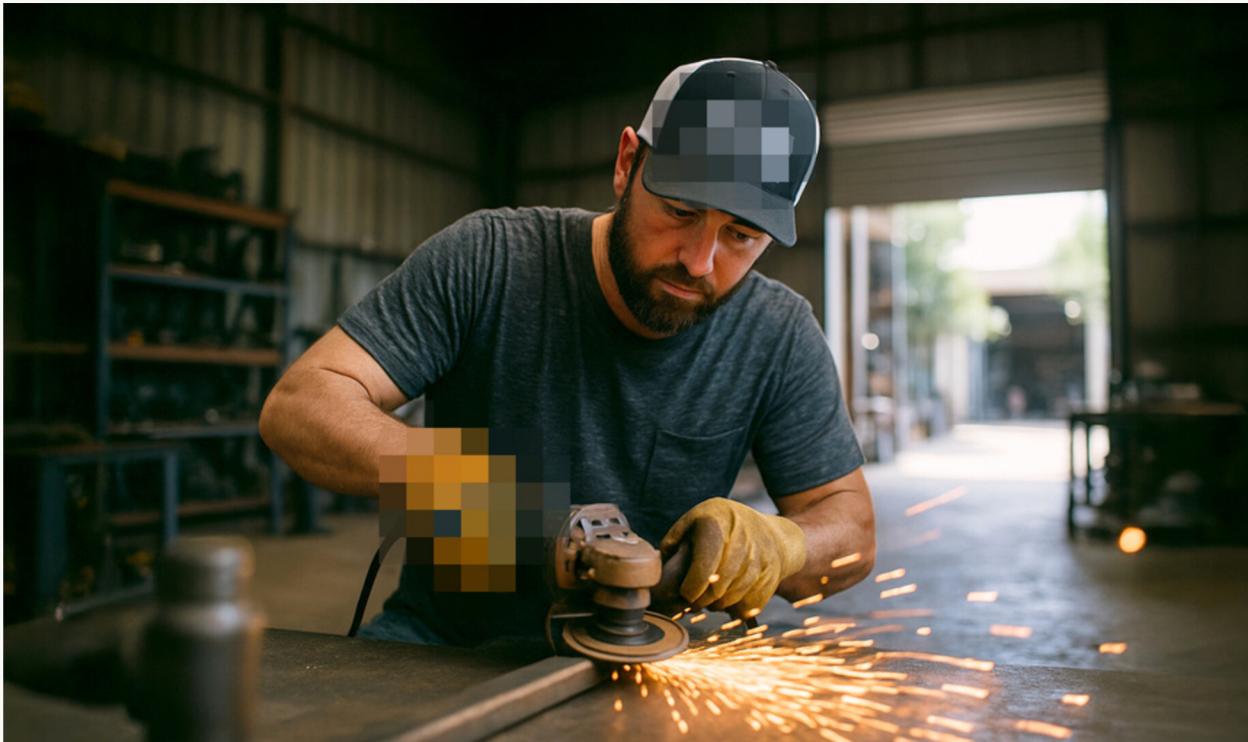


Project Proposal

12 Month Strategic Media
Recruiting Campaign



It was great talking with you! I'm very glad you reached out. As requested, I've attached quote details for the options we landed on. If you have an idea that's not in here, please let me know. I'm happy to re-package as needed.

You'll see that I've included itemized budgets for our initial and monthly packages, following the summary page.

Looking forward to working with you,

Sam Isakhanov



Packages Summary



JUMPSTART RECRUITING PACKAGE

\$9050

One-Time Production:

- 3 shoot days
- 3 Long form videos (2-3 min each)
- 3 Short form ads (up to 30s each)
- 12 Short form vertical edits (10-20s) from the longer content
- 20-30 Professional photos



ONGOING RECRUITING PACKAGE

\$3280/MO

Each month:

**Includes a 20%
retainer discount**

- 1 and a half shoot days
- 1 Long form video (up to 3 min)
- 1 Short form ad (30s)
- 8-10 Short form edits (10-20s) from the long form content
- 10-20 Professional Photos



Jumpstart Recruiting Project Budget

PRE PRODUCTION

▪ Discovery & Ideation	INCLUDED
▪ Pre-Production Planning	INCLUDED
▪ Production Coordination	INCLUDED

PRODUCTION

▪ 3 Full Production Days	3300
▪ Photography	1000
▪ Accidentals & Travel	350
<i>Incl. all equipment</i>	

POST PRODUCTION

▪ Editing	4400
▪ Music license	INCLUDED

9050 Total

For **three** 2-3 minute videos
+ **three** (up to) 30 second ads
+ **twelve** 10-20 second vertical edits
+ **20-30** professional photos

Ongoing Recruiting Project Budget

PRE PRODUCTION

▪ Discovery & Ideation	INCLUDED
▪ Pre-Production Planning	INCLUDED
▪ Production Coordination	INCLUDED

PRODUCTION

▪ 1 & 1/2 Production Days	1750
▪ Photography (incl. edits)	800
▪ Accidentals & Travel	150
<i>Incl. all equipment</i>	

POST PRODUCTION

▪ Editing	1400
▪ Music license	INCLUDED

Retainer Discount **- 20%**

3280 Total / Mo
For **one** up to 3 minute video
+ **one** 30 second ad
+ **eight to ten** 10-20 second edits
+ **10-20** professional photos



Sam Isenhower

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to the person.

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