



PROPOSAL
Washington State CTE Board
Promotional media

Dear Doug,

Thank you for coming to North 40 for your production needs. The following outlines our understanding of the project to re-use media captured for the Wenatchee School District CTE program to create a series of 25-second videos promoting legislative support of state CTE programs.

Approach and Deliverables:

For this project, we propose to create a series of 25-second videos promoting participation in CTE courses. This media will be directed at the state legislature during the 2021 session. From media captured for the Wenatchee School District CTE promotion piece from 2018, we will create both individual (single subject or person) stories as well as program specific, 25-second spots. Student comments will be shown on screen as well as covered by appropriate b-roll imagery. For each video, we will identify a soundtrack, as appropriate. We will also add an intro and outro graphic card, as well as a logo bug throughout. These graphic assets will be provided by you or your designee.

Budget:

The budget for this project is affected by the number of videos contracted for delivery. As there is some setup regarding intro/outro and logo bug, the first four videos cost \$1,000 per video. After the first 4 are completed, any videos of the same type produced after that are \$750 per video. This budget assumes a minimum of four videos are contracted.

For 8 videos:

First 4 = \$4,000
Second 4 - \$3,000
Total for 8 = \$7,000

Additional notes:

We ask that you acquire permission from the Wenatchee School District to use their footage. No additional production filming will be required to complete this project.

Please don't hesitate to contact us with any questions you may have regarding this proposal. We appreciate the chance to submit it and look forward to the opportunity to work with you on this project.

Thank you very much,

Jeff Ostenson and Charles Atkinson
North Forty Productions