



**IMAGEWORKS, LTD.
1564 S. Poseyville Rd.
Midland, MI 48640**

Video Production Services Proposal

Prepared for

Michigan Independent Citizens Redistricting Commission

Prepared by

**Heather Plante
Imageworks, Ltd.**



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1564 S. Poseyville Rd.
Midland, MI 48640

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To whom it may concern,

Thank you for the opportunity to offer our proposal for Video Production Services to increase awareness and engagement about the redistricting process.

Imageworks has experience in producing engaging educational videos and we are eager for you to see what we have to offer.

Enclosed you will find our mission statement, an overview of our company and our experience, a timeline for the proposed project, a breakdown of fees necessary for production completion, and information that will take you to some examples of our work. Thank you for your consideration.

Sincerely,
Heather Plante
Office Manager
Imageworks, Ltd.



MISSION STATEMENT

Our mission is to visually tell your story with imagination, ingenuity, and innovation.

ABOUT IMAGEWORKS LTD.

For over 30 years, it has been our pleasure to bring your story to life through documentaries, live event documentation, livestreaming, music videos, television spots, educational vignettes, recruitment, training, and orientation videos.

We have provided local and global communications to companies such as Dow Chemical, Dupont, Corteva, and others. As well as nonprofit organizations such as United Way, MI Works, and Wolverine Human Services, to name a few.

You can find examples of our work that pertain to your project at these addresses:

<https://vimeo.com/showcase/8386885>

<https://vimeo.com/showcase/8281365>

I have also provided this as a link in the email this document is attached to.



ESTIMATED PROJECT TIMELINE

Preproduction 1 week	Shooting 2 days	Editing 20 hrs.	Voice Over 1 week	Captioning 2 days	Graphic Work 18 hrs.	Translations 2 weeks
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Much of the project will be the preproduction, shooting, and the localization to Spanish and Arabic. Preproduction and Shooting will take approximately 1 week and will include meetings discussing the direction of the video, site surveys (if you wish to shoot on site) and making changes to the script. This may take more than one meeting.

The initial editing, voice over, closed captioning and graphic work is expected to take around 2 weeks and includes any changes you may have. There will be additional editing fees for changes made. Localization of the video consists of reworking graphics, translating captions, and re-doing voice over. This is estimated to take around 2 weeks. From shooting to deliverable, your videos are expected to be completed within approximately 5 weeks.



PROJECT ESTIMATE

Qty	Item	Description	Unit Price	Total
8	Preproduction	Video meetings, site surveys, script improvements	\$75.00 per hour	\$600.00
2	Full Day Shoot	8 Hour Video Shoot	\$1,200.00	\$2,400.00
20	Editing	Editing	\$100.00 per hour	\$2,000.00
2	Music Search	Licensed Music Selection	\$100 Each	\$200.00
1	VO-5	Professional Voice Over	\$500.00	\$500.00
18	Motion Graphics	Motion Graphic work	\$100 Per hour	\$1,800.00
1	Storage Drive	Project Storage/mastering	\$200	\$200.00
2	Translations	VO, Captions, Graphic Work for Spanish & Arabic	\$2,500.00 Each	\$5,000.00
1	Captioning	Closed Captions	\$300.00	\$300.00

Subtotal	\$13,000.00
Sales tax	\$450.00
Total	\$13,450.00

If you have any questions or concerns, please contact us and we will be happy to discuss this project with you.