
Steven Dixon Media

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Auburn, AL 36830
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AO Key Team, Proposal

June 6, 2020

OVERVIEW

Steven Dixon Media will produce two videos for Auburn Opelika Key Team. The first video will be roughly 1 minute in length and will highlight the three generations of women in real estate including Tracie West, Karen Turner, and Marion Farinella. The second video will be a short, thirty second video that will likely include a testimonial from a past client.

GOALS

1. Promote the three generations of women.
2. Focus on quality, not numbers driven.
3. Create a message that shows the viewer that they care about their clients. It's the little things that they do like remembering what's important, i.e. family, kids, pets, etc.
4. Although the business is real estate, these videos aren't about selling property, these videos are about connecting with people, showing viewers that Tracie, Karen, and Marion have roots three/four generations into real estate and that they are the going to go the extra mile to help their clients list, and/or find a home that is going to best fit their needs.

SPECIFICATIONS

AO Key Team selected price Level 2 from the pricing chart which is also attached. Steven Dixon Media and AO Key Team will work together to come up with the times of when everything should be filmed. Once everything is filmed, Steven Dixon Media will create 2 finished videos that promotes AO Key Team. The video editor has full creative control when editing videos, however, is very open to changes after review of the rough draft. Steven Dixon Media will use a variety of filming techniques and equipment to

shoot, edit and produce the completed project. All ground video is shot with a high resolution, full frame camera while the aerial is shot with a high resolution, crop censored camera. All video is shot 1080p at 60FPS or 4k at 30 FPS unless the client requests a different resolution or frame rate.

All videos will include:

- FAA Licensed Drone operator.
- Graphics such as, titles, captions, and logos.
- Filming from various sites.

Rough drafts will be completed within 5 business day. After the AO Key Team has reviewed the rough draft, they will be able to share thoughts and changes. Steven Dixon Media will need 5 business days to complete any changes.

Costs: \$1,500.00

AO Key Team selected Level 2 from the pricing chart that was emailed to them. Payment is taken twice. 50% of the payment is due at the signing of the agreement which covers upfront costs and secures the date. The remaining 50% is due once the client is 100% satisfied with the completed project.