

A Baldwin Production

General Manager
Bar Louie

Bar Louie Proposal *September 20, 2017*

A Baldwin Production was established in 2002 and houses a single ambitious employee; I am the largest, premiere in-house resource in this area, and I am dedicated to meeting your current expectations and future needs.

With over one twenty years of experience designing high-concept videos, our company will personally ensure your design is cost effective, creative, and guarantee your vision is exceed!

Our passion, vision, and products will lead your business to success.

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Introduction

Thank you for considering A Baldwin Production as your partner in developing a series of web-based training videos that will be hosted on your backstage, internal website. We appreciate your time and assistance in sharing your goals, concept and approach.

As per our initial conversation, we understand that your objective is to produce a training video of 3-5 minutes, and online media based exercises to accompany and support your existing staff at Bar Louie. These programs include:

- Training video demonstrating proper pouring techniques
- Customizable drink and food test
- Cheat sheet for staff reference
- A bottle pour test

These web-based media programs will have an “Interview/Training Format,” and will be posted internally and promoted via the company intranet “Backstage.”

In addition, this series of internal-facing/web-based media programs are aimed at achieving the following goals:

- Explain proper bottle holding and the safety behind it.
- Integrate new techniques that will excite the guest with bottle work, while maintaining an accurate count of liquor.
- Ensure proper measurements are being used to count liquor disputes.
- Explain the importance of accurate pouring to create fun and tasty drinks.
- Address the severity of over-serving a Guest and the consequences that could arise.

Target Audience:

- Bartenders/Bar-Backs – Staff that comes in contact with liquor bottles on a daily basis.
- Senior Management – Skills to accurately measuring liquor compared to waste and sales.
- Upon approval, these programs can be used to highlight Bar Louie’s innovation to external audiences, through social media campaigns.

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The Discovery Process

Our first step in developing your concept begins with the Discovery Process: determining your key message, which will resonate with your audience, is an integral step. This activity is streamlined and will be focused.

Our process and next steps include:

- Interviews with selected Bar Louie Bartenders.
- Interviews with Senior Management in order to expand our understanding of why over-pouring is occurring.

The objectives of our Discovery Process are to:

- Build a clear understanding of internal and external messaging objectives.
- Validate Bar Louie's drink-making process.
- Shape the storyline and define existing visual assets.

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Production Timetable

Understanding the Story

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|---|------|
| Producer and Client information input meetings | 9/15 |
| ▪ In-person meetings. | |
| ▪ Interviews with selected company staff (anyone that makes drinks behind the bar). | |
| ▪ Producer submits to Client illustrated script outline by | 9/29 |
| ▪ Content Development, Q&A Outlines and Story Briefs. | |
| ▪ Client provides Producer with adjustments/approval of messaging. | |

Producing the Media

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|--|-------|
| Producer submits adjusted/approved Q&A Outlines and Story Briefs by | 9/29 |
| ▪ Client provides Producer with approval by | |
| ▪ Producer proceeds to production phase upon approval of Q&A Outlines and Story Brief (No Storyboards will be made) by | 9/29 |
| ▪ Production – On-site Interviews, B-Roll capture | 9/29 |
| ▪ Interview transcription and story paper cut by | 10/13 |
| ▪ Client story offline review by | 10/20 |
| ▪ Client edits/approval by | 10/27 |

Note: Approval of soundtrack to be given at final mix; approval of edited visuals to be given during on-line edit of production by a representative of the Client, or the Client shall honor Producer's decision.

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|---|-------|
| ▪ Client off-line edit review with B-roll and graphics in progress by | 11/03 |
| ▪ On-line edit review | 11/10 |
| ▪ Final audio mix by (Client review of final presentation by) | 11/17 |
| ▪ Compression of programs and delivery to client by | 11/17 |

Production timeframe is 12-14 weeks from concept to completion.

Note: If production is delayed by Bar Louie beyond 30 days from agreed production finish date, additional production coordination fees may apply. Delays will be noted and discussed with Client and Producer.

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Production Estimate Ranges

Pricing is based upon the proposed interview techniques, combined with voice-over narration and accompanying music. The estimate includes all pre-production Discovery development, scripting and storyboards, editing, motion graphic effects and audio elements as defined in the budget breakdown.

Production Style & Objectives:

- The series will have an “Interview Format Look,” the story will be revealed as simple to understand.
- To achieve economics of scale we will produce the series in groups of 4.
- Pre-interviews will be conducted to hone questions and responses; this technique streamlines the on-camera interview time and helps better prepare the interviewee.
- We will document the interviews with a 2-person crew.
If possible, we will attempt to capture 2 or more stories within a 10-hour production day
Graphics will follow Bar Louie’s established iconic look and feel so we do not have to re-design a style.

Contracted to produce the media assets of 5 presentations within 3 months (90 days) we will price the individual programs at \$850 each and can work with you to schedule activities.

Per Program Group Pricing	\$850.00 ea.
TOTAL PRODUCTION ESTIMATE (5 programs):	\$4,250.00

The Next Step

A Baldwin Production is excited about the opportunity to work with the Bar Louie team. We are ready to move ahead with fresh, new ideas that address your strategic objectives and provide a valuable and enjoyable experience for you and your team. Once you have reviewed the estimate and discussed this proposal, we can provide a more formal outline that defines specific executable components and finalized production schedule.

We welcome your questions and look forward to taking the next step with you.

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References

Available upon request.

Some Additional Samples of our “interview style” and current projects. Please note some of these presentations production exceed your 3-5 minute story/visual budget, but our quality will be the same.

Additional samples:

California Girls – This five-minute music video details a family trip to Disneyland.
<https://youtu.be/MToHwdEtFIU>

Relocated – A two-minute teaser presentation for a web-based drama series.
https://youtu.be/QyRBx4_KkZQ

The Family Recipe – A Pilot Presentation video.
<https://youtu.be/1WPXA-gZ2Hc>