services** - Starting at \$125/hour
 - Tasks could include:
 - Editing of footage
 - Color grading
 - Sound design
 - Discovery of the applicable royalty free music track
 - Creation of graphics
 - Creation and animation of motion graphics

Things you need to consider when formulating your budget: It's important to understand that we scale our services up and down depending on the client's needs. Some shoots may require a 5-man crew and others may not. In addition some shoots may require upgraded cameras and lenses while others do not. Knowing what deliverables the client is looking for, the goal of those deliverables, and what is being filmed is the best way for us to adjust these package inclusions to best fit YOUR needs. Which will inevitably affect your final project cost.

My intention is not to overwhelm you by any means-- You can be sure my team takes care of everything and executes productions methodically. But there is a lot that goes into a final proposal to ensure funds are being allocated efficiently and the final deliverable is of the highest quality.

How to drive the most impact with your content (and idea we had): As I mentioned previously, my team has been producing content for Voters Not Politicians Prop 2 efforts since its beginning, so we have a lot of knowledge and passion on this topic.

The greatest thing that your team offers Michigan Voters is the ability to be represented, seen, and heard.

I fear that only bringing people into a studio for a talking head video wouldn't do your mission justice and the desired impact you're looking for this to have would be lacking. Have you

entertained the idea of going on location to capture these viewpoints instead?

If you want to have maximum impact, we'd recommend going out into the diverse communities of Michigan and hear directly from the people. Hearing from their perspectives and in their environments is not only more interesting, but it's a fantastic way to present them as strong characters which gives you that storytelling magic you need to truly draw people in. - If this is something your team is interested in exploring further, we'd love to work with you to develop a powerful storytelling strategy as a part of our pre-production process (something we do for organizations all the time).

The value Cold Box Films can bring to this project: My team brings a lot of energy, passion, and strategy to everything we do. Not only do we make work that is beautiful and looks cinematic but it is also highly strategic and intentional-- You need all of the above to create something that effectively accomplishes your goal. If this is the type of company you want to collaborate with, I'd love to continue this conversation.

If you haven't already, be sure to check out some of our work on our website: <https://www.coldboxfilms.com/our-work>. This will give you a clear sense of what we're capable of.

Let me know if you have any questions!

Thanks,

Cooper Spaulding Executive Producer & Director, Cold Box Films



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