



Mock Proposal - Testimonial Shoot

Date & Time:

- Tuesday, March 4th, 2022
- 12:00 pm - 2:00 pm

Client's Project Idea:

- Our client would like a testimonial from one of their longest customers. Video would be promoted on the company's website & social media.

Client's Budget:

- \$1,500

Products:

- 2-3 minute testimonial video
 - Optimized for web, email, and YouTube
- Social Media Cut(s)
 - Optimized for Instagram

Costs:

- Example Location (\$250)
 - https://www.peerspace.com/pages/listings/5d91817613b6e4000ea9160e?sort_order=14
- Travel (varies, if applicable)
- Talent (varies, if applicable)
- Gear (\$300)
 - Covers all expenses related to equipment for production
- Shooting Rate (half day)
 - Shooting rates include 1 hour for set up and 30 minutes for breakdown
- Editing Rate (half day)

Total: \$1,250